Assessing The Impact Of Movies Upon An Individual's Image Formation Concerning A Given Destination

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ASSESSING THE IMPACT OF MOVIES
UPON AN INDIVIDUAL’S IMAGE FORMATION
CONCERNING A GIVEN DESTINATION

by

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ABSTRACT

The process of watching a movie is a common way to be entertained in this day and age. There are multiple ways in which people can enjoy a movie ranging from the big screen at a commercial theater, on their home’s television, or even in a car while driving. One outcome associated with watching a destination movie might be that the viewer will be compelled to visit or not the location portrayed in the movie. It is a primary assumption of this thesis that movies have the ability to create or change an individual’s image of a destination by its portrayal within the motion picture. This study was conducted in an effort to examine this global phenomenon called movie tourism and contribute to the tourism literature.

This study focused on determining the differences between pre and post measures resulting from watching a destination specific movie. The research method was a pretest-posttest experimental design conducted to a convenience sample of 247 hospitality management students enrolled in a major metropolitan university located in the southeastern portion of the United States. The research instrument was a pre and posttest questionnaire that included structured and unstructured questions in order to capture the complex destination image. The treatment between the pre and posttest was a destination specific movie. A 100% response rate was obtained from the pretest group and a 99.2% response rate from the posttest group.

Results of the study revealed that: 1) certain perceived destination images were different before and after the movie; 2) level of interest in visiting the destination was not different before and after the movie; 3) destination image had a positive relationship with the level of interest in visiting the destination; and 4) certain audience characteristics had an impact on destination
image and interest in visiting the location. Implications, limitations, and suggestions for future research are discussed in the final chapter.
To my grandparents, parents, and husband.
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CHAPTER ONE: INTRODUCTION

Millions of people watch a movie on the big screen in a commercial theater or on the small screen at home, where they notice the beautiful landscape, historical sites or violent crime of the place depicted in the film. After seeing the movie, a desire to visit the location might be created even though the location featured in the movie served as a background. The image of a destination could be created or changed by its portrayal in a major motion picture. For example, by simply being a filmed location, an unknown city may become a major tourist destination and a nation that had nothing but a pastoral image becomes a popular destination for families. A current and tangible example of this phenomenon can be seen in the showing of the movie titled The Lord of the Rings (2001). The Lord of the Rings (2001) trilogy, a motion picture that was based upon fantasy and fiction of Tolkien’s classic novel, has had a huge impact on New Zealand’s tourism. Since the November 2001 release of the first installment, tens of thousands of fans have made their way to the twin antipodal islands to see the movie locales first-hand (Houpt, 2003).

Typically, movies are not produced with the intention to inform people or to lure people to the destination depicted in it, instead they are produced for economic or entertainment purposes. Regardless of this observation, movies inform many people and impacts tourism in profound ways. For the purposes of this thesis, this growing phenomenon is called movie tourism.
Movie tourism is described as tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen (“Film Tourism”, 2004). Despite the enormous impact movies have on creating or changing a destination’s image on many individuals, there has not been a paucity of research conducted in this area. Therefore, this study was conducted in an effort to examine this growing phenomenon and contribute to the tourism literature. In order to study the impact of movies on destination image, this research has focused on four major areas: destination image, popular culture, mass media, and movies.

There have been numerous and different approaches to the study of destination image in tourism studies. It has been proven that destination image has a crucial role in an individual’s travel purchase related decision making (Chon, 1990; Gartner, 1993; Goodrich, 1978; Gunn, 1988; Um and Crompton, 1991; Woodside and Lysonski, 1989) and the image is based on the information that an individual has about the destination (Fakeye and Crompton, 1991; Gartner, 1993). All of us have images of destinations, whether or not we have traveled to them. These images may be sharp or vague, factual or whimsical, but in all cases they are indicative of likes and dislikes (Gunn, 1988).

There are different definitions of destination image proposed by several researchers, however, a commonly adopted definition of image is that it is the sum of beliefs, ideas and impressions that people have of a place or destination based on information processing from a variety of sources over time, resulting in an internally accepted mental construct (Assael, 1984; Baloglu and Mc Cleary, 1999a; Crompton, 1979; Gartner, 1993). It has been empirically demonstrated that the elements that influence destination images are multi-dimensional (Baloglu
and McCleary, 1999a). Therefore, destination image studies have been conducted in many other disciplines such as psychology, marketing, and sociology to name a few. However, the study of destination image has become the most prevalent subject in tourism studies for decades. Researchers now have a wealth of destination image literature available and there have been numerous and different approaches to its study in tourism. Several studies have recognized the importance of using structured and unstructured methodologies to assess and measure a destination image (Baloglu and Mangaloglu, 2001; Echtner and Ritchie, 1993; Hsu et al., 2004; Jenkins, 1999; MacKay and McVetty, 2002; Milman and Pizam, 1995; Murphy, 1999). Some researchers have focused on the influence of distance on destination image and image change over time. It has been found that previous visitation or direct experience with a destination is likely to alter and modify the image of the destination (Ahmed 1991; Baloglu, 2001; Chon 1990; Dann 1996; Fakeye and Crompton 1991; Fridgen 1987; Hu and Ritchie 1993; Milman and Pizam 1995; Pearce 1982; Phelps 1986). Some researchers have found that the formation of destination image is influenced not only by the information obtained from different sources, but also by the characteristics of the individual (MacKay and Fesenmaier, 1997; Stern and Krakover, 1993; Um and Crompton, 1990).

There are two main researchers that have introduced different frameworks that explain the image formation process. According to Gunn (1988), the image formation process is separated into two types: organic images which are from sources not directly associated with tourism interests, such as newspaper reports and movies and induced images which are derived from the conscious effort of marketers to develop, promote and advertise their destinations.
Gartner (1993) viewed the image formation process as a continuum consisting of eight different agents: 1) overt induced I, 2) overt induced II, 3) covert induced I, 4) covert induced II, 5) autonomous, 6) unsolicited organic, 7) solicited organic, and 8) organic. Several other researchers have applied these studies into developing an image formation process.

Among the eight agents identified by Gartner (1993), autonomous image formation agents, news and popular culture which consist of independently produced reports, documentaries, movies, television programs and news articles, appear to have particularly powerful effects on destination image formation. News and popular culture are deeply embedded in everyday life that they are likely to have high market penetration (Kim and Richardson, 2003). Popular culture is known to have powerful effect on destination image formation in the context of tourism. It can provide substantial information about a place in a short period of time. Williamson (1991, as cited in Riley and Van Doren, 1992) mentioned that for a destination – a small hotel or an entire continent – there is no finer publicity than that generated by a major motion picture. Not only do most tourism entities lack the financial backing to finance a far reaching advertising campaign, which frequently limits the smaller and undercapitalized investor to rely on pocket brochures, but no pocket brochure can match the wide screen miracle of Technicolor, Dolby, and high profile spokesman.

By means of many communication inputs throughout our lifetime – advertising, radio, television, movies, magazines, books, comments from friends and relatives – we accumulate such images and assign values to them, good or bad (Gunn, 1988). Environmental simulations such as sketches, photographs, and video are considered paramount to successfully creating and
communicating an image of a destination (MacKay, 1995). The exposure to those environmental simulations influence beliefs about product attributes and image (Deighton and Shindler, 1988; Mitchell, 1986). Although the images and assigned values arise from general information about the designed environment, these images are always highly personal (Gunn, 1988).

While promotional efforts of a destination through media such as advertising, travel brochures and travel guidebooks play an important role in influencing the tourist decision-making process, there are many other non-tourist-directed information sources which could play an important part in forming a destination image and creating the reason for travel, such as news reports and popular culture (Iwashita, 2003). According to Brown and Singhal (1993), the impact of popular films and television programs on individual and societal beliefs as well as behaviors will continue to increase as cable television and video use diffuse rapidly. Watching television and videos and going to the cinema are also widespread forms of leisure activity in the modern world. Those forms of the media are enjoyed and used by masses of people as a source of joy, pleasure, daydreaming and fantasy as well as understanding of the world in everyday life (Carcy, 1988).

Butler (1990) argued that what is shown in visual mass media such as movies, videos, and television will become even more important than print media in shaping images of, and visitation to, places, due to expanding accessibility and high credibility of these information sources. Similarly, Schofield (1996) suggested that contemporary tourists’ organic images of places are shaped through the vicarious consumption of film and television without the perceived bias of promotional material. Thus, popular culture, because of its high credibility and market
penetration, may be the only image formation agent capable of changing an area’s image dramatically in a short period of time (Gartner, 1993).

Movies are an important form of popular culture and mass media that we often associate with ‘mere entertainment’ but at the same time inform people in many ways (Mankekar, 2001). It has been recognized by some researchers that movies, as a form of mass media and popular culture, especially have powerful impacts on creating and changing an individual’s image on a destination portrayed in it due to its ability to reach millions of people in a short period of time.

As an example, the underwater backdrop in Disney’s Finding Nemo (2003) may be computer-generated, but the hit movie’s depiction of marine life on Australia’s Great Barrier Reef made waves from U.S. aquariums to the Land of Down Under, which launched a campaign to lure American families to the real thing (Bly, 2003). While there are no statistics for Matmata, the filmed location of Star Wars (1977), tourism in Tunisia overall has grown dramatically, from fewer than 1 million foreign visitors in 1976, the year before Star Wars (1977) was released, to 4.8 million in 1999. Tourism revenue has mushroomed from $86 million in 1976 to $1.3 billion in 1999, when tourism ranked as Tunisia’s second-largest industry, after textiles (Sawano, 2001). The record-breaking best seller, Midnight in the Garden of Good and Evil (1997), was followed by a 1997 movie that was shot in Savannah, Georgia. Although there are no solid figures tracking the impact of the movie specifically, according to Savannah Area Convention and Visitors Bureau, tourism in Savannah increased 13.8 percent from 1995 to 1996 (Hersh, 2004).

In summary, these movie examples exemplify the direct and indirect impacts upon tourist flow and economic impacts associated with destination tourism. These examples show the
powerful impact movies have on creating an image of a destination, increasing awareness of a destination and increasing tourism at a destination.

**Need for the Study**

There has been a growing worldwide phenomenon that tourists visit a destination or attraction as a result of the place being featured or portrayed in the popular cultural forms of the media such as movies, television dramas and novels which are not directly concerned with tourism promotion or marketing (Iwashita, 2003). In general, there is a paucity of research that has focused on the impact of movies upon tourism patterns. However, there have been a couple of studies that have found that certain movies increased the awareness of the places they depicted and had tourist inducing effects (Riley and Van Doren, 1992; Tooke and Baker, 1996; Riley, Baker and Van Doren, 1998). It should be noted that these studies focused on the effect of film on visitor numbers to screened locations. In addition, these previous studies have not developed a theoretical framework concerning the relationship between movies and tourism.

One of the primary assumptions of the current study is that the media and popular culture appear to have particularly powerful effects on destination image formation. Specifically, it has been recognized that destination images can be developed through depiction in movies. However, a problem persists in that the processes by which movies influence destination images and related decision-making have not been widely examined until recently in a study conducted by Kim and Richardson (2003) where the authors employed an experimental design to assess the
extent to which viewing a specific popular motion picture altered cognitive and affective images of the place it depicted, as well as familiarity with, and interest in visiting the destination.

Baloglu and McCleary (1999a) suggested that destination images are likely to be formed as a function of both perceiver characteristics (demographics and motivations) and stimuli. However, the study done by Kim and Richardson (2003) did not explore the interrelationship between audiences’ characteristics and perception change through movie watching. Also, no research has been done on how a movie image affects the decisions people make about a destination. It is obvious that more research needs to be done in the area of impact of movies on tourism. Accordingly, this study has taken this unexplored area into consideration and integrated it into the current study.

Objectives of the Study

The purpose of this study is to explore and understand the impact of viewing a destination specific movie as it relates to an individual’s image formation and interest in visiting the location. Specifically, this study will: 1) profile the respondents’ pre-movie images concerning the destination; 2) profile the respondents’ post-movie images concerning the destination; 3) examine the differences between pre and post interest levels relative to interest in visiting the movie’s destination; and 4) determine the predominant factors that influence the respondents’ desire to visit the movie’s destination.
**Significance of the Study**

This study hopes to contribute to the existing body of literature by taking the unexplored areas into consideration and integrating those aspects into the current study. First, unlike previous studies that looked at increased visitor numbers and its economic impacts of movies, this study, from a more theoretical standpoint, has identified the importance movies have on shaping and changing an individual’s destination image and interest in visiting. Second, this study has examined how a movie image affects the decisions people make about a destination. Third, this study has explored the relationships of audiences’ characteristics and destination image and interest in visiting. Finally, this study should shed light on government, organizations, agencies, and all sectors involved in tourism on the substantial impact that movies have on a destination image and tourism and that destination oriented movies could serve as tourism attractors. This would provide an opportunity for government and tourist agencies to consider funding movie filming at their destination in order to reach more potential tourists and enhance tourism in the area.

**Definition of Terms**

Destination Image: The sum of beliefs, ideas and impressions that people have of a place or destination based on information processed from a variety of sources over time, resulting in an internally accepted mental construct (Assael, 1984; Baloglu and McCleary, 1999a; Crompton, 1979; Gartner, 1993; Kotler et al, 1994).
Mass Media: Forms of communication that reach large audiences, such as newspapers, magazines, radio, and television, in contrast to newsletter or other media that are more specialized.

Medium: A means or vehicle of communication, including billboards, direct mail, radio, TV, magazines, newspapers, and other channels that appeal to large numbers of people (mass media), as well as journals, newsletters, trade publications, lectures, and other vehicles whose audiences generally are smaller (specialized media).

Motion Picture: 1: a series of pictures projected on a screen in rapid succession with objects shown in successive positions slightly changed so as to produce the optical effect of a continuous picture in which the objects move 2: a representation (as of a story) by means of motion pictures: movie

Movie: A film, a moving picture, shown in a movie theater, on television, or elsewhere.

Movie Tourism: Tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen (“Film Tourism”, 2004).

Popular Culture: A source of entertainment that encompasses mass media (e.g., film, television, print media). It includes sports events, advertisements, street fairs, and tourism which convey and reflect widely accepted values and symbols (Mankekar, 2001)
CHAPTER TWO: LITERATURE REVIEW

The research on destination image, popular culture, and mass media illustrates that movies as a form of visual media have an impact on an individual’s image of a destination and that this phenomenon is growing worldwide. Based on the literature on popular culture and mass media, movies are a form of mass media which is in a broader sense a form of popular culture. Therefore, the following discussion will describe the existing literature on destination image, popular culture, mass media, and movies in relation to tourism. In addition, the literature review will describe the variables chosen for the study and introduce a model that was developed for the purpose of this thesis.

Destination Image

Destination images are of paramount importance because they embed potential imagery of an area into the tourist’s mind, allowing a pretaste of the particular destination (Fakeye and Crompton, 1991). According to Hunt (1975), all places have images – good, bad, and indifferent – that must be identified and either changed or exploited. The importance of tourist destination image is universally acknowledged, since it affects the potential tourists’ subjective perception and consequent behavior and tourism decision-making process (Chon, 1990; Crompton, 1979; Echtner and Ritchie, 1991; Kim and Richardson, 2003; Mayo, 1973; Stabler, 1988; Telisman-Kosuta, 1989; Um and Crompton, 1991; Woodside and Lysonski, 1989). Many researchers have clearly illustrated that perceptions of destinations and purchase decisions are positively
correlated (Mayo and Jarvis, 1981), indicating that the image of an area is a critical selection factor (Woodside and Lysonski, 1989).

This importance has led to a growing body of research on destination image. The essential characteristic of this research line is its multidisciplinarity (Ahmed, 1991, 1996; Bramwell and Rawding, 1996; Gartner, 1989): there are many possible approaches to studying destination image, because this formation has many implications for human behavior, as seen through disciplines such as anthropology, sociology, geography, semiotics and marketing, with respect to the understanding of tourism consumer behavior (Gallarza, Gil, and Calderon, 2002).

Image is a term that has already been used differently in a large number of contexts and disciplines, thus creating different meanings. In psychology, image tends to refer to a visual representation, whereas in behavioral geography the concept of image is more holistic and it includes all of the associated impressions, knowledge, emotions, values, and beliefs. Definitions from marketing, however, point to the attributes that underlie image and relate image to consumer behavior (Jenkins, 1999).

Image has been proven to be a pivotal factor in travelers’ decision process and destination selection behavior (Gunn, 1988; Gartner, 1993; Goodrich, 1978; Um and Crompton, 1990; Woodside and Lysonski, 1989). Images form the basis of the evaluation or selection process and thus provide the link between motivations and destination selection (O’Leary and Deegan, 2003). In a review of tourist attraction literature, Lew (1988) noted that image is the most important aspect of tourist attraction; it is what attracts people, even if it is reality which determines if they will enjoy themselves and return again. Despite the importance in understanding and predicting
tourist behavior, the concept of image has not been understood in a unified way (Kim and Richardson, 2003).

In three decades since the emergence of destination image research by Hunt (1975), Mayo (1973), and Gunn (1988), the topic has become one of the most prevalent in the tourism literature (Pike, 2002). Researchers now have a wealth of destination image literature available and there have been numerous and different approaches to its study. Chon (1990) and Echtner and Ritchie (1991) have reviewed and examined previous destination image literature in their research. Recently, Gallarza, Gil, and Calderon (2002) have presented a review and discussion of the concept and measurement of destination image and Pike (2002) has reviewed and summarized 142 papers in the destination image literature from the period 1973-2000 to serve as a useful reference guide to destination marketers and researchers. The topics in this section of the literature review are based on the study of Gallarza, Gil, and Calderon (2002).

**Conceptualization and Dimensions of Destination Image**

Despite importance and growing interest, destination image studies have been criticized as lacking a theoretical and conceptual framework (Echtner and Ritchie, 1993; Fakeye and Crompton, 1991; Gartner, 1993).

Gunn (1988) first articulated that tourists’ destination image is distinguished by two dimensions: 1) organic image and 2) induced image. The former are formed from sources not directly associated with tourism interests, such as newspaper reports and movies; induced images derive from the conscious effort of marketers to develop, promote and advertise their
destinations. Since then, several researchers have made efforts to propose different definitions of
destination image. There are different views on the components of destination image.

Ko and Park (2000) found that there are usually three major emphases among researchers
on the definition of destination image. Some researchers emphasize the composite structure of
the image construct, defining it as the sum of beliefs, ideas and impressions that people have of a
place or destination based on information processing from a variety of sources over time,
resulting in an internally accepted mental construct (Assael, 1984; Baloglu and McCleary,
1999a; Crompton, 1979; Gartner, 1993) which is the commonly adopted definition of image.

Others use attitudinal components such as cognition and affect to access the concept of
image (Ko and Park, 2000). Some authors have suggested that image structure is made up of one
single component, cognitive (Rezende-Parker, Morrison, and Ismail, 2003). Schneider and
Sonmez (1999) used the cognitive dimension to measure tourist images of Jordan.

Lawson and Baud-Bovy (1977) defined a destination image as the expression of all
objective knowledge, impressions, prejudices, imaginations, and emotional thoughts of an
individual or group has of a particular object or place.

Oxenfeldt (1974-75) and Dichter (1985) viewed image as an overall or total impression
which is formed as a result of the evaluation of individual attributes which may contain both
cognitive and emotional content. With this definition, Oxenfeldt (1974-75) and Dichter (1985)
recognized not only cognitive and affective images, but also the formation of overall image from
evaluations of an object. Mazursky and Jacoby (1986) support this view by defining image as a
set of cognitions and affects that represent an entity to an individual.
Most destination image literature seems to have overlooked affective dimensions, although the existence of an affective component has been acknowledged (Baloglu and McCleary, 1999a; Gartner, 1993; Walmsley and Young, 1998).

Baloglu and Brinberg (1997) have recognized an affective dimension as a second component of destination image structure. The authors have demonstrated how the affective response model using four semantic differential scales – pleasant/unpleasant, relaxing/distressing, arousing/sleepy, and exciting/gloomy – could apply to perceptions of destinations. Their study found that tourist destinations have distinct affective images. This suggested that the affective space can be used as a positioning structure to study affective images of tourist destinations.

Baloglu and McCleary (1999a) and Baloglu and Mangaloglu (2001) have also used these scales in their destination image studies. Kim and Richardson (2003) suggested that both cognitive and affective images can influence destination perceptions, indicating that researchers need to consider both components.

Another stream of research believes that the structure of destination image consists of three components. According to Gartner (1993), destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative. The conative image is analogous to behavior since it is the intent or action component. Conation may be considered as the likelihood of visiting a destination within a certain time period (Pike and Ryan, 2004).

The third group identifies destination image as an overall impression of an object. Mayo (1973) used the term “simplified impressions” to describe destination image. Walmsley and Jenkins (1993) defined destination image as a product of the mind that results from trying to
process and “essentialize” huge amounts of data about a place. It represents a simplification of a large number of associations and pieces of information related to place.

According to Fridgen (1987), destination image is a mental representation of an object or place which is not physically before the observer. Fakeye and Crompton (1991) defined image as the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions.

Echtner and Ritchie (1993) proposed that image is not only the individual traits or qualities but also the total impression an entity makes on the minds of others. Um and Crompton (1990) state that the image of a place as a pleasure travel destination is derived, to a greater or lesser extent, from attitudes towards the destination’s perceived tourism attributes.

Milman and Pizam (1995) suggested that the destination image consists of a mixture of three components: the product (i.e., quality and variety of attractions, price, uniqueness, categories of users, etc.); the behavior and attitude of the employees who come in direct contact with the visitors; and the environment (i.e., weather, scenery, landscape and physical layout of the destination, the quality and type of accommodations, restaurants, other facilities, and physical safety).

MacKay and Fesenmaier (1997) expressed that a destination’s image is a composite of various products (attractions) and attributes woven into a total impression. The authors added that differences in meaning, number, and importance of dimensions may occur. The image dimensions generated from visuals (attractiveness, uniqueness, and texture) are important to conveying the underlying dimensional structure of tourism destination image.
In relationship to destination image dimensions, Echtner and Ritchie (1991) contributed greatly to the difficult task of framing destination image by proposing a comprehensive, multidimensional definitional and measurement approach to destination image. In their study, image was described as being comprised of three dimensions: attribute-holistic, functional-psychological, and common-unique.

Mayo (1975) examined regional tourist images of National Parks in North America and found that there are three basic dimensions of holiday destination images: scenery, congestion and climate. Like most tourist destination studies, Mayo’s dimensions focus on physical or functional characteristics that are directly observable or measurable, for example, prices, size, and climate.

Few studies have attempted to include the less tangible components of destination image or the difficult-to-measure psychological characteristics, such as the atmosphere or romance of the setting (Echtner and Ritchie, 1991). Ross (1994) comments that the only psychological variable measured in the majority of studies is friendliness of locals.

Even after decades of research on the meaning and measure of destination image, there is still no consensus on the process and nature of destination image formation (Ashworth and Voogd, 1990; Baloglu and Brinberg, 1997; Echtner and Ritchie, 1991, 1993). Although this topic has a significant number of contributions, there is still a need for better understanding of the concept and dimensions of destination image (Gallarza, Gil, and Calderon, 2002). The range of different definitions of image used in the tourism literature has been so great that image is becoming another piece of marketing jargon (Cossens, 1994, as cited in Pike and Ryan, 2004).
Destination Image Formation Process

Despite recent studies (Botterill and Crompton, 1996; Chon, 1991; Echtner and Ritchie, 1991; Phelps, 1986; Stabler, 1988; Selby and Morgan, 1996), the process of image formation is not well understood and a theoretical framework for understanding it is needed (Jenkins, 1999). This is because each person’s image of a particular place is unique, comprising their own memories, associations, and imaginations of a particular place (Jenkins and McArthur, 1996).

Some researchers noted that the initial image formation stage before the trip is the most important phase in tourists’ destination selection processes (Gunn, 1988; Mercer, 1971). As is noted by Brokaw “before image can be used to influence behavior, it is important to understand what influences image” (1990:32, as cited in Baloglu and McCleary, 1999). Goodall (1990) noted that knowing factors influencing it would help identify target markets and decide which image should be promoted to which segment of the market. Numerous researchers across fields emphasized the importance of understanding forces which influence image development and suggested that little effort has been undertaken to determine the factors that influence its formation (Brokaw, 1990 as cited in Baloglu and McCleary, 1999; Fakeye and Crompton, 1991; Gartner, 1989, 1993; Han, 1989; Phelps, 1986; Stern and Krakover, 1993).

To identify what influences image development, Baloglu and McCleary (1999a) developed a model of its formation based on the literature from several fields and disciplines. It was found that a destination image was formed by both consumer characteristics and stimulus factors. This study empirically demonstrated that the elements that influence destination images are multi-dimensional.
MacKay and Fesenmaier (1997) described destination image formation as a composite of individual inputs and marketer inputs. Variety (amount) of information sources, type of information sources, age, and education influence perceptual/cognitive evaluations. These inputs and sociopsychological tourism motivations together influence affect. However, the effects of perceptual/cognitive evaluations on affect were much stronger than the effects of travel motivations (Baloglu and McCleary, 1999a).

According to Hunt (1975), destination image formation is determined partly by distance from the destination, because people are more likely to have visited the destinations near their homes and to have been exposed to information about them through the media and from friends and relatives.

Gunn (1988) explained that tourists form an image of a destination after undergoing a process which consists of the following seven-stages: 1) accumulating mental images of the destination, thus forming an organic image; 2) modifying the initial image after more information, thus forming an induced image; 3) deciding to visit the destination; 4) visiting the destination; 5) sharing the destination; 6) returning home, and 7) modifying the image on the experience in the destination. Based on the seven stages, the author articulated that tourists’ destination image is distinguished by two dimensions: organic image and induced image. The seven-stage theory involves a constant building and modification of images, which are conceived as being made up of organic or naive non-tourist information about the destination (e.g., from television documentaries, books, school lessons, and stories from friends’ experiences), induced or promoted information (e.g., travel brochures, publicity, and advertisements) and modified
induced images, which are the result of personal experience of the destination. In other words, organic image is a person-determined image formation that reflects the individual differences in information processing and interpretation and induced image is a destination-determined image formation that reflects the actuality of the destination (MacKay and Fesenmaier, 1997).

Stabler (1988), corresponding with Gunn’s theory, divides the factors influencing the formation of a consumers’ destination image into demand (organic image formation) and supply factors (induced image formation).

Fakeye and Crompton (1991) described a process of image development linked to tourism promotion and destination choice. Also, applying Gunn’s theory, image was proposed to evolve through three stages: organic, induced, and complex. In their conceptualization, organic image represents an awareness of the destination and is present before destination promotions are induced. Induced images are formed when promotions are viewed and evaluated against organic image. Complex image is resulted from actual visitation and experience with the destination. Furthermore, they linked these three types of image to the three functions of promotion: to inform, to persuade, and to remind. Informative materials were hypothesized to be most effective at the organic stage, persuasive materials at the induced stage, and reminding materials at the complex stage.

Building on the work of Gunn and others, Gartner (1993) proposed a typology of eight image formation agents relating to degree of control by the promoter and credibility with the target market. The eight domains included: 1) overt induced I agent (referring to traditional forms of advertising); 2) overt induced II agent (information received from tour operators); 3)
covert induced I agent (second-party endorsement of products through traditional forms of advertising); 4) covert induced II agent (second-party endorsement through unbiased reports such as newspaper articles); 5) autonomous agent (news and popular culture); 6) unsolicited organic agent (unsolicited information received from friends and relatives); 7) solicited organic agent (solicited information received from friends and relatives); and 8) organic agent (actual visitation).

According to MacKay and Fesenmaier (1997) and Stern and Krakover (1993), the formation of destination image is influenced not only by the information obtained from different sources, but also by the characteristics of the individual. These studies analyze the influence that personal characteristics or internal factors have on the formation of tourist destination image, since beliefs about the attributes of a destination are formed by individuals being exposed to external stimuli, but the nature of those beliefs will vary depending on the internal factors of the individuals (Um and Crompton, 1990).

Therefore, the perceived image of a destination will be formed through the image projected by the destination and the individuals’ own needs, motivations, prior knowledge, preferences and other personal characteristics. In that way, the individuals build their own mental picture of the tourist destination which gives rise to their own, personal perceived images (Ashworth and Voogd, 1990; Gartner, 1993; Bramwell and Rawding, 1996).
Assessment and Measurement of Destination Image

Gallarza, Gil, and Calderon (2002) noticed that there are two very different approaches to destination image measurement: first, there are empirical studies that, without actually developing theoretic bodies, apply statistical instruments (Schroeder, 1996); and second, there are empirical studies that deal with the problems of the measurement of destination image (Echtner and Ritchie, 1993; Reilly, 1990). The authors also mentioned that due possibly to difficulties and responsibilities, studies of the first approach are more common than those of the second.

The measurement of destination image has been of great interest to tourism researchers and practitioners (Echtner and Ritchie, 1993; Driscoll, Lawson and Niven, 1994). According to Reilly (1990), an accurate assessment of image is a key to designing an effective marketing and positioning strategy.

Echtner and Ritchie (1991) proposed a comprehensive, multidimensional definitional and measurement approach to destination image. Image was described as being comprised of three dimensions: attribute-holistic, functional-psychological, and common-unique. The authors also identified two basic approaches to the measurement of destination image: structured (scale format) and unstructured (open-ended, repertory grid).

According to Pike (2002), the majority of destination image studies (114 out of 142 papers) have used structured methodologies to measure destination image (e.g. Calantone et al., 1989; Crompton, 1979; Crompton and Duray, 1985; Gartner, 1989; Hunt, 1975; Pearce, 1982; Phelps, 1986; Richardson and Crompton, 1988).
The studies adopting a structured measurement technique employed the semantic
differential and/or Likert scale for measuring cognitive and affective components of destination
image (Baloglu and Mangaloglu, 2001). Unless care is taken compiling the list of attributes,
some or all of the attributes might be totally unimportant to the individual, or important attributes
may be missing (Jenkins, 1999).

The studies using unstructured techniques aimed to examine the “complex” structure of
image. These studies contend that measuring image by pre-identified attributes fails to capture
the “richness” of image and image items salient to individuals (Baloglu and Mangaloglu, 2001).
With this free elicitation technique, the respondents provide the descriptors that drive image
dimensions and may reveal a lack of image through their inability to list any words (Reilly,
1990).

According to Pike (2002), a few researchers (63 out of 142 papers) have recognized the
importance of using structured and unstructured methodologies (Jenkins, 1999) and have
employed a combination of both approaches to measure destination image (Baloglu and
Mangaloglu, 2001; Chen and Kerstetter, 1999; Dann, 1996; Driscoll, Lawson, and Niven, 1994;
Echtner and Ritchie, 1991, 1993; Fridgen, 1987; Hsu et al., 2004; MacKay and McVetty, 2002;
Milman and Pizam, 1995; Murphy, 1999; Reilly, 1990; Walmsley and Jenkins, 1993; Woodside
and Lyonski, 1989).

Echtner and Ritchie (1993) has illustrated that a combination of both structured and
unstructured methodologies is necessary to accurately measure destination image. They have
indicated that a relationship exists between the system of measurement used and the ability to
capture certain components of the destination image. Responses to open-ended image questions provided more holistic functional and psychological characteristics of the destination image and allowed unique images of each destination under study to emerge. This study made a significant contribution to image scale development (Chen, 2001). Their findings also suggested that both symbolic and tangible features play a role in defining images of a place and that measurement techniques need to be sensitive to the multidimensionality of destination image.

By examining structured (cognitive and affective) and unstructured images of four competitive Mediterranean destinations, Baloglu and Mangaloglu (2001) identified the strengths and weaknesses of these destinations as perceived by tour operators and travel agents currently promoting them. The results of their study agree with that of Echtner and Ritchie (1993) that destination image should be measured by both scale items and unstructured techniques for validation purposes as they complement each other to identify “true” images of tourist destinations.

Tapachai and Waryszak (2000) applied a beneficial image model and the category-based approach in conjunction with open-ended questions in measuring destination image. The study analyzed destination images of Thailand and the United States through descriptions of the stimuli countries provided to respondents in a free response situation. The beneficial image was captured via this category-based approach.

While the destination image construct has proven difficult to measure, consumers’ overall perceptions of a destination may be either favorable or unfavorable (Milman and Pizam, 1995). It is only when the positive image exceeds the weight of the negative image will the potential
traveler make the destination choice decision (McLellan and Foushee, 1983). The volume of work in the field of destination image emphasizes the need for destinations to develop favorable images.

**Influence of Distance on Destination Image**

Many studies have examined the relationship between tourists’ geographical distance and their image of particular tourist destinations (Ahmed, 1991; Crompton, 1979; Fakeye and Crompton, 1991; Hunt, 1975). However, the relationship between geographical location and destination image is not consistent as that between previous visitation and destination image (Hsu et al., 2004). Mostly, the studies concentrate on comparing samples of respondents from different origin in an attempt to assess the relationship between geographical location and image (Crompton, 1979).

Research has found a positive correlation between distance from a destination and the image of it (Telisman-Kosuta, 1989). This distance factor is related to decreasing opportunity for actual visitation which may include negative experiences. Fakeye and Crompton (1991), in their study of image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley, found that length of stay and distance from the destination had an impact on image. According to Hunt (1975) people are likely to have stronger and more realistic images of a destination if it is near their home. Crompton (1979) said that the farther away the destination, the more likely the image is favorable.
Different cultures have different aesthetic tastes (MacKay and Fesemaiier, 2000). Cultural distance is both a positive and negative force in destination choice models (Goeldner, Ritchie, and McIntosh, 1999). A highly familiar destination would be perceived as more attractive to those from cultures with high uncertainty avoidance. However, if the destination was too familiar, the perceived attractiveness would be low. Low familiarity would likely be more attractive to those from cultures with low uncertainty avoidance, but total unfamiliarity with the visuals representing a destination may instead be perceived as unattractive (MacKay and Fesenmaier, 1997).

In the study of tourist image for the state of Utah, Ahmed (1991) indicated that the amount of touring experience in the state of destination and the region of primary residence affects image scores.

Joppe, Martin, and Waalen (2001) compared Toronto’s image as a destination by origin of visitor. Their comparative importance-satisfaction analysis revealed that there are some considerable differences based on visitor origin. In this study, the authors compared ratings of U.S. visitors, overseas visitors, and Canadians.

MacKay and Fesenmaier (2000) used a multidimensional scaling (MDS) analyses to examine the cross-cultural destination image perception based on visual stimuli. Their analysis revealed that even symbols (i.e., water) can have different interpretations and image evaluations across cultures. They have concluded that attributes as they contribute to image perception and attractiveness may vary across countries of origin.
Destination Image Change over Time

Gallarza, Gil, and Calderon (2002) categorized the influence of time, often investigated along with the influence of space, into three kinds of studies: first, those which study the influence of length of stay in the image destination (Fakeye and Crompton, 1991); second, works that repeat, after a period of time, previous studies on the same destination (Gartner and Hunt, 1983); and third, those investigating the effect of previous visitation on image formation (Dann, 1996). The authors suggested a longitudinal sampling study for this kind of research.

Some research has indicated that tourists’ image tended to be more realistic, complex, differentiated and thorough after they had visited a destination (Chon, 1990, 1991; Pearce, 1982; Tiefenbacher, Day, and Walton, 2000). In contrast, Phelps (1986) and Narayana (1976) found that images of a destination may fade or revert over time, especially if intervening visits to other similar places confuse the memory.

According to Selby and Morgan (1996), understanding the differing images that visitors and nonvisitors have of a destination is invaluable; enabling the salient attributes of naïve and re-evaluated images to be incorporated into tourism marketing planning. Gartner and Hunt (1983) revealed that a mix of organic and induced influences determined image change for nonresident visitors in their study of Utah State’s image change over a 12-year period.

Many researchers have examined the image differences between travelers who visited the destination (visitors) and those who did not (nonvisitors) (Ahmed, 1991; Baloglu and McCleary, 1999b; Chon, 1990, 1991; Dann, 1996; Fakeye and Crompton, 1991; Fridgen, 1987; Hu and Ritchie, 1993; Milman and Pizam, 1995; Pearce 1982; Phelps 1986).
Previous visitation or direct experience with a destination is likely to alter and modify the image of the destination (Baloglu, 2001; Baloglu and McCleary, 1999b). Oppermann (1996) revealed that previous experience with a destination evolves as a crucial factor in the destination perception for not only travelers but also meeting planners of large and small conventions in respect of their selection criteria.

Gunn’s (1988) seven-stage theory implies that the images held by potential visitors, nonvisitors, and returned visitors will differ. Numerous studies investigated image modifications due to actual destination experience (overt-behavior). Some of these studies utilized a longitudinal approach by which the modifications between travelers’ pre- and post-trips destination images were compared (Dann, 1996; Pearce, 1982; Phelps, 1986).

Fakaye and Crompton (1991) found significant differences between prospective, first-time, and repeat visitors on various image factors in their study of the image differences to the Lower Rio Grande Valley. They concluded that the desire to escape from the cold Midwestern winter climate and to satisfy the curiosity motive by visiting the Valley were likely to be key factors in attracting nonvisitors and first-time visitors. However, for repeat visitors, these motives were not as important as socialization.

Baloglu and McCleary (1999b) indicated that it is not surprising that there were differences between visitors’ and nonvisitors’ perceptions of the countries (i.e., Turkey, Egypt, Greece, and Italy) in the study. Nonvisitors must form their perceptions on the basis of secondary information such as brochures, movies, word of mouth, and other media, while visitors can incorporate direct impressions gathered during the time spent at the destination. The
authors also suggested that it is important to know the perceptions of nonvisitors so that misconceptions can be corrected and perceived unique selling features can be exploited.

Chon (1991) found that the perceptions of a destination by post-visitors were more positive compared with the perceptions held by pre-visitors. The findings of the study suggested that significant destination image modifications occur as a result of the traveler’s visit to that destination.

However, in the study that compared the attitude change of U.S. students that have taken a trip to USSR and those who have not, Pizam, Jafari, and Milman (1991) found that the trip-takers opinions and attitudes did not differ significantly from those of the non-trip takers. The authors concluded that tourism, in a limited way and under specific situations, can affect both positively and negatively the attitudes and opinions that tourists have of adversary hosts, and therefore can lead to both reinforcement and reduction of negative ethnic attitudes.

Previous research reveals that the majority of the studies revolving around familiarity (direct destination experience) found a positive relationship between the familiarity and destination image indicating that familiarity with a destination is a significant determinant of destination image (Baloglu, 2001).

Milman and Pizam (1995) studied the role of awareness and familiarity (i.e., previous visitation) with a destination. In their case study of Central Florida, the authors have found that familiar visitors had a more positive image and a more accurate perception of the destination than either respondents who were aware or those who were not aware of Central Florida. The
findings suggested that familiarity with the destination had a significant impact on future intentions, therefore, may forward the consumer into a repeat visitation.

Hu and Ritchie (1993) noted that familiarity with a destination, being a major influence on destination perceptions and attractiveness, would incorporate geographic distance, level of knowledge, and previous visitation.

Several studies examining the impact of geographical residence on image have noted that the differences in images due to geographical residence or distance might be attributable to familiarity (past experience) with the destination (Ahmed, 1991; Crompton, 1979; Fakeye and Crompton, 1991). The results of studies mentioned above suggest that the impact of geographical location (distance) of perceiver on destination image is not conclusive. As suggested by the researchers, either individual’s previous visitation or their level of knowledge due to various information sources would be the actual cause of image variations.

As Crompton (1979) and Ahmed (1991) noted that regional image differences might be due to varying degrees of induced image which is the level of knowledge of respondents about destination due to the promotional strategy of the destination.

Another aspect of image change over time is when there are situational problems at the destination. If political, economic or health-related problems arise at a destination and the solution is perceived as positive, the image becomes a shelter. However, if the same problem occurs often, there will be a change in peoples’ perceptions over time (Hanefors and Mossberg, 2002).
Destination marketers should distinguish between visitors and nonvisitors when developing image or positioning strategies for their destinations in a specific market because the two groups may require different positioning and communication strategies (Baloglu and McCleary, 1999b; Fakeye and Crompton, 1991).

**Destination Image Management Policies**

This topic that was categorized by Gallarza, Gil, and Calderon (2002) covers the review of strategic dimensions of destination image. Some research focus on the construction of destination image as a management tool (Ritchie, 1993) and some concentrate on the link between destination image and positioning strategies (Haati, 1986). The primary goal in promoting a destination is to project a positive image as well as differentiate themselves from competitors to potential tourists so that the product may become desirable to them (Baloglu and McCleary, 1999b; Fakeye and Crompton, 1991).

Echtner and Ritchie (1993) has emphasized that imagery is a particularly effective tool in advertising. In print and television advertisements, the appropriate holistic imagery, both functional and psychological, must be communicated to the potential traveler. The authors noted that sometimes the imagery evoked is somewhat fragmented, negative, or inaccurate. Since the goals of positioning strategy are to create clear, positive, and realistic images, the information provided by open-ended questions can suggest issues to be addressed in subsequent marketing plans.
Selby and Morgan (1996) suggested that a profile of the strengths and weaknesses of a destination, which incorporates organic images, necessitates research on the formation of these images. The authors concluded that the application of place image to destination market research can be invaluable in identifying the image strengths and weaknesses of destinations.

MacKay and Fesenmaier (1997) investigated in their research how visuals conveying symbolic, experiential, and structural aspects of a national park affected the way destination image was created, viewed, interpreted, and evaluated.

It is necessary to thoroughly examine an area’s image in terms of its psychological or perceptual value, as well as its various potential tourism-oriented activities and attractions. The researcher can assess an area’s background for specific tourism products and uncover from that research the underlying product attributes using multidimensional scaling (MDS) (Gartner, 1993).

The image of a destination is reflected in the awareness that potential tourists have of it. For a destination to be successful, it must first have awareness (Milman and Pizam, 1995). Without awareness, the potential tourist will never consider the destination as the next vacation choice. Second, the destination should have a positive image. The positive image might in turn lead to first-time visitation. If satisfaction occurs following the first visitation, repeat visitation will follow (Milman and Pizam, 1995). This illustrates again the importance of creating a positive destination image and assessing the image has on tourism.
Popular Culture

During the 1950s and 1960s, critics attempted to draw distinctions between different sorts of cultural products and between the different audiences to which these products appealed. These distinctions – high culture, mass culture, popular culture, folk culture, middlebrow culture – continue to play an important role in contemporary attitudes about media products. Critics also argued that different audiences responded differently, based on their own cultural background and resources, to the same media messages (Grossberg, Wartella, and Whitney, 1998).

Unlike elite or fringe culture, which influences small elements of a population, popular culture reinforces and reflects patterns of communication and consumption for a mass audience (Kim and Richardson, 2003). In other words, popular culture, regardless of where or by whom it is produced, speaks to a large public audience (Mankekar, 2001) that cannot be simply described by a single social variable, such as class, gender, or age.

Popular culture does not assume anything about the artist. The artist can be formally trained, a professional, or an amateur with little or no formal knowledge of the aesthetic forms he or she is using. Moreover, the audience for popular culture is diverse and complicated. It is simply called “the people”. The people are made up of different classes, races, genders, ages, and regions (Grossberg, Wartella, and Whitney, 1998). Popular culture is thought to influence people – to both determine and reflect the values and beliefs of a generation – and it is also perceived to be a political arena, a place where certain ideas are advocated and others are condemned (Freccero, 1999).
Popular culture is a source of entertainment to most people. It encompasses mass media (e.g., film, television, print media), and includes sports events, advertisements, street fairs, and tourism (Mankekar, 2001) which convey and reflect widely accepted values and symbols (Kim and Richardson, 2003). People engage with popular culture to receive pleasure from it; at the same time, people become informed by it. Consumers usually associate information with news rather than with entertainment. However, other forms of popular culture that people often associate with mere entertainment, such as, tourist practices, popular music, photography, movies, sports, and television programs, also inform us in profound ways (Mankekar, 2001).

According to Hoppenstand (2003), “Popular culture is a story, or more precisely, a collection of stories. Each story tells something critically important about an object, or an entertainment formula, or a belief, or a way of behaving. To understand the way in which these stories are told – and even importantly, to understand the meaning of these stories – is to understand how culture, society, and the individual interact.” The author emphasized that to be ignorant of the stories of popular culture is to be ignorant of people’s relationship with their culture.

Popular culture plays an important role in shaping individuals’ personal and collective identities. It also provides an analytic lens to understand sociohistorical processes such as class, gender and sexuality, nationalism, and transnationalism (Mankekar, 2001).

Popular culture plays an important role in constituting and representing the public to itself. It is public in two senses: not only does it circulate widely and is often associated with public exhibition and display, it also configures ‘the public’, ‘the nation’, ‘society’, ‘culture’,
‘family’, and other collectivities. From a sociological viewpoint, popular culture is probably the most important influence on the lives of millions. In order to understand the cultural significance of popular culture, how consumers respond to, reinterpret, and employ its messages needs to be examined (Mankekar, 2001).

Some scholars have argued that the conceptualization of popular culture was itself engendered by the emergence of nationalism (Burke, 1978, as cited in Mankekar, 2001). Building on Anderson’s (1983, as cited in Mankekar, 2001) insights about the role of print capitalism in the construction of nations as imagined communities, several researchers have examined the role of popular culture in the formation of national identity. Anagmost (1997, as cited in Mankekar, 2001) has found that diverse forms of popular culture, including tourism, exhibitions, material culture and consumption, have enabled the constitution of the national imagery in China. In some parts of the developing world, television has been consciously deployed to construct a ‘national community’.

Some of the forms of popular culture are inherently transnational. Telenovelas of Mexico are circulated not only within but across national borders in Latin America and were adopted as models for the television programs in India. In addition, the transnational circulation of popular culture has resulted in the creation of new forms of diasporic identities. The transnational circulation of newspapers, film, television programs relayed via satellite, advertisements, and mass market fiction have created, what anthropologist Appadurai (1996, as cited in Mankekar, 2001) terms, ‘mediascapes’. Mediascapes refer both to the distribution of the electronic capabilities to produce and disseminate information now available to a growing number of
private and public interests throughout the world, and to the images of the world created by these media (Appadurai, 1996, as cited in Mankekar, 2001).

The role of popular culture in building destination imagery in the context of tourism has been identified by Urry (1990). According to Urry (1990), places are chosen to be gazed upon because there is an anticipation, which is constructed and sustained through a variety of non-tourist practices, such as film, television, literature, magazines, records and videos, which construct and reinforce the gaze. The author continues to state that the viewing of tourist sights often involves different forms of social patterning, with a much greater sensitivity to visual elements of landscape or townscape than is normally found in everyday life. People linger over such gaze which is then visually objectified or captured through photographs, postcards, films, models and so on. These enable the gaze to be endlessly reproduced and recaptured (Urry 1990).

One of the significant characteristics of popular culture resides in mass consumption and sharing ideas within a given society. The influence of popular culture in an increasingly global society is expanding exposure to, and interest in, destinations. For this reason, relationships of film, and other forms of popular culture, to tourism must be further researched and understood (Kim and Richardson, 2003).

**Mass Media and Tourism**

One form of popular culture is mass media. People who live in this day and age are influenced and informed by many forms of media that are embedded in our day-to-day lives.
Mass media is mass because the audience is large. Essentially no place on earth is beyond the reach of mass media (Harris, 1999).

Potential tourists are able to search for a vacation destination easily through all sorts of mediums. Also, it is easy to be informed about different aspects of a destination whether it is good or bad. Potential tourists make decisions based on the image and perception that has been created from the information they have absorbed. It should be noted that the meaning and affect of the media depends on what is in the mind and experience of the viewer (Harris, 1999). The relatively little known aspect of tourism is the reasoning process which most visitors go through in making the decision to visit one particular destination rather than another (Butler, 1990).

It has been assumed, and motivational research has tended to substantiate the assumption, that people are searching for experiences, and that the rational vacationer will seek to maximize the chances of getting the desired experience by going to the right place, after a careful considered evaluation of all options (Butler, 1990).

The media plays a major role in tourism both in the way it covers news events which can affect the sector and the features it carries on destinations and products. While the tourism industry cannot ensure a “good press”, a pro-active approach can help considerably in getting the media on your side. Securing coverage on television and in the press represents an important promotional tool for the industry, as the media can be one of the biggest allies in creating a positive and well-focused image (World Tourism Organization, 2002).

The majority of destination publicity is incidental; that is, it is not preplanned or deliberate but merely occurs in the natural course of news events being picked up and
transmitted by the various media and commonly having nothing to do directly with tourism but nevertheless impacting on tourism. As long as the event says something about ‘the place’, the perception that such publicity creates accumulates to form, or influence at least, the image that potential visitors may develop about what that place would be like to visit (Dore and Crouch, 2003).

Different Types of Mass Media in Tourism

There are different ways in which people derive images, information and awareness of destination areas, which form the basis on which they make decisions about their vacation destination (Butler, 1990). The media used in tourism include newspapers, magazines, television (network and cable), radio, the World Wide Web, outdoor, and direct mail (Mill and Morrison, 2002). The boundaries of mass media are growing increasingly fuzzy (Harris, 1999). In this thesis, the categorization of media will follow the study done by Butler (1990). According to Butler (1990), there are three basic types of media: oral, literary, and visual.

The characteristics of each type of media are summarized in Table 1. Each medium has distinctive advantages and disadvantages (Mill and Morrison, 2002). In Table 1, audience refers to those receiving the information; nature refers to the characteristics of the information contained; validity refers to the factual integrity of the information; time refers to relative importance over time; and cost refers to relative expense of dissemination of the information by that type of media (Butler, 1990).
### Table 1: Characteristics of Media

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Audience</th>
<th>Nature</th>
<th>Validity</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral</td>
<td>Limited numbers Similar types Spatially close</td>
<td>Variable detail</td>
<td>Generally true Non verifiable</td>
<td>Stable</td>
<td>Low</td>
</tr>
<tr>
<td>Literary</td>
<td>Varied dissemination Wide spatial Limited social</td>
<td>Detailed</td>
<td>Some fictitious Verifiable</td>
<td>Declining present</td>
<td>Low-moderate</td>
</tr>
<tr>
<td>Visual</td>
<td>Vast numbers All classes Few limits</td>
<td>Shallow Global coverage</td>
<td>Substitution Some verifiable</td>
<td>Increasing present Recent</td>
<td>High</td>
</tr>
</tbody>
</table>


In the majority of cases, the information received by people comes in a combination of forms of media rather than one form exclusively, for example, tourist brochures have both visual and literary components, where movies and television have visual, oral, and occasionally literary components and verbal/oral messages frequently may be supported by visual images or physical artifacts. The combinations of types of media and methods of reception are numerous and varied and quite possibly unique for each individual (Butler, 1990).

**Oral Medium**

Oral medium is probably the first type of media that most people are exposed to, in the form of discussion, teaching and value expression. In the early years of life, much of the learning is verbal because people hear and talk before they learn how to read (Butler, 1990).
Another common and effective form is word of mouth. The reception varies with what the listener thinks and feels about the speaker and whether they share the same values and tastes. It is limited in volume effectiveness because of the sheer number of people who can be reached by one person talking to another. On the other hand, the level of effectiveness and influence is probably high because of personal links and awareness of similarity of tastes (Butler, 1990). Word of mouth is important for several reasons. People who tell other people tend to be more credible than nonpersonal testimonials (Day, 1980). Not only is the information more credible but it tends to be more vivid. For either good or bad word of mouth, the richness of the detailed personal experience is more compelling than any commercial advertising (Ford and Heaton, 2000). In earlier days, word of mouth was the only method of securing information about anything (Butler, 1990).

The other aspect of word of mouth dissemination of information which was of significance is the advice from the travel agent. Oral information could be provided by a travel retailer/agency, rail service (railway stations also function as travel agencies), and tourist information at destination (Bieger and Laesser, 2004). Before the massive development of the Internet, the advice and recommendations of traditional travel agents were increasingly significant.

The World Wide Web gave travelers instant access to information on the services of thousands of tourist destinations and organizations around the world (Mill and Morrison, 2002). There are several large online travel agencies that allow travelers to make travel reservations at
home or in their offices via personal computers and telephone lines (Mill and Morrison, 2002). These include Expedia, Travelocity, and Orbitz.

It used to be that the traditional travel agent backed by visual and literary sources and personal experience, was critical importance in determining the precise destination of tourists (Butler, 1990). The interactive potential of using the World Wide Web (WWW) with its emphasis on one-to-one communications with the concept of relationship marketing has attracted enormous attention from tourism marketers and travelers in recent years. Electronic mail became a commonplace for Internet communications allowing some interaction between the consumer and the service provider (Mill and Morrison, 2002). Nowadays, with everything from searching information of a vacation destination to booking a vacation being easy and available over the Internet, the need of traditional travel agents have been decreased significantly.

Oral medium represents a more personal and socially involved form of communication and consequently form of life. People rely on one another and operate collectively for the social good (Ong, 1982).

**Literary Medium**

The literary or written medium is one on which much more research has been carried out (Butler, 1990). According to Towner (1988), personal documents were invaluable sources for tourism history and these sources influenced their readers’ travel patterns. Newby (1981) demonstrates that journals and novels played a much greater role in shaping taste and fashion, and travel than now.
The demonstration effect was also important on having an influence on traveling. The elites who could read were often emulated by others who would go where the elites went and do what they did. Thus places became popular because of mention in the written word in a variety of ways, and historically it was only by the oral or literary media that people became aware of places beyond their immediate world of direct experience (Butler, 1990).

The most significant aspect of literary medium is where a writer has been responsible for arousing sufficient interest in an area for that place to become a tourist destination. Some authors have characterized or personified a destination in books. In some cases, an author has created the image and stimulated the tourist visitation to an area to such a degree that a region has taken its identity in tourism in terms from that literature. Ernest Hemingway has had localized effect upon tourism and image formulation. The twenty-fifth anniversary of his death resulted in increased interest in Hemingway, and in places featured in his novels or associated with his writings (Butler, 1990).

Ten years ago, *Midnight in the Garden of Good and Evil*, the record-breaking best seller by John Berendt, put Savannah, Georgia on the map. The book was followed by a 1997 movie of the same title responding to the popularity. To this date, there are tours every day that take eager visitors to all the major sites mentioned in the book (Hersh, 2004). Therefore, it is suggested that in some cases literature has been of tremendous significance in the development of tourist destinations (Butler, 1990).

The other major aspect of literary media is the material directly aimed at potential consumers such as brochures and publicity materials (Butler, 1990). In the case of tourism, this
type of media would be press kits, destination brochures, tour operator brochures, advertisements in newspapers and magazines, newspaper travel articles, travel guidebooks/magazines and travel related publicity articles that are intended to attract tourism to the featured destination.

Gladwell and Wolff (1989) demonstrated that press kits were an effective way to inform travel writers about a destination. Specialized travel writers are a vital link in attracting customers. What they write or say often motivates consumers when it comes to selecting a destination (World Tourism Organization, 2002).

The print media (i.e., newspapers and magazines) are the most popular with travel, hotel and resort organizations. Two-thirds of the total amount in measured advertising media by U.S. companies in 1999 was spent in the print media followed by television and radio (Mill and Morrison, 2002). The writing in newspaper travel articles by travel writers serves as an outlet for the promotion and construction of destinations and hosts as confirmed by the increasing number of travel sections in most national and regional newspapers (Santos, 2004).

However, the effectiveness of newspapers is eroding. The travel sections of newspapers tend to be read only after the decision to travel has been made. In other words, people who read the travel sections are highly motivated to travel. Therefore, other media such as television, radio, and the World Wide Web will be widely used in the future (Mill and Morrison, 2002).

The major advantages of the World Wide Web over traditional tourism brochures or newspaper articles include: the ability to reach more people; no physical distribution required; low cost; easy and quick error corrections; constant update; less development costs; and offers interactivity (Mill and Morrison, 2002).
It is important to remember that not all literature is honest. The information in these literatures such as travel brochures or articles is written positively about the featured destination in order to attract tourism (Ankomah and Crompton, 1990). Coverage of destinations and hosts promotes misrepresentations – a world as the writer wants it to be and the travel editor believes it should be (Santos, 2004). The relative permanence of the written word allows the material to be checked and validated, a procedure which is next to impossible in the case of the oral medium (Butler, 1990).

**Visual Medium**

Visuals such as photographs on postcards, slides, snap-shots, in advertising brochures, souvenir booklets, and travel magazines are vital to successfully creating and communicating images of a destination. They have been used to gain understanding of the tourist experience and the process by which tourist destinations are represented (Albers and James, 1988).

Despite the dominant use of visuals in tourism promotion, most research on tourist destination image has employed the place (destination’s) name or other word-based approaches to elicit image (Jenkins, 1999). Jenkins (1999) commended the use of alternative approaches and advocated further for tourism researchers to include visual techniques to enhance validity in image research. Visual medium could be described in two forms: still picture and moving picture. Still picture includes photographs, paintings, posters, postcards, snap-shots, slides, souvenir booklets and travel brochures, whereas moving picture includes movies, videos, and television.
Beginning with the painting and sketches brought back by Grand Tourists, people have passed on information about places by visual images. In the 19th and early 20th centuries art became particularly important in developing linkages between transportation and publicity and marketing of tourist destinations. Special posters and illustrations were prepared for railway and steamship lines to demonstrate the attractivity of destinations (Butler, 1990).

Photography is a primary medium through which people relate to visual images and make them their own. Once a picture is seen and filtered through the human symbolic system, it is externalized once again in the act of making other pictures and in the act of selecting what to see. The photograph becomes a concrete form of reality, replacing direct experience as a primary source of knowing (Berger and Mohr, 1982, as cited in Albers and James, 1988).

Photography is a major force in manipulating images in tourism. Photographs not only formulate and institutionalize what tourists see and how they see it, but also how they know and understand what they see (Albers and James, 1988). Day, Skidmore, and Koller (2002), in their study to identify the images most likely to stimulate travel to Queensland, Australia, have found that the most effective pictures in each category – beach, animals, nature, city scenes, and people – shared the qualities of visual impact and a sense of authenticity.

Another form of still picture is the postcard. Postcard is one of the most popular and widely available researches as a visual medium of tourism (Albers and James, 1988; Marsh, 1986). This form is a subsequent and infinitely cheaper alternative to paintings (Butler, 1990). It is inexpensive, widely marketed, and easily accessible to tourists. People have used postcards to keep as a personal memento of the sights encountered on a vacation (Albers and James, 1988).
People send postcards back to friends and relatives to validate the trip, either out of friendship or to evoke jealousy, and destinations and facility operators well appreciate the value of postcards. In this case, the consumer buys the advertisement and disseminates it at its own expense creating free advertising (Butler, 1990).

The next form of still picture is the illustration in destination brochures, tour operator brochures, newspapers and magazines, travel guidebooks/magazines and travel related publicity articles. In most of the cases that aim for consumers in tourism, the material is more visual than literary.

Dilley (1986) has analyzed the imagery portrayed in travel brochures, and demonstrated that the content is mostly scenery, hotels, beaches, and swimming areas, and to a lesser degree people, with locals posing as happy, welcoming, clean, and non-threatening, never hungry, homeless or resentful. The purpose of such brochures is to reinforce positive images (i.e., warmth/sun, comfort, safety, fun) and make the particular destination, or in the case of wholesalers (e.g., tour companies) their facilities (i.e., hotels), look appealing, more attractive and more interesting than those of their competitors (Butler, 1990). Generally, the visual aspects of destination promotion affect the way destination image is formed, and pictures are an established means for inducing imagery (MacInnis and Price, 1987). Albert and James (1988) illustrated that an image and message can be distorted depending on the issuer’s wishes. Negative images of a destination such as a dark cloudy or rainy day are rarely depicted on a postcard.
The second form of visual imagery is the moving picture. Since its appearance in the early 1990s, movies have been of enormous significance in influencing people’s tastes and ideas (Butler, 1990). The moving picture of visual media can be described in two forms. The first form could be described as organic. This type of media is not produced with the intention to attract tourists to the destination but influences the viewer such as in movies, television shows and documentaries. In most cases, this occurs indirectly such as a background part of the movie’s message (Butler, 1990). For instance, the scenery in movies *Out of Africa* (1985) and *Crocodile Dundee* (1986) was noticed by the viewers and has attracted many people even though it served as a backdrop.

Television has become dramatically effective in influencing the popularity of destinations. *Hawaiian Eye* (1959 – 1963), *Hawaii 5-0* (1968 – 1980), and *Magnum P.I.* (1980 – 1988) have boosted Hawaii as a tourist destination. *Miami Vice* (1984 – 1989) has done the same for Florida even though the emphasis was on crime and violence (Butler, 1990). Two long-running television series, *Hercules: The Legendary Journeys* (1994 – 1999) and *Xena, Warrior Princess* (1995 – 2001) both drew visitors to the filmed locations of New Zealand (“New Zealand Film”, n.d.). Television programs such as *Lifestyles of the Rich and Famous* (1983) and today’s programs that are shown on entertainment cable channels such as the Travel Channel and Fine Living feature where celebrities spend time and where they go on vacations. People want to know where the famous go and want a taste of their life. This form is similar to the mass following class in the earlier days.
The second form could be described as induced. This form of moving picture visual media is produced to promote a destination and attract people to the destination. This form includes advertisements and travel shows. The visual quality of television advertisements can be extremely high (Mill and Morrison, 2002). Recently, TV travel shows has become an important source of information for potential tourists. Whenever tourists start to think about a forthcoming vacation their general interest for travel shows increased significantly and even more so after booking a trip. Using TV travel shows to publicize a destination has gained great interest from the tourist industry during the past years (Hanefors and Mossberg, 2002).

According to several studies, the significance of receiving information about tourist destinations that are shown on the screen seems to be increasing. People of the current age rely more on the visual form to gain information on all sorts of items rather than on reading (Butler, 1990). Visual media influence has been enhanced through cable and satellite television (Schofield, 1996). The appearance of videos, CDs, and DVDs has meant that movies can be seen as often as television in the home. Television is in almost every home and accessible to a high proportion of the population around the world. Therefore, what is shown on TV broadcasts, videos, CDs, DVDs, Internet media and movies become even more important. Moreover, the trend is likely to continue given the growth in satellite and cable television subscriptions and the further development of digital compression technology (Schofield, 1996).

Goodey (1973) suggested that media incursions into our perceptual space help to mould our images of areas outside of those with which we are familiar. Butler (1990) argued that the relative significance of audio-visual sources of information is increasing as more people rely on
visual media inputs rather than printed sources of information. This trend is important in terms of the decision-making process of contemporary tourists as their organic images of places are developed through the vicarious consumption of film and television images without the perceived bias of promotional material (Schofield, 1996).

A big advantage of good media communications is its cost-effectiveness. Sending out useful information as a press release or inviting a journalist to visit your country is also regarded by the customer as being far more credible than advertising. Although some people may find it difficult to believe, tourism generally receives the widest and most positive coverage of any industry in the media (World Tourism Organization, 2002).

**Movies and Tourism**

As described in the previous sections of the literature review, movies are an important form of popular culture and mass media that we often associate with ‘mere entertainment’ (Mankekar, 2001). It has been illustrated that popular culture and mass media have impacts on destination image formation. It has also been mentioned that movies, as a form of mass media and popular culture, especially have powerful impacts on shaping and changing an individual’s image on a destination portrayed in it.

**Movies in Destination Image Studies**

Several researchers in their study of destination image have mentioned the importance of movies on image formation. Gunn (1988) explained that organic images are formed from
sources not directly associated with tourism interests, such as newspaper reports and movies. Gartner (1993) argued that autonomous image formation agents, popular culture and news, can change destination images dramatically in a short time period because of its high credibility and market penetration. MacKay and Fesenmaier (1997) expressed that image dimensions generated from visuals (attractiveness, uniqueness, and texture) are important to conveying the underlying dimensional structure of tourism destination image: psychological-functional, common-unique, and attribute-holistic elements.

Factors that are beyond the control of any particular destination play an important role in shaping the organic images of potential travelers about destinations. An ordinary movie (i.e., *Midnight Express*, 1978) may create an almost permanent negative image of Turkey in the minds of potential travelers that lasts many years. No scientific study has been conducted to measure the impact of the movie; however, its impact continues to echo in Turkey’s tourism circles (Sönmez and Sirakaya, 2002). This example illustrates the powerful influence a movie has on forming an individual’s image and the impact that image – positive or negative – might have on the destination and its tourism.

**Movies in Popular Culture and Mass Media**

In the popular culture literature, movies are often associated with mere entertainment that also inform people and shape their images in profound ways. According to Urry (1990), places are chosen to be gazed upon because there is an anticipation, which is constructed and sustained through a variety of non-tourist practices, such as film, television, literature, magazines, records
and videos, which construct and reinforce the gaze. People linger over such gaze which is then visually objectified or captured through photographs, postcards, films, models and so on.

Among the three types of mass media mentioned previously, visual medium is especially successful in creating and communicating images of a destination. In tourism, results of pictorial advertising research indicate that visual stimuli are more recalled and affect attitudes toward products (Laskey, Seaton, and Nicholls, 1994). Visual-based approaches may enhance the validity of the research and provide a means to explore complex phenomena, such as destination image, from alternative perspectives (MacKay and Couldwell, 2004).

Of the different forms of visual medium, it is the moving picture with sound that has even more influence on image formation. Butler (1990) expressed that audio-visual sources of information is increasing significantly as more people rely on visual media inputs rather than printed sources of information. Since its appearance in the early 1990s, movies have been of enormous significance in influencing people’s tastes and ideas (Butler, 1990).

Based on the data collected for the study of Riley, Baker and Van Doren (1998), the visual media of today appear to construct anticipation and allure that induces people to travel. In the case of major motion pictures, the constructed gaze is not a sales strategy for tourism promotion but, as a background part of the movie’s message, an entertainment ploy where storylines, underlying themes, exciting events, spectacular scenery, and characters create hallmark events. These events create exotic worlds that do not exist in reality but can be recreated through a visit to the location where they were filmed.
Movie Tourism

Movies are a passive involvement entertainment medium that is rarely used to primarily enhance the awareness, appeal, and profitability of tourist destinations. Movie producers do not choose film settings for the expressed purpose of creating travelogues; they do so as a complement to the story (Riley and Van Doren, 1992).

Tourism advertising techniques lack the market-wide coverage that captures awareness and sustains the interest of people who do not have the immediate ability to travel. The method of communication which possesses the potential to achieve this goal is the audio-visual medium of movies (Riley and Van Doren, 1992; Dore and Crouch, 2002).

Movies which create major interest are likely to reach wider audiences with less investment than specifically targeted tourism advertisements and promotion (Riley and Van Doren, 1992). Riley (1994) recognized that movies are powerful forces when publicizing and promoting consumable items. Recognition gained from movies can be substantial and the recouped value through increased tourism is worthwhile. Of various publicity tools movies appear to have the greatest prevalence in destination marketing with press kits and media familiarization tours (Dore and Crouch, 2003).

As mentioned above, tourists visit a destination as a result of the place being featured in the popular cultural forms of the media such as movies, television dramas and novels (Iwashita, 2003). This growing phenomenon called movie tourism is a relatively new field that needs more theoretical insight into it. One definition of movie tourism was found on the website of VisitBritain (http://www.visitbritain.com/corporate/film_tourism.htm, 2004), a British tourism
marketing organization. Movie tourism is described as tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen.

The movie-induced deconstruction of space and its reconstruction in the image of tourism is a growing phenomenon (Schofield, 1996). Cohen (1986) suggests that movies can communicate a striking image. Travel to Australia increased shortly after the release and subsequent box office success of *Crocodile Dundee* (1986). In addition, the film’s male star became a tourism spokesperson for the country (Gartner, 1993).

Busby and Klug (2001) noted that many countries have seen a dramatic increase in visitor numbers to locations that have been featured in films or television programs. Many countries are capitalizing on the success of movies to promote and create a positive image of their destination to attract tourism. The British Tourist Authority has shown its commitment to promoting movie-induced tourism by producing the movie map which lists over 200 locations (Busby and Klug, 2001). The nation of Cambodia was very supportive on the filming of *Tomb Raider* (2001) at the World Heritage Site, Angkor Wat. At the beginning, some had negative responses to the filming; however, Angkor Wat has become one of the most recognizable heritage sites in the world (Seno, 2001).

*50 First Dates* (2004), a romantic comedy, was filmed mostly on the island of Oahu, Hawaii. To promote the film and the island of Oahu, the Oahu Visitors Bureau (OVB) along with a resort and an airline teamed up with Columbia Pictures on a promotional campaign that included electronic marketing and field and national promotions. The electronic marketing campaign focused on driving people to the *50 First Dates* (2004) mini-website, [http://www.visit-](http://www.visit-)
oahu.com/50firstdates, which featured a chance to win a trip to the island of Oahu, map and information on the locations where scenes from the movie were filmed (“Movie Highlights”, 2004).

The promotion of ‘New Zealand, Home of the Middle-Earth’ on the website of Tourism New Zealand (http://www.newzealand.com), capitalizes on The Lord of the Rings (2001) trilogy which was solely filmed in New Zealand. Over the three-year period of the movie’s release, the promotion will associate the country with adventure and other-worldly scenery (Morgan, Pritchard, and Piggott, 2003). The impact of the trilogy on New Zealand is immense. There is a range of The Lord of the Rings (2001) related tourism activities available in the filmed locations. In addition, Whale Rider (2003) and The Last Samurai (2003) were both shot in the North Island of New Zealand and these movies are bringing New Zealand locations to international attention (“New Zealand Film”, n.d.).

As seen in the mentioned examples, the impact of movies on tourism is enormous and circumstantially apparent. However, it is difficult to measure and quantify the actual impact or actual tourist visits that is caused by a movie’s release. Most reports and statistics related to the impacts of movies in the past have focused on money spent in communities by film production companies and their entourage (Asch, 1991). Recently, there have been several studies that identified an increase in popularity of locations depicted in films, which suggests the potential of place specific movies to serve as tourism attractions (Riley and Van Doren, 1992; Riley, Baker and Van Doren, 1998; Tooke and Baker, 1996).
Riley and Van Doren (1992) presented the case that movies filmed in the United States for U.S. and international markets have been influential in promoting U.S. tourist destinations. The authors, suggesting movies as hallmark events, examined the impact of the movies *Deliverance* (1972), *Dances with Wolves* (1990), *Close Encounters of the Third Kind* (1977), *Thelma and Louise* (1991), *Field of Dreams* (1989), and *Steel Magnolias* (1990) on visitor levels to Georgia, South Dakota/Kansas, Wyoming, Utah, Iowa, and Louisiana, respectively.

An example from Riley and Van Doren (1992) on the increase of visitor numbers at a filmed location is *Close Encounters of the Third Kind* (1977). Key scenes of the movie which chronicles a visit and contact by extraterrestrial beings were filmed against the basalt rock outcrop of Devils Tower National Monument in north-east Wyoming. The site is in relative isolation that visits to this site do not take place by accident but require prior planning and a realization that the visit is worth the time and effort involved (Riley and Van Doren, 1992).

Table 2 that was adopted from Riley and Van Doren (1992) shows visitor numbers to Devils Tower National Monument from 1970 to 1990 and reflects a dramatic change caused by the movie’s release. The movie was released in 1977 and in 1978; there was a 74% increase in visitor numbers. After the movie was released to television in 1980, the site recorded a 39% visitor increase in 1981. The inflated visitor numbers after the movie’s release are difficult to explain for any other reason than movie-enhanced recognition (Riley and Van Doren, 1992).

Riley and Van Doren (1992) also considered the effects of Australian-based movies such as the *Mad Max* (1979) series, the two *Crocodile Dundee* (1986) movies, and *The Man from Snowy River* (1982) on levels of U.S. visitors to Australia. The authors concluded that from their
study of Australian movies’ effect on inbound tourism from the United States, motion pictures as hallmark events produce a surge in visits from tourist generating areas.

Table 2: Devils Tower National Monument Visits: 1970-1990

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>% change over preceding year</th>
<th>Year</th>
<th>Visitors</th>
<th>% change over preceding year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>147,444</td>
<td></td>
<td>1981</td>
<td>300,308</td>
<td>+39.0</td>
</tr>
<tr>
<td>1971</td>
<td>138,372</td>
<td>-6.0</td>
<td>1982</td>
<td>270,951</td>
<td>-10.0</td>
</tr>
<tr>
<td>1972</td>
<td>150,810</td>
<td>+9.0</td>
<td>1983</td>
<td>274,265</td>
<td>-1.0</td>
</tr>
<tr>
<td>1973</td>
<td>153,200</td>
<td>+1.5</td>
<td>1984</td>
<td>228,095</td>
<td>-17.0</td>
</tr>
<tr>
<td>1974</td>
<td>125,592</td>
<td>-18.0</td>
<td>1985</td>
<td>224,994</td>
<td>-1.0</td>
</tr>
<tr>
<td>1975</td>
<td>151,564</td>
<td>+21.0</td>
<td>1986</td>
<td>298,148</td>
<td>+32.0</td>
</tr>
<tr>
<td>1976</td>
<td>169,754</td>
<td>+12.0</td>
<td>1987</td>
<td>334,502</td>
<td>+12.0</td>
</tr>
<tr>
<td>1977</td>
<td>156,293</td>
<td>-8.0</td>
<td>1988</td>
<td>347,451</td>
<td>+4.0</td>
</tr>
<tr>
<td>1978</td>
<td>272,617</td>
<td>+74.0</td>
<td>1989</td>
<td>358,853</td>
<td>+3.0</td>
</tr>
<tr>
<td>1979</td>
<td>227,560</td>
<td>-16.0</td>
<td>1990</td>
<td>433,303</td>
<td>+20.0</td>
</tr>
<tr>
<td>1980</td>
<td>215,402</td>
<td>-5.0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\( \text{a} \) Close Encounters filmed  
\( \text{b} \) Close Encounters released to cinemas  
\( \text{c} \) Close Encounters released to television  
\( \text{d} \) Mechanical counter error identified by National Park Service  
\( \text{e} \) Devils Tower 100th anniversary and 50th National Bikerfest in Sturgis, ND


Tooke and Baker (1996) examined the visitor impact of four United Kingdom television series on the locations where they were staged. They demonstrated that a television film or cinema movie attracts visitors to the place where the filming is believed to have taken place. The main implication was the product placement one – that its use as a film location has considerable
value; consequently it is worthwhile taking steps to attract television film or movie companies, and making the best use of the exposure once secured.

Riley et al. (1998) gathered data at 12 U.S. locations where popular movies were filmed. The movies included several of those analyzed earlier by Riley and Van Doren (1992), as well as certain others including Gettysburg (Pennsylvania, 1993), JFK (Dallas, 1991), Last of the Mohicans (North Carolina, 1992), The Fugitive (Chicago and North Carolina, 1993), and Little Women (Massachusetts, 1994). Through the analysis of visitation figures from the 12 sites, it appeared that each location’s allure was distinct. The data showed that the locations enjoyed at least four years of visitation increases after the movies were released. The authors introduced the concept of “icons” created by each movie, such as baseball with Field of Dreams (1989) and fishing with A River Runs through It (1992). The study also revealed that for some locations, the tourism impacts by movies have created economic windfalls while for others they have caused safety concerns and overcrowding.

Busby and Klug (2001) took a different approach from the previous studies mentioned in their study of movie-induced tourism. Their study discussed the concept of movie-induced tourism in relation to the wider phenomenon of cultural and literary tourism. In their primary research on the Notting Hill area in London, the setting for the successful movie Notting Hill (1999), the authors have found that the majority of respondents recognized the phenomenon that movies encourage tourism to destinations and would consider traveling to film locations in the future. The study established that a variety of different forms of movie tourism exist, and every tourist is motivated by different factors to visit locations which have been featured in the cinema.
Most recently, Kim and Richardson (2003) provided some empirical evidence that a popular movie could significantly affect some of the destination image components and interest in visiting the place. The authors investigated influences of a popular motion picture (Before Sunrise, 1995) on viewers’ perceptions of the depicted place, Vienna. The key findings of the study were: the movie significantly affected some of the destination image components and interest in visiting Vienna; the level of empathic involvement with the film characters was not significantly associated with either component (cognitive or affective) of destination image or with familiarity; and the movie did not enhance the degree of familiarity with the destination portrayed in it.

As noted above, existing literature on movie tourism is scarce with most of the studies focusing on visitor increase and physical change on the filmed location. There needs to be more research on the subject of movies and its inducing impacts on tourism into the psychological and behavioral aspects. This study will contribute to the previous literature of the impact of movies on tourism by exploring the untouched aspects of the field.

Model of the Study

The model of the study in Figure 1 illustrates the relationships to be considered. The model was constructed based on the literature on destination image studies. According to previous studies, the creation of a destination image stimulates information search behavior concerning that destination and this heightened interest level leads to potential travel behavior whether it is visiting the location or not.
Therefore, the following model for this thesis proposes that destination movie exposure drives image formation and heightened interest in visiting the location depicted in the movie. It should be noted, however, that a movie will not have the same impact on every individual. This means that there might be differences in how each individual perceives the destination portrayed in the movie based on their travel experience, age, gender, academic level, ethnic background and previous visitation to the destination. The model also demonstrates that a destination image leads to an interest in visiting the destination which finally leads to an actual travel to the destination. However, tourism literature reveals that there might be moderating variables such as geographical distance, cost of travel, safety issues, health risks, family issues, political instability, language barriers, and time that could affect an individual’s actual travel behavior. This research is a cross-sectional study not a longitudinal study. Therefore, the situational constraints or actual travel behavior will not be examined in the current study. The components that are not being measured in this thesis are expressed in dotted lines in the following Figure 1.
Figure 1: Impact of a Movie on Destination Image and Travel Behavior

Components of the Model

The perceived image of a destination will be formed not only through the image projected by the destination but also through the individuals’ own needs, motivations, prior knowledge, preferences and other personal characteristics. According to MacKay and Fesenmaier (1997),
organic image is a person-determined image formation that reflects the individual differences in information processing and interpretation. The attributes of the visual (picture elements) were linked to type of image projected and attributes of the individual (respondent characteristics) were identified as influential in perception of destination image.

The characteristics of the population sampled are likely to influence the image held by individuals, both in terms of the importance (or salience) of certain attributes and the evaluation of these attributes (Jenkins, 1999). Individuals build their own mental picture of the tourist destination which gives rise to their own, personal perceived images (Ashworth and Voogd, 1990; Bramwell and Rawding, 1996; Gartner, 1993). Therefore, it is important to study the difference in consumers’ characteristics and destination image.

Baloglu and McCleary (1999a) suggested that the destination images are likely to be formed as a function of both perceiver characteristics (demographics and motivations) and stimuli. Most image formation and destination selection models have incorporated sociodemographic variables as conventional consumer characteristics influencing perceptions of objects, products, and destinations (Baloglu, 1997; Stern and Krakover, 1993; Um and Crompton, 1990; Walmsley and Jenkins, 1993; Woodside and Lyonski, 1989). The consumer behavioral models of Fisk (1961-62) and Sheth (1983) also recognized the sociodemographic characteristics of consumers as determinants of consumer image by including them as antecedents to cognitive processes. Although such variables as age, education, income, gender, occupation, and marital status have all been suggested as influencing perceptions and images, age and education appear to be major determinants of image (Baloglu and McCleary, 1999a).
Also, Kim (1998) has suggested that future studies should explore the effect of the characteristics of tourists, including place of origin and tourist behavior, on the perceptual images of destinations.

**Travel-related Characteristics**

Previous visitation or direct experience with a destination is likely to alter and modify the image of the destination. Numerous studies investigated image modifications due to actual destination experience (overt-behavior). Some of these studies utilized a longitudinal approach by which the modifications between travelers’ pre- and post-trips destination images were compared (Dann, 1996; Pearce, 1982; Phelps, 1986). Other studies examined the image differences between travelers who visited the destination (visitors) and those who did not (nonvisitors) (Ahmed, 1991; Fakeye and Crompton, 1991; Fridgen, 1987; Hu and Ritchie, 1993; Milman and Pizam, 1995).

Familiarity was the one consistently significant input variable across all image dimensions in the study of MacKay and Fesenmaier (1997). A more affective evaluation of visuals was linked to experience with the destination; whereas, a more cognitive evaluation of visuals was linked to lack of experience with the destination.

Personal experience is integrated into decision making as a passive or internal information search (Um and Crompton, 1990). It has been suggested that future travel behavior may be influenced by the nature as well as extent of past travel experience (Mazursky, 1989).


Sociodemographics

Research in travel and tourism has identified age as an important factor that affects tourists’ choice of destinations and activities (Mansfeld, 1992; Vogt, 1978). For example, young tourists place more importance on activities that are prestige worthy or symbolize their novelty and diversity, whereas mature tourists tend to be more practical, and emphasize the facilities of a destination site (Sirgy and Su, 2000). Schmitz-Scherzer (1976) also found that older people seldom take up totally new activities, variety being achieved through changing the pattern of existing activities. Although previous studies have consistently found a decreasing involvement in active leisure pursuits with age, changes in family life-cycle may result in age becoming less important in the determination of leisure choice (McGuiggan, 2001). MacKay and Fesenmaier (1997) did not find age or marital status as an influence on how visuals were interpreted as destination image.

Most studies have found significant differences between males and females on choice of leisure activities (Gruber, 1980; Kirkcaldy and Furnham, 1991). However, it appears that social and cultural activities are least likely to show gender differences (Deem, 1988). In the study of MacKay and Fesenmaier (1997), gender along with income of respondents was significant only for certain types of images.

The few studies that have looked at the influence of education on leisure choice seem to suggest that the relationship between education and leisure participation is relatively weak (Roberts, 1970 and Kelly, 1978). Neulinger (1974) points out that education is an indicator of social class, and thus variation in activity choice could be due to social class pressure, rather than...
a direct result of education. In fact, it is possible that education does not directly influence leisure activity choice, but exerts its effect indirectly through occupation and income (McGuiggan, 2001). Education may provide opportunity for learning about different destinations and the ability to earn higher income, thus allowing more experiences in traveling.

Destination image also differs based on cultural background and geographic origin (Chen and Kerstetter, 1999). Country of origin has been shown to affect seasonal variations in visits, party composition, package tours, activity participation, attractions visited, and payment methods (Baum and Mundambi, 1996; Reid and Reid, 1997). Therefore, the country of origin or ethnic background appears to provide a conceptual and practical basis for establishing travelers’ profiles, which have implications for tourism promotion and distribution strategies (Reid and Reid, 1997). The results of Chen and Kerstetter’s (1999) study support the notion that students from various cultures have different images of, and perhaps different preferences for rural area. Chadee and Cutler (1996) have found that ethnicity helped to explain planning decisions among international students. In this study, it is assumed that students with a similar ethnic background (e.g., Asian) as the given destination in this study will perceive the images in the movie differently than those with a distant cultural background.

**Constraints**

The relationship between preferring a destination and the behavior of actually visiting that destination is often relatively low because of the moderating influence of the situational context within which the behavior takes place. One of the most important findings to emerge
from attitude research is that situational constraints should be specified and integrated into the attitude construct (Um and Crompton, 1990). However, this study only focuses on the before-the-trip behavior; thus, the influence of constraint variables will not be tested.

**Research Hypotheses**

Based on the study objectives and the model in Figure 1, four hypotheses were formulated. The hypotheses of the current study are:

Research Hypothesis 1: Perceived destination image will be different before and after exposed to the movie.

Research Hypothesis 2: Interest in visiting the destination will be different before and after exposed to the movie.

Research Hypothesis 3: Destination image (pre and post) has a relationship with level of interest in visiting the destination.

Research Hypothesis 4: Destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie.
CHAPTER THREE: RESEARCH METHODOLOGY

The purpose of this study is to explore and understand the influence that a destination specific movie exerts upon the image formation process relative to visiting the destination. Specifically, this study will: 1) profile the respondents’ pre-movie images concerning the destination; 2) profile the respondents’ post-movie images concerning the destination; 3) examine the differences between pre and post interest levels relative to interest in visiting the movie’s destination; and 4) determine the predominant factors that influence the respondents’ desire to visit the movie’s destination.

This chapter presents the research design and procedures to achieve the purpose of this study. The sampling frame, questionnaire instrument, pilot test, data collection procedure, and data analysis are described in this chapter.

Research Design

This study adopted a one-group pretest-posttest experimental design to explore and understand the impact of viewing a destination specific movie on individuals’ image formation and interest in visiting the location. In this section, the sampling frame, questionnaire instrument (pretest and posttest questionnaire), pilot test, and data collection procedure is described.
Sampling Frame

The sample for this study was a convenience sample comprised of 247 undergraduate students enrolled in a major metropolitan university in the southeast of the United States. Students who were enrolled in a lower level undergraduate course and an advanced level undergraduate course were selected for the research participants. Both courses were selected because of the large enrollment and the time of the classes which had a mix of morning and afternoon classes. The class times and the number of students that have participated in the experiment are described in Table 3.

For the pretest, a response rate of 100% was achieved for each participating class. However, for the posttest, there were 49 respondents out of 50 for course 2, yielding a response rate of 98% and there were 29 respondents out of 30 for course 3, yielding a response rate of 97%. For the remaining sections, a 100% response rate was achieved.

Table 3: Questionnaire Distribution (N = 247)

<table>
<thead>
<tr>
<th>Course</th>
<th>Class Time</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Course 1</td>
<td>08:00am-09:50am</td>
<td>41</td>
</tr>
<tr>
<td>Undergraduate Course 2</td>
<td>10:00am-11:50am</td>
<td>50</td>
</tr>
<tr>
<td>Undergraduate Course 3</td>
<td>12:00pm-13:50pm</td>
<td>42</td>
</tr>
<tr>
<td>Undergraduate Course 4</td>
<td>14:00pm-15:50pm</td>
<td>30</td>
</tr>
<tr>
<td>Undergraduate Course 5</td>
<td>16:00pm-17:50pm</td>
<td>21</td>
</tr>
<tr>
<td>Undergraduate Course 6</td>
<td>12:00pm-13:50pm</td>
<td>26</td>
</tr>
<tr>
<td>Undergraduate Course 7</td>
<td>12:00pm-13:50pm</td>
<td>29</td>
</tr>
<tr>
<td>Undergraduate Course 8</td>
<td>08:00am-09:50am</td>
<td>8</td>
</tr>
</tbody>
</table>
The questionnaire instrument consisted of a pretest and a posttest questionnaire. The questionnaires were developed based on a review of previous destination image studies. Each questionnaire was designed to attain the required information to answer the research objectives. The questionnaire instrument consisted of a combination of both structured (scale format) and unstructured (open-ended repertory grid) methodologies based on the study by Echtner and Ritchie (1993). The authors suggested that both methodologies should be utilized to capture the complex assessment of destination image.

Therefore, the questions were designed as a combination of multiple choice, Likert scale, categorical scale, and open-ended questions for the qualitative part of the research (Appendix C and D).

**Pretest Questionnaire**

Question 1 on the pretest questionnaire (Appendix C) was a culling question in order to identify and eliminate respondents who have been to the destination that was being studied, Japan: “How many times have you been to any of the following destinations in the past five years?” Research has indicated that tourists’ image tended to be more realistic, complex, and differentiated after they had visited a destination (Chon, 1990, 1991; Pearce, 1982; Tiefenbacher, Day, and Walton, 2000). Previous visitation (overt behavior) or direct experience with a destination is likely to alter and modify the image of the destination (Crompton, 1979; Ahmed, 1991; Fakeye and Crompton, 1991). Three other destinations – China, France, and Italy – were
asked to reduce respondents’ potential bias to the following questions. In addition, Phelps (1986) and Narayana (1976) found that images of a destination may fade or revert over time, especially if intervening visits to other similar places confuse the memory. This study finding was the reason why the time frame was limited to five years.

After the culling question, the pretest questionnaire was divided into two sections. The first four questions (Question 2, 3, and 4) assessed individuals’ perceived tourist image of Japan. Question 2 was an open-ended question that asked “What images or characteristics come to your mind when you think of Japan as a vacation destination?” This question required respondents to write down any adjectives or nouns that come to mind. When combined with other techniques, the free elicitation technique is best used first because it offers a spontaneous ‘window’ on the image held by tourists (Jenkins, 1999). Therefore, the unstructured question (open-ended question) appeared first on the instrument to avoid leading respondents’ reaction and reply to the question. This question came from Echtner and Ritchie’s (1993) study that was based on Crompton’s (1979) definition that destination image comprises beliefs and expectations that come to visitors’ minds when they think about a particular place.

The main advantages of free elicitation for destination image research are that it allows the respondent to describe the target stimulus in terms that are salient to the individual, rather than responding to the researchers’ predetermined image dimensions (Reilly 1990). Another advantage is that it will measure whether the image of a destination is lacking or weak, that is, if respondents are unable to provide responses. This technique draws out parts of the easy-to-access stereotypical image (Jenkins, 1999).
Question 3 noted the degree to which respondents agreed or disagreed with sixteen statements about Japan. In general, these statements described Japan in terms of standards of cleanliness and hygiene, friendly and hospitable people, safe place to visit, appealing local food, and so on. For reference purposes, the sixteen image statements can be found in Appendix C. All of the statements were on a Likert scale that ranged from 1 = strongly disagree to 5 = strongly agree. The use of structured methods, such as Likert and semantic differential scales, requires an individual to rate a set of pre-determined attributes subjectively, or to characterize stimuli using standardized rating scales (Jenkins 1999). The image attributes were chosen after an extensive review of the previous literature on destination image measurement. Based on the previous research (Chen, 2001; Chen and Hsu, 2000; Chen and Kerstetter, 1999; Echtner and Ritchie, 1993; Gallarza, Gil, and Calderon, 2002; Hsu, Wolfe, and Kang, 2004; Kim, 1998; Pike, 2002; Rezende-Parker, Morrison, and Ismail, 2003; Rittichainuwat, Qu, and Brown, 2001), the most influential and widely used attributes that were relevant to this study were selected.

Question 4 asked research participants to indicate their overall impression of the country: “In general, what image do you have of Japan as a tourist destination?” on a Likert scale that ranged from 1 = extremely negative to 5 = extremely positive.

The following questions 5 and 6 were questions about respondents’ future travel behavior. Question 5 was: “What is your level of interest in visiting Japan sometime in the future?” The response format was a Likert scale that ranged from 1 = not at all interested to 5 = extremely interested.
Question 6 asked “how likely is that you will travel to Japan in the next 12 months?” on a 5-point Likert scale that ranged from 1 = not at all likely, 4 = very likely, and 5 = I don’t know/U ndecided. A follow-up question to Question 6 was included to identify reasons why the research participants would not consider the country as a future vacation destination. Respondents who answered 1 = not at all likely or 2 = not very likely on Question 6 were required to answer the follow-up question. The items on the follow-up question were based on previous research for barriers and constraints to travel. Geographical distance, cost of travel, safety, health risk, family issues, political instability, language barrier, and time were the selected variables for the eight statements in the follow-up question.

The second section of the questionnaire consisted of questions designed to gather past experience and demographic information of the research participants in order to examine the interrelationships of individual characteristics on destination image and intention to travel. The first three questions concerned respondents’ movie attendance experience and travel profile. Question 7 asked respondents to fill in a number to the question: “Approximately, how many times have you watched a movie at a commercial movie theater since January 2004?” This question was included in order to see if the respondents were heavy movie goers or not. The time period starting with January 2004 was selected because it is a reasonable time for the respondents who are heavy movie goers to recall their memory.

Question 8 asked: “Approximately, how many domestic leisure trips have you taken in the past three years?” Domestic leisure trips were defined as overnight trips that are more than 100 miles away from home taken within the continental United States. Question 9 asked:
“Approximately, how many international leisure trips have you taken in the past three years?” International leisure trips were defined as overseas trip that do not include Canada or Mexico. Canada and Mexico was excluded because of its locations being across the boarder which does not require a traveler to go overseas from the United States. These two questions required respondents to fill in the number of trips that they had taken in the past three years. The frequency of travel was asked to identify any differences between a heavy traveler and a light traveler.

Questions 10, 11, 12, and 13 identified the sociodemographic characteristics of the respondents. The variables to measure respondents’ demographics were age, gender, academic status, and ethnic background, respectively. These variables were selected based on different literature and appeared to be the most influential ones on destination image.

**Posttest Questionnaire**

The posttest questionnaire (Appendix D) consisted of only one section with seven questions. This questionnaire consisted of all of the questions in section one of the pretest questionnaire with a couple of additions. The posttest questionnaire did not include a section on past experience and demographics since the respondents were requested only to answer these questions in the pretest section of the questionnaire.

Question 1 was asked to find out whether the respondents’ had seen the movie before. Then, Questions 2, 3, and 4 measured the respondents’ image of the destination after being exposed to the movie.
Open-ended follow-up questions to Question 4: “In general, what image do you have of Japan as a tourist destination?” were included in the posttest questionnaire. These follow-up questions on the posttest survey were included in an effort to better understand what aspects of the movie specifically had an impact on the respondents in developing a positive or negative image of the destination. Question 4a required respondents that selected 1 = extremely negative or 2 = somewhat negative to briefly write down what part of the movie made them develop a negative image of Japan. Question 4b required respondents that selected 4 = very positive or 5 = extremely positive to briefly write down what part of the movie made them develop a positive image of Japan.

Questions 5 and 6 in the posttest were the same as those in the pretest measurement. Question 7 asked respondents to indicate their level of agreement to a Likert scale that ranged from 1 = strongly disagree to 5 = strongly agree: “Now that you have watched the movie, please indicate to what degree you agree or disagree with the following statements.” This question was not included in the pretest questionnaire. In its place the statement: “I would like to visit the filmed location(s) in Japan.” was the first item of ten statements in this question. This particular question could only be answered after being exposed to the movie. Therefore, in comparing the responses to these questions the researcher would be able to measure the effect of the movie in terms of image development.
Pilot Test

Before the actual data collection procedure, the sample questionnaire was tested upon students approximating the demographics of the targeted sample audience. The questionnaires were distributed to several graduate hospitality students who have completed a research methodology course at a major university in the southeast of the United States. In addition, these students were selected for the pilot test because of their experience in research and their exposure to developing questionnaires. Several undergraduate hospitality students that were more close to the targeted sample audience in terms of characteristics were added into the pilot test. Each participant was asked to complete the questionnaire and provide comments regarding clarity and comprehensibility of the questions. The feedback was taken into account and had been discussed with committee members. After carefully looking through the questions, no further revisions were necessary for the questionnaire. This pilot test process indicated that the questionnaire has face validity.

Questionnaire Reliability

In order to test the interrelated reliability, the Cronbach alpha procedure was employed. The reliability of a scale indicates how free it is from random error (Pallant, 2003). The internal consistency was measured to the pre and posttest questionnaire items that make up the scale in order to find out that they are all measuring the same underlying attribute. Cronbach’s coefficient alpha was used to provide an indication of the average correlation among all of the items in the measurement instrument. Alpha values range from 0 to 1, with higher values
indicating greater reliability (Pallant, 2003) and Nunnally (1978, as cited in Pallant, 2003) recommends a minimum level of .7. The results revealed that the pretest had a value of .8866 and the posttest had an alpha value of .9296. These high alpha values from the analysis prove that the questionnaire has good internal consistency, thus can be considered reliable with the sample.

**Data Collection**

The data collection method chosen for this study was a one-group pretest-posttest experimental design. This type of experimental design can be explained as a single pretest observation taken on a group of respondents \(O_1\), treatment \(X\) then occurs, and a single posttest observation on the same measure \(O_2\). It could be illustrated as follows (Shadish, Cook, and Campbell, 2002):

\[
O_1 \quad X \quad O_2
\]

The vast majority (76%) of studies used a one group pretest-posttest design (Shadish, Cook, and Campbell, 2002); however, researchers have identified several threats to validity for this design (Duckart, 1998, as cited in Shadish, Cook, and Campbell, 2002). It has been found that the pre and post groups may differ for reasons unrelated to treatment, such as history and maturation (Shadish, Cook, and Campbell, 2002). History is one of the threats that might cause a difference between the pre and posttest (Campbell and Stanley, 1963; Shadish, Cook, and Campbell, 2002). It becomes a trivial problem in an experiment if the time between the pretest and posttest is long (Campbell and Stanley, 1963). Therefore, in this study, the experiment –
pretest, treatment, and posttest – was performed on the same day within an hour. Another known threat is maturation of participants. In this study, there were no concerns about the research participants growing older; however, they might have become hungrier, more tired, or more bored (Campbell and Stanley, 1963). Therefore, as mentioned above, the experiment was conducted within an hour in an effort to reduce the potential threats. An absence of a pretest makes it difficult to know if a change has occurred, consequently, adding a pretest provides weak information about the counterfactual inference concerning what might have happened to participants had the treatment not occurred (Shadish, Cook, and Campbell, 2002).

The one-group pretest-posttest experimental design was chosen because it is the best method to examine the impact of movie viewing on a destination image. There was concern about data contamination and memory decay if other methods based on respondents’ memory such as a questionnaire without any stimuli were used since there are a variety of information sources that might influence individuals’ image of a destination. The experiments were conducted in a classroom setting and were performed on the same day to the same group of participants to minimize the biases that might influence the results such as maturation, history, and spontaneous changes that are likely to occur. It is argued that social scientists in field settings will be able to construct confident causal knowledge with the simple pretest-posttest design when the outcomes are particularly well behaved and the interval between pretest and posttest is short (Shadish, Cook, and Campbell, 2002).

The treatment in this study was a visual media, specifically a popular movie. Pearce and Black (1996) stated that researchers need to begin to think creatively about using maps and
Many studies in the field of environmental perception have used photographic media. Stamps (1990) found a correlation of 0.86 between preferences obtained in situ and preferences obtained through photographs. These results support the use of photographic stimuli, but very few image studies have done so (Jenkins, 1999). Therefore, in this present study, a movie that was used as a visual stimulus to explore the image formation of a destination was appropriate.

**Data Collection Procedure**

Each experiment was conducted during each regular scheduled class time for the participating classes. The research participants consisted of 247 hospitality students enrolled in a lower level undergraduate hospitality management course and an advanced undergraduate hospitality management course at a major metropolitan university located in the southeast of the United States. Although these courses occurred at different times and on three different days, there was only one lower level course and one advanced course broken into different sections; therefore, dual enrollment was not a factor (Table 3).

At the beginning of each experiment, the researcher explained the general process to the targeted audience that the experiment is a research process, all responses are kept confidential, respondents’ identity are kept confidential using a numerical coding system, and the experiment is voluntary. After the short introduction, the pretest was given out to the research participants.

Immediately after the pretest, the researcher collected the pretest questionnaires and informed respondents that they were going to watch a movie that was entirely filmed on location.
in Japan. In addition, respondents were notified that they were not seeing the full length (one hour forty-two minutes) movie rather only fifty minutes of selected scenes from the movie due to the limited time and the editing process was explained. The treatment (a popular movie) was shown to each group. Directly following this showing the researcher revealed the title of the movie to the students and then a posttest questionnaire was distributed in order to examine the change in perceived image of Japan and their interest in visiting the destination.

**Treatments Associated with Measuring Respondent Image Formation**

The treatment instrument for this study was a major movie that was destination specific. The selected movie was *Lost in Translation* (2003, Drama/Comedy) which was shot entirely on location in Japan. The movie was chosen based on discussions with several moviegoers and also viewers’ comments and discussions posted on message boards on the Internet. The movie has been critically acclaimed and has received numerous awards including an Academy Award (2003) for Best Original Screenplay, four Independent Spirit Awards (2003), three Golden Globe Awards (2003), a Writers Guild of America Award (2003) for Best Original Screenplay, and many regional Film Critics awards (“Awards”, 2004).

Because of the limited time given for the experiment, selected chapters of the movie were shown instead of the full length movie (one hour and forty-two minutes) which reduced the screening time to fifty minutes. This process of editing was done in order to fit the movie within the time frame in which the classes were offered. Scenes that were excluded were those that were repetitive, had too much dialog, and were not relevant to the present study. Specifically,
the movie DVD had twenty-four chapters including the Main Titles (Chapter One) and End Titles (Chapter Twenty-four). Chapters one, seven, eight, ten, thirteen, sixteen, nineteen, twenty-one, and twenty-four were excluded in the screening and the last parts of chapters five, eleven, twelve, and fifteen were skipped.

*Lost in Translation* (2003) is a movie about two dissimilar Americans in Tokyo. The male character (Bob, played by Bob Harris) is a movie star in town to shoot a whiskey commercial, while the female character (Charlotte, played by Scarlett Johansson) is a young woman tagging along with her workaholic photographer husband. Unable to sleep, Bob and Charlotte cross paths one night in the luxury hotel bar and become friends. They venture through Tokyo, having often hilarious encounters with local people of Japan, and ultimately discover a new belief in life’s possibilities (*Lost in Translation*, 2003). The film is about dislocations and disorientations. The film is smart about cultural differences, about the strangeness of being in a place where you don’t know the cultural markers (*Turan*, 2003). The movie shows the high-rise architecture, city entertainment, temples and palaces, and the beautiful countryside. Scenes throughout the film also show virtually every inch of the upscale Park Hyatt Hotel in Tokyo including the exterior, bar, gym, rooms and elevators. The hotel became a character of the movie itself and has attracted many people to the hotel due to the shooting of this movie on its premises. The hotel has seen an increase in number of people coming into the lobby and it has become destination of sorts in its own right (*Gibson*, 2004).
Data Analysis

There were 247 questionnaires given out for the pretest and posttest. A high response rate of 100% was obtained for the pretest group and a 99.2% response rate for the posttest group. The high response rate was achieved due to the controllable data collection environment.

The collected data was entered into a data file and analyzed using Statistical Package of Social Sciences (SPSS). Open-ended questions were listed separately from the questionnaires and scanned through to look for common themes. Then, the answers were coded according to the major themes of the responses and entered into the data file.

Descriptive statistics was used to understand the characteristics of respondents and frequencies of responses were tabulated for all of the questions contained in the pre and posttest questionnaires. The Pearson correlation procedure was used to explore and compare the pre and posttest relationship between destination image and interest in visiting the destination and to test hypothesis 3. In order to find out whether there is a statistical significant difference between the pretest and posttest data with the same group of people, paired samples $t$-test was the chosen method of analysis. This procedure was used to test hypotheses 1 and 2.

Paired samples $t$-test is used when there is only one group of people and the data is collected from the group on two different occasions. Pretest-posttest experimental design which is the research design for this particular study is an example of the type of situation where this technique is appropriate (Pallant, 2003). In this study, the paired $t$-test procedure was used to compare the mean scores of the sixteen destination attributes, image of the destination, and
intentions to travel between the pre and posttest data to identify if any significant differences exist. The .05 significance level was chosen for testing the differences between two groups.

One way analysis of variance was used to compare the variance between the different groups based on respondents’ characteristics and the sixteen destination image statements as well as level of interest in visiting the destination. This procedure was employed in order to test hypothesis 4. The results of the data analysis are presented in the following chapter.
CHAPTER FOUR: RESULTS

The purpose of this chapter is to present the results of the data analysis that has been generated using Statistical Package of Social Sciences (SPSS) and to test the four hypotheses. First, the characteristics of the sample will be described. Second, frequency scores will be reported for all of the attributes contained in the pretest and posttest questionnaires. Third, hypotheses 1 and 2 will be tested by looking at the results of the paired samples t-tests that have been conducted in order to examine any significant differences between the pre and posttest data in terms of destination image and intentions to travel. Fourth, hypothesis 3 will be tested using Pearson correlation to describe the strength and direction of the linear relationship between the destination image variables and level of interest in visiting the given destination. In addition, the pre and post correlation results will be compared. Fifth, hypothesis 4 will be tested using the one-way analysis of variance to compare the variance between the different demographic groups, with the variability within each of the groups. Finally, a summary of the findings by research hypothesis will be addressed at the end of the chapter.

Descriptive Statistics

This section will focus on the descriptive statistics to describe the characteristics of the studied sample and present frequencies for all of the questions that are contained in the pre and posttest questionnaires.
Respondents’ characteristics such as sociodemographic information and travel-related characteristics were in the second section of the pretest questionnaire. These questions were eliminated from the posttest questionnaire under the assumption that some respondents might decline to answer the same personal questions.

Profile of Respondents

Descriptive statistics of demographics of the respondents are presented in Table 4. The sample of respondents was found to be mostly female (65.9%). The majority of respondents were white, non-Hispanic (74.4%), followed by 12.6% Hispanics. A large portion (96.7%) of the respondents was age 25 or under and only eight (3.3%) of the respondents were over the age of 26. In terms of academic level, the sample was almost evenly distributed with 39.0% freshmen, 16.3% sophomores, 22% juniors, and 20.3% seniors.

Overall, it could be noted that the nature of the sample was homogeneous. The composition of the sample is not surprising since this study used a convenience sample that was comprised of mostly undergraduate hospitality students. This sample matched the demographic profile of the student body in this study.
Table 4: Profile of Respondents (N = 247)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
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<td></td>
</tr>
<tr>
<td>Female</td>
<td>162</td>
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<tr>
<td>Male</td>
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<tr>
<td>Academic Level</td>
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<td>Freshman</td>
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<td>Sophomore</td>
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<td>Junior</td>
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<td>Asian or Pacific Islander</td>
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<td>Other</td>
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</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 or under</td>
<td>96</td>
<td>39.0</td>
</tr>
<tr>
<td>19-25</td>
<td>142</td>
<td>57.7</td>
</tr>
<tr>
<td>26 or over</td>
<td>8</td>
<td>3.3</td>
</tr>
</tbody>
</table>

**Travel-related Characteristics**

The first question of the pretest questionnaire was a culling question that asked the respondents if they had visited four international destinations – China, France, Italy, and Japan – within the past five years. The major reason for this question was to identify and eliminate respondents who had already visited Japan. Three other destinations as well as the nation in this study were asked in order to reduce respondents’ potential bias to the following questions. The result of the culling question has recognized that only three respondents out of 247 had already been to Japan in the past five years. As mentioned in the literature review of this thesis study,
previous visitors to a destination tend to have a more realistic, complex, and positive image than non-visitors (Chon, 1990, 1991; Pearce, 1982; Tiefenbacher, Day, and Walton, 2000). Therefore, the three respondents who had been to Japan were excluded from the following data analyses.

Table 5: Travel Experience of Respondents

<table>
<thead>
<tr>
<th>Travel Behavior</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Trips (in the past 3 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-5 times</td>
<td>107</td>
<td>43.7</td>
</tr>
<tr>
<td>6-10 times</td>
<td>76</td>
<td>30.8</td>
</tr>
<tr>
<td>11 times or more</td>
<td>62</td>
<td>25.3</td>
</tr>
<tr>
<td>International Trips (in the past 3 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>134</td>
<td>54.5</td>
</tr>
<tr>
<td>1 time</td>
<td>54</td>
<td>22.0</td>
</tr>
<tr>
<td>2 times or more</td>
<td>58</td>
<td>23.6</td>
</tr>
</tbody>
</table>

Note: Domestic trips were defined as overnight leisure trips within the continental United States that are more than 100 miles away from home. International trips were defined as overseas leisure trips that do not include Canada or Mexico.

Table 5 shows past travel experience of respondents in terms of domestic leisure travel and international leisure travel. Domestic leisure travel referred to overnight trips within the continental United States that are more than 100 miles away from home and international trips referred to overseas trips that do not include Canada or Mexico. Canada and Mexico was excluded because of its locations being across the boarder which does not require a traveler to go overseas from the United States. According to Table 5, the majority of respondents (43.7%) had taken a domestic trip five times or less in the past three years. This was followed by 30.8% that had taken domestic trips six to ten times and 25.3% eleven times or more. In terms of international travel, 54.5% had not taken an international trip in the past three years. In addition,
only 22% had taken one international trip and 23.6% had taken two trips or more in the past three years. The results of travel behavior indicate that the respondents are not worldly travelers.

Table 6 reveals the frequency of responses of travel intentions to the studied destination from both the pretest and posttest data. On the pretest, 31% of the research participants responded that they were “very interested” in visiting Japan sometime in the future. On the posttest, a slight increase to 31.4% was “very interested” in visiting Japan sometime in the future. There was no significant percentage change between the pre and posttest responses. However, it should be noted that the percentages of “not at all interested” and “somewhat interested” dropped from 13.7% to 11.6% and 16.9% to 16.1%, respectively. The largest change was the “neutral” value that increased from 25.2% to 28.5%.

Table 6: Travel Intentions of Respondents

<table>
<thead>
<tr>
<th>Travel Intention</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent (%)</td>
</tr>
<tr>
<td>Level of interest in visiting Japan sometime in the future</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not at all interested</td>
<td>33</td>
<td>13.7</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>41</td>
<td>16.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>61</td>
<td>25.2</td>
</tr>
<tr>
<td>Very interested</td>
<td>75</td>
<td>31.0</td>
</tr>
<tr>
<td>Extremely interested</td>
<td>32</td>
<td>13.2</td>
</tr>
<tr>
<td>Likelihood of traveling to Japan for vacation in the next 12 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not at all likely</td>
<td>173</td>
<td>70.9</td>
</tr>
<tr>
<td>Not very likely</td>
<td>61</td>
<td>25.0</td>
</tr>
<tr>
<td>Likely</td>
<td>7</td>
<td>2.9</td>
</tr>
<tr>
<td>Very likely</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>I don’t know/Uncertain</td>
<td>2</td>
<td>.8</td>
</tr>
</tbody>
</table>
The second item on Table 6, “likelihood of traveling to Japan for vacation in the next 12 months”, did not show a major difference as the previous item. On the pretest, the majority of respondents (70.9%) answered that they were “not at all likely” to travel to Japan in the next 12 months, followed by 25% that responded that they were “not very likely” to visit in the next 12 months. On the posttest, the results were similar in that most of the respondents (67.4%) were “not at all likely” to travel in the next 12 months and 28.9% were “not very likely” to visit in the next 12 months. This indicates that the movie did not have an impact on changing respondents’ travel intentions to the destination. A follow-up question to the second item on Table 6 was included in the questionnaire. The frequency of respondents to the follow-up question is presented in Table 7.

According to Table 7, the most popular response for the pretest was “I don’t have the extra time to fit a vacation into my schedule.” followed by “Travel cost to Japan is too high.” The results were the same for the posttest in terms of the first and second choice of responses. The answers with the lowest frequency count were “I had received negative feedback regarding safety and security in Japan.” for the pretest and “There is political instability in Japan.” for the posttest. The biggest change was a 4.4% increase on “yes” responses of the statement “It is difficult to communicate in English in Japan.” from the pretest (27.8%) to the posttest (32.2%). This result could have been influenced by the movie because of its portrayal of difficulties communicating with the local people.
Table 7: Travel Constraints on visiting Japan in the next 12 Months

<table>
<thead>
<tr>
<th>Constraint</th>
<th>Pretest</th>
<th></th>
<th>Posttest</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>It takes too long to get to Japan.</td>
<td>Yes</td>
<td>60</td>
<td>25.6</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>174</td>
<td>74.4</td>
<td>164</td>
</tr>
<tr>
<td>Travel cost to Japan is too high.</td>
<td>Yes</td>
<td>157</td>
<td>67.1</td>
<td>153</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>77</td>
<td>32.9</td>
<td>80</td>
</tr>
<tr>
<td>I had received negative feedback regarding safety and security in Japan.</td>
<td>Yes</td>
<td>7</td>
<td>3.0</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>227</td>
<td>97.0</td>
<td>226</td>
</tr>
<tr>
<td>There are potential health risks associated with Japan.</td>
<td>Yes</td>
<td>20</td>
<td>8.5</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>214</td>
<td>91.5</td>
<td>222</td>
</tr>
<tr>
<td>I have family issues (i.e., sickness in family, newborn, financial, etc.)</td>
<td>Yes</td>
<td>25</td>
<td>10.7</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>209</td>
<td>89.3</td>
<td>210</td>
</tr>
<tr>
<td>There is political instability in Japan.</td>
<td>Yes</td>
<td>6</td>
<td>2.6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>228</td>
<td>97.4</td>
<td>230</td>
</tr>
<tr>
<td>It is difficult to communicate in English in Japan.</td>
<td>Yes</td>
<td>65</td>
<td>27.8</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>169</td>
<td>72.2</td>
<td>158</td>
</tr>
<tr>
<td>I do not have the extra time to fit a vacation into my schedule.</td>
<td>Yes</td>
<td>169</td>
<td>72.2</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>65</td>
<td>27.8</td>
<td>73</td>
</tr>
</tbody>
</table>

Several respondents had specified a reason why they would not visit Japan in the next 12 months and the results for both pre and posttest are presented in Table 8. The answers were categorized after looking through the responses received from the respondents. The results were the same between the pre and posttest data. Among the responses, “no interest” or “no desire” to visit was the most popular answer (27.8%) given for both the pre and posttest. This response was followed by financial issues – 20.4% for the pretest and 16.65% for the posttest. The third most frequent response was “rather go somewhere else”. Many respondents indicated that if they had the time or money, they would like to visit some other vacation destination that is on
the top of their wish list. Some had indicated that they have never thought of Japan as a vacation destination. This result indicates that if the respondents were more aware of or familiar with Japan as a vacation destination, the responses might have been different.

### Table 8: Specified Reasons why Respondents would not visit Japan in the next 12 Months

<table>
<thead>
<tr>
<th>Rank</th>
<th>Description</th>
<th>Percent (%)</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No interest/No desire</td>
<td></td>
<td>27.8</td>
<td>27.8</td>
</tr>
<tr>
<td>2</td>
<td>No money</td>
<td></td>
<td>20.4</td>
<td>16.6</td>
</tr>
<tr>
<td>3</td>
<td>Rather go somewhere else</td>
<td></td>
<td>16.7</td>
<td>13.9</td>
</tr>
<tr>
<td>4</td>
<td>School</td>
<td></td>
<td>12.9</td>
<td>13.9</td>
</tr>
<tr>
<td>5</td>
<td>Overpopulated/Very crowded</td>
<td></td>
<td>3.7</td>
<td>2.8</td>
</tr>
<tr>
<td>6</td>
<td>Other (i.e., phobia of planes, no reason, work, Pearl Harbor, claustrophobic, culture shock, dirty, etc.)</td>
<td></td>
<td>18.5</td>
<td>25.0</td>
</tr>
</tbody>
</table>

Note: Each of the responses in the “Other” category has been mentioned once.

### Movie Experience

This study dealt with a movie and its impact on an individual’s image formation, and for the reason movie experience of the respondents was included in the questionnaire. The results of respondents’ movie experience are presented in Table 9.

The majority of the respondents (83.6%) indicated that they had not seen the movie selected for this study before. A little of sixteen percent (e.g., 16.4%) responded that they had seen the movie already. The high rate of non-viewers was expected since the movie was not a box office hit or a blockbuster movie popular among young college students.
Table 9: Movie Experience of Respondents

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you seen the movie before</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>40</td>
<td>16.4</td>
</tr>
<tr>
<td>No</td>
<td>204</td>
<td>83.6</td>
</tr>
<tr>
<td>Number of times watched any movie at a theater since</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 2004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-5 times</td>
<td>95</td>
<td>38.6</td>
</tr>
<tr>
<td>6-10 times</td>
<td>85</td>
<td>34.6</td>
</tr>
<tr>
<td>11 times or more</td>
<td>66</td>
<td>26.8</td>
</tr>
</tbody>
</table>

The results in Table 9 show that 38.6% had been to a movie theater five times or less during the first six months of 2004. Only 26.8% had indicated that they had watched a movie at a commercial theater eleven times or more since January 2004.

Destination Characteristics

There were over 500 responses to the open-ended question that required respondents to write down images or characteristics that come to mind when they think of Japan as a vacation destination on the pre and posttest instrument. These responses ranged from a general image such as city, mountain to a specific image or place such as Tokyo or Mt. Fuji. These various unstructured evaluations of Japan were looked through and were sorted into common themes of 18 categories. The categories and examples of some of the image or characteristics are summarized in Table 10.
Table 10: Categories of Open-ended Image Responses

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuisine</td>
<td>Sushi, good food, cuisine, dining, rice, tea, chopsticks, etc.</td>
</tr>
<tr>
<td>Busy / Crowded</td>
<td>Populated, overpopulated, crowded, overcrowded, lots of people, fast paced, busy, busy streets, crowded streets, traffic, active, chaotic, hectic, noise, loud, etc.</td>
</tr>
<tr>
<td>Urban</td>
<td>City, metropolis, lights, bright, markets, fashion, shopping, modern, New York City, chic, advanced, etc.</td>
</tr>
<tr>
<td>Technology</td>
<td>Technology, high tech, advanced technology, cars, fast transportation, maglev trains, subways, industrialized, futuristic, etc.</td>
</tr>
<tr>
<td>Architecture</td>
<td>Beautiful architecture, building, fancy buildings, tall buildings, big buildings, beautiful structures, wooden bridges, pagodas, temples, palaces, etc.</td>
</tr>
<tr>
<td>Scenery / Natural</td>
<td>Scenery, scenic, landscape, naturalistic, countryside, mountains, mountainous, Japanese gardens, rock gardens, bonsai, cherry blossoms, trees, flowers, water, beaches, island, etc.</td>
</tr>
<tr>
<td>Historical / Cultural</td>
<td>Historical sites, historic, culture, diverse culture, rich culture, different culture, diverse, unique, tradition, customs, respect, Samurai, Buddha, Geisha, Kimonos, etc.</td>
</tr>
<tr>
<td>Relaxation</td>
<td>Relaxation, relaxing, peace, peaceful, at peace, calm, tranquil, etc.</td>
</tr>
<tr>
<td>Hygiene</td>
<td>Clean, cleanliness, clear, dirty, polluted, etc.</td>
</tr>
<tr>
<td>Friendly / Hospitable</td>
<td>Friendly, friendly people, very friendly, friendly atmosphere, hospitable, hospitable people, nice people, welcoming, welcoming people, etc.</td>
</tr>
<tr>
<td>People</td>
<td>Thin people, short people, little people, smart people, sophisticated people, loud people, etc.</td>
</tr>
<tr>
<td>Language related</td>
<td>Foreign language, language barrier, confusing language, hard to communicate, Japanese characters, Japanese symbols, Japanese writing,</td>
</tr>
<tr>
<td>Nightlife / Entertainment</td>
<td>Nightlife, exciting nightlife, good nightlife, nightclubs, entertainment, games, gaming, video games, game arcades, Karaoke, music, fun, Anime, etc.</td>
</tr>
<tr>
<td>Colorful</td>
<td>Colorful, colors, lots of different colors, colorful clothing, red, green, black, etc.</td>
</tr>
<tr>
<td>Places</td>
<td>Tokyo, Osaka, Mt. Fuji, Pearl Harbor, Hiroshima, etc.</td>
</tr>
<tr>
<td>Lots to do</td>
<td>Lots to do, lots of things to do, lot of places to go to, etc.</td>
</tr>
<tr>
<td>Climate</td>
<td>Nice weather, decent weather, not good weather, rain, etc.</td>
</tr>
<tr>
<td>Hotel</td>
<td>Hotels, nice hotels, resort, etc.</td>
</tr>
</tbody>
</table>
In general, the responses included those in the following structured question; however, the free elicited responses provided some distinctive images and characteristics that would not be depicted by selective structured scale items. Responses that did not pertain to Japan and vague descriptions were not included in the analysis.

Table 11 presents the top ten categories, according to Table 10, from the pretest based on the number of responses converted into percentage. The most popular image or characteristic was related to “cuisine” (17.9%). In the “cuisine” category, a specific type of food, “sushi”, was the most common response, followed by “food” (i.e., great food, good food, exotic food, oriental food, etc.), and “chopsticks”. Historical or cultural aspects were ranked second (17.7%) with responses such as “historical sites”, “historic”, and “a lot of history” on the historical side. Respondents used various adjectives to describe the cultural aspects such as “diverse”, “rich”, and “different”. There were specific words in the pretest that did not appear on the posttest in this category such as “Kimonos”, “Dojo”, “Karate”, “Buddha”, and “Ninja”. There is only a 0.2% difference between the first and second ranking. The third ranked category on the pretest was “busy” (15.5%). The most frequently mentioned responses in this category were words that described the overpopulation, over crowdedness and busyness of the country. There were eleven cases that did not mention any images or characteristics and two respondents that mentioned they have never envisioned Japan as a vacation destination.
Table 11: Ranking of Open-ended Image Categories of Japan as a Tourist Destination (Pretest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cuisine</td>
<td>17.9</td>
</tr>
<tr>
<td>2</td>
<td>Historical / Cultural</td>
<td>17.7</td>
</tr>
<tr>
<td>3</td>
<td>Busy / Crowded</td>
<td>15.5</td>
</tr>
<tr>
<td>4</td>
<td>Urban</td>
<td>8.9</td>
</tr>
<tr>
<td>5</td>
<td>Scenery / Natural attractions</td>
<td>8.5</td>
</tr>
<tr>
<td>6</td>
<td>Technology</td>
<td>7.1</td>
</tr>
<tr>
<td>7</td>
<td>Architecture</td>
<td>5.8</td>
</tr>
<tr>
<td>8</td>
<td>Places</td>
<td>3.6</td>
</tr>
<tr>
<td>8</td>
<td>Nightlife / Entertainment</td>
<td>3.6</td>
</tr>
<tr>
<td>10</td>
<td>Relaxation</td>
<td>3.2</td>
</tr>
<tr>
<td>11</td>
<td>Colorful</td>
<td>2.8</td>
</tr>
<tr>
<td>12</td>
<td>Language related</td>
<td>2.0</td>
</tr>
<tr>
<td>13</td>
<td>Hygiene</td>
<td>1.2</td>
</tr>
<tr>
<td>13</td>
<td>Friendly / Hospitable</td>
<td>1.2</td>
</tr>
<tr>
<td>15</td>
<td>People characteristics</td>
<td>0.4</td>
</tr>
<tr>
<td>15</td>
<td>Hotel</td>
<td>0.4</td>
</tr>
<tr>
<td>17</td>
<td>Lots to do</td>
<td>0.2</td>
</tr>
<tr>
<td>17</td>
<td>Climate</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Table 12 provides eighteen image categories in order of their frequency of responses as extracted from the posttest. It is apparent that the results are different from the pretest in the above Table 11. On the posttest, responses related to “urban” (19.0%) were the most popular among the respondents. Within the “urban” category, which was ranked fourth on the pretest, words that include “city” or “cities” were the common answers, which was followed by “lights”. Fourteen respondents described that Japan reminded them of New York City with bright neon lights, and many people. It should be noted that New York City did not appear on the pretest. “Busy / Crowded”, which was ranked third on the pretest, was ranked a distant second (15.3%) with images that are derived from cities. The frequently mentioned responses in this category were similar to those noted in the pretest profile. The most popular response was related to
“crowded” or “populated” (i.e., overpopulated, overcrowded, many people, etc.). The next common answer was related to “busy” (i.e., busy, busy city, busy streets, fast paced, etc.) which appeared more than in the pretest. There were new words that emerged in the posttest in this category such as “chaotic”, “hectic”, and “noise”. A distant third was images associated with “historical / cultural” (10.4%). This category was ranked second in the previous Table 11 and the answers were similar to those in the pretest.

Table 12: Ranking of Open-ended Image Categories of Japan as a Tourist Destination (Posttest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urban</td>
<td>19.0</td>
</tr>
<tr>
<td>2</td>
<td>Busy / Crowded</td>
<td>15.3</td>
</tr>
<tr>
<td>3</td>
<td>Historical / Cultural</td>
<td>10.4</td>
</tr>
<tr>
<td>4</td>
<td>Nightlife / Entertainment</td>
<td>9.7</td>
</tr>
<tr>
<td>5</td>
<td>Technology</td>
<td>8.9</td>
</tr>
<tr>
<td>6</td>
<td>Cuisine</td>
<td>8.6</td>
</tr>
<tr>
<td>7</td>
<td>Architecture</td>
<td>6.8</td>
</tr>
<tr>
<td>8</td>
<td>Scenery / Natural attractions</td>
<td>6.6</td>
</tr>
<tr>
<td>9</td>
<td>Relaxation</td>
<td>2.6</td>
</tr>
<tr>
<td>10</td>
<td>Friendly / Hospitable</td>
<td>2.4</td>
</tr>
<tr>
<td>11</td>
<td>Language related</td>
<td>1.8</td>
</tr>
<tr>
<td>12</td>
<td>Places</td>
<td>1.6</td>
</tr>
<tr>
<td>13</td>
<td>People characteristics</td>
<td>1.5</td>
</tr>
<tr>
<td>13</td>
<td>Colorful</td>
<td>1.5</td>
</tr>
<tr>
<td>15</td>
<td>Hotel</td>
<td>1.1</td>
</tr>
<tr>
<td>16</td>
<td>Climate</td>
<td>0.9</td>
</tr>
<tr>
<td>16</td>
<td>Hygiene</td>
<td>0.9</td>
</tr>
<tr>
<td>18</td>
<td>Lots to do</td>
<td>0.5</td>
</tr>
</tbody>
</table>

It should be worth mentioning the substantial differences between the pre and the posttest presented in Tables 11 and 12. The number one ranked “cuisine” on the pretest went down to ranking six on the posttest. This category only took up 8.6% on the posttest as opposed to 17.9% on the pretest. Another notable change can be seen in “nightlife / entertainment” which ranked
fourth (9.7%) on the posttest, compared to eighth (3.6%) on the pretest. It is interesting to see that “scenery / natural attractions” moved down to the rank of eighth as opposed to number five on the pretest. It should also be noted that seven respondents had written down multiple images or characteristics on the posttest to describe their perception of Japan after viewing the movie.

The frequency of responses to the sixteen destination attributes contained in the structured destination image question for both the pretest and posttest is summarized in Table 13 (Question 3 in Appendix C and D). The purpose of the scale items in the measurement instrument was to focus on the common, attribute-based components of destination image (Echtner and Ritchie, 1993). The sixteen attributes were selected after an extensive review of the existing literature on destination image measurement. The statements that were commonly used in previous literature and those that were related to this particular thesis study were chosen.

As summarized in Table 13, “neutral” was the common response for nine of the sixteen attributes on the pretest. This high number of “neutral” ratings could have come from the respondents’ lack of reference point by which to judge the item. Among the remaining destination attribute statements, “appealing local food” and “natural scenic beauty” received the most responses on “strongly agree”, 32.1% and 39.5% respectively. The majority of the respondents selected “somewhat agree” on the lasting five attributes, “quality accommodations (39.5%)”, “interesting customs (45.7%)”, “variety of historic sites (36.7%)”, cultural sites of interest (38.4%)”, and “beautiful architecture (39.5%)”. On the other hand, the posttest results show that majority of the respondents chose “somewhat agree” on nine of the sixteen attributes.
<table>
<thead>
<tr>
<th>Destination Attribute</th>
<th>Pretest</th>
<th>Posttest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Cleanliness/hygiene</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>.8</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>24</td>
<td>9.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>110</td>
<td>45.5</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>63</td>
<td>26.0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>43</td>
<td>17.8</td>
</tr>
<tr>
<td>Restful/relaxing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>7</td>
<td>2.9</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>48</td>
<td>19.8</td>
</tr>
<tr>
<td>Neutral</td>
<td>108</td>
<td>44.4</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>63</td>
<td>25.9</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>17</td>
<td>7.0</td>
</tr>
<tr>
<td>Friendly/hospitable people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>2.5</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>15</td>
<td>6.2</td>
</tr>
<tr>
<td>Neutral</td>
<td>105</td>
<td>43.2</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>92</td>
<td>37.8</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>25</td>
<td>10.3</td>
</tr>
<tr>
<td>Safe place to visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>21</td>
<td>8.6</td>
</tr>
<tr>
<td>Neutral</td>
<td>105</td>
<td>43.2</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>92</td>
<td>37.9</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>24</td>
<td>9.9</td>
</tr>
<tr>
<td>Appealing local food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>3.7</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>29</td>
<td>11.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>51</td>
<td>21.0</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>76</td>
<td>31.3</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>78</td>
<td>32.1</td>
</tr>
<tr>
<td>Quality accommodations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>18</td>
<td>7.4</td>
</tr>
<tr>
<td>Neutral</td>
<td>90</td>
<td>37.0</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>96</td>
<td>39.5</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>38</td>
<td>15.7</td>
</tr>
<tr>
<td>Quality shopping centers/facilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
<td>.4</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>16</td>
<td>6.6</td>
</tr>
<tr>
<td>Neutral</td>
<td>86</td>
<td>35.7</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>85</td>
<td>35.3</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>53</td>
<td>22.0</td>
</tr>
<tr>
<td>Destination Attribute</td>
<td>Pretest</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Reliable local transportation</td>
<td>Strongly disagree</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>119</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>25</td>
</tr>
<tr>
<td>Quality nightlife entertainment</td>
<td>Strongly disagree</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>38</td>
</tr>
<tr>
<td>No difficulty communicating in English</td>
<td>Strongly disagree</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>5</td>
</tr>
<tr>
<td>Interesting customs</td>
<td>Strongly disagree</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>81</td>
</tr>
<tr>
<td>Natural scenic beauty</td>
<td>Strongly disagree</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>96</td>
</tr>
<tr>
<td>Variety of historic sites</td>
<td>Strongly disagree</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>86</td>
</tr>
<tr>
<td>Cultural sites of interest</td>
<td>Strongly disagree</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>82</td>
</tr>
<tr>
<td>Beautiful architecture</td>
<td>Strongly disagree</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>89</td>
</tr>
</tbody>
</table>
The significant changes are revealed in six of the destination attributes. On the attribute "quality accommodations", only 15.7% had chosen “strongly agree” on the pretest; however, on the posttest the responses of “strongly agree” increased to 44.6%. “Cleanliness/hygiene”, “friendly/hospitable people”, “reliable transportation”, and “quality nightlife entertainment” were the attributes that had the most responses in the “neutral” category on the pretest and moved up to “somewhat agree” or “strongly agree” on the posttest. In contrast, respondents who had selected “neutral (40.5%)” on “no difficulty communicating in English” on the pretest had shifted to “somewhat disagree (41.7%)” or “strongly disagree (22.7%)” on the posttest. There was almost no change on the number of responses on “somewhat agree” and “strongly agree” on this statement.

Both pretest and posttest results of respondents’ general image of Japan as a tourist destination are given in Table 14. On the pretest, a slightly higher percentage of respondents answered “neutral (46.6%)” and on the posttest, after being exposed to the movie, 45.2% had responded that their general image of Japan as a tourist destination was “very positive”, a 3.1% increase from the pretest data.
Table 14: General Image of Japan as a Tourist Destination

<table>
<thead>
<tr>
<th>Scale</th>
<th>Pretest</th>
<th></th>
<th>Posttest</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent (%)</td>
<td>Frequency</td>
<td>Percent (%)</td>
</tr>
<tr>
<td>Extremely negative</td>
<td>1</td>
<td>.4</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Somewhat negative</td>
<td>16</td>
<td>6.7</td>
<td>13</td>
<td>5.4</td>
</tr>
<tr>
<td>Neutral</td>
<td>112</td>
<td>46.6</td>
<td>100</td>
<td>41.5</td>
</tr>
<tr>
<td>Very positive</td>
<td>101</td>
<td>42.1</td>
<td>109</td>
<td>45.2</td>
</tr>
<tr>
<td>Extremely positive</td>
<td>10</td>
<td>4.2</td>
<td>19</td>
<td>7.9</td>
</tr>
</tbody>
</table>

On the posttest questionnaire that was distributed after participants have seen the movie, follow-up questions to the above question presented in Table 14 were included in an unstructured format in order to discover what aspect of the movie have created a negative or positive image of Japan.

Table 15 shows the written answers that pertained to a negative image of Japan that had been developed from the viewing of the movie. Of the respondents, 5.4% indicated that they had developed a negative image of Japan (Table 14); the most popular answer was language barrier, meaning that it is difficult to communicate in English in Japan. The next response was related to relaxation where four responded that Japan is not a restful and relaxing place. Some of the respondents had used adjectives such as hectic, noisy, and restless to describe the atmosphere of Japan that they have perceived from the movie.
Table 15: Open-ended Responses on Negative Image of Japan (Posttest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Description</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Language barrier</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Not a restful and relaxing place, little relaxation, hectic place, noisy, restless</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Crowded, crowded streets</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>There is nothing really to see/do, It is all city, There are not enough historical sites</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Different culture, too eccentric</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Other (i.e., transportation, unfriendly people, too much technology, bad weather)</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: Each of the responses in the “Other” category has been mentioned once.

Table 16 summarizes the written answers to that pertained to a positive image of Japan that has been developed from the viewing of the movie. Table 14 indicates that 53.1%, a 6.8% increase from the pretest, of the respondents had developed a positive image of Japan as measured by the number one response being the friendliness and hospitality of the Japanese people. The majority of respondents described that their positive image came from “friendly”, “hospitable”, “nice”, “accommodating”, and “welcoming” people. A distant and second most popular answer was the formation of images surrounding scenery (Table 16). The next most common responses concerned hotel, cultural aspects, and the variety of things to do or see in Japan. It is interesting that the third popular positive image is that there is “a lot of things to do or see” which is interesting to note seeing that this originally held a negative image in the pretest measurement (Table 15).
### Table 16: Top 10 Open-ended Responses on Positive Image of Japan (Posttest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Description</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Friendly / Hospitable</td>
<td>Friendly people, hospitable people, nice people, accommodating people, welcoming people, friendly, hospitality, politeness, etc.</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>Scenery / Scenic</td>
<td>Scenery, scenic, scenic view, scenic atmosphere, beautiful scenery, scenic countryside, etc.</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Hotel / Accommodation</td>
<td>Hotels, nice hotels, nice accommodation, accommodations, great hotel, upscale hotel, comfortable accommodations, etc.</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Cultural aspects</td>
<td>Different culture, interesting culture, culture, unique culture, amazing culture, busy culture, cultural side, etc.</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Lots of things to do / see</td>
<td>Lots of things to do, lots to see, variety of things to do, something to see, quality things to do and see, etc.</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
<td>Place to visit</td>
<td>Interesting place to visit, great place to visit, unique place to visit, lots of places to visit, different places to visit, etc.</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>Nightlife</td>
<td>Nightlife, exciting nightlife, nightclubs, lots of entertainment and nightlife, something to do at night, etc.</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>Sites</td>
<td>Sites, beautiful sites, beautiful locations, tourist attractions, tourist destinations, landmarks, etc.</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Technology</td>
<td>Technology, cool technology, etc.</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>Architecture</td>
<td>Architecture, beautiful architecture, etc.</td>
<td>6</td>
</tr>
</tbody>
</table>

The top ten respondent images are listed in Table 17. This table is based on the number of times each adjective or noun was reported by the respondents. The most popular noun was “city / cities”, followed by the adjective “friendly”, and “beauty / beautiful”. The other commonly used adjectives and nouns were “interesting”, scenery / scenic”, “different”, “nice”, “night”, “fun”, and “technology”. Some other interesting words that were not included in the
The frequencies of responses on the subject of activities respondents would like to engage in at the depicted destination in the movie are provided in Table 18. According to the results shown in the table, the majority of the respondents responded positively to statements indicating a positive image of Japan. For instance, many respondents (59.2%) indicated that they would like to visit the filmed location(s). The sole exception was: “I would like to interact with the local people in Japan” which had a slightly higher response rate on “neutral (34.9%)”. There is no doubt that these responses were influenced by exposure to the language barriers presented in the movie.
Table 18: What Respondents would like to do if they visit Japan

<table>
<thead>
<tr>
<th>Destination Activity</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would visit the filmed location(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>3.8</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>29</td>
<td>12.2</td>
</tr>
<tr>
<td>Neutral</td>
<td>59</td>
<td>24.8</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>92</td>
<td>38.6</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>49</td>
<td>20.6</td>
</tr>
<tr>
<td>Would visit the natural scenic beauty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>0.8</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>11</td>
<td>4.6</td>
</tr>
<tr>
<td>Neutral</td>
<td>43</td>
<td>18.1</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>98</td>
<td>41.2</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>84</td>
<td>35.3</td>
</tr>
<tr>
<td>Would visit the historic sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>2.5</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>18</td>
<td>7.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>68</td>
<td>28.6</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>78</td>
<td>32.8</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>68</td>
<td>28.6</td>
</tr>
<tr>
<td>Would visit the cultural sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>2.5</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>15</td>
<td>6.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>63</td>
<td>26.5</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>87</td>
<td>36.6</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>67</td>
<td>28.1</td>
</tr>
<tr>
<td>Would see the beautiful architecture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>7</td>
<td>3.0</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>11</td>
<td>4.6</td>
</tr>
<tr>
<td>Neutral</td>
<td>54</td>
<td>22.7</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>91</td>
<td>38.2</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>75</td>
<td>31.5</td>
</tr>
<tr>
<td>Would enjoy the nighttime entertainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>3.8</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>21</td>
<td>8.8</td>
</tr>
<tr>
<td>Neutral</td>
<td>59</td>
<td>24.8</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>74</td>
<td>31.1</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>75</td>
<td>31.5</td>
</tr>
<tr>
<td>Would learn about the interesting customs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>6</td>
<td>2.5</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>20</td>
<td>8.4</td>
</tr>
<tr>
<td>Neutral</td>
<td>60</td>
<td>25.2</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>97</td>
<td>40.8</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>55</td>
<td>23.1</td>
</tr>
<tr>
<td>Would interact with the local people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>12</td>
<td>5.0</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>33</td>
<td>13.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>83</td>
<td>34.9</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>69</td>
<td>29.0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>41</td>
<td>17.2</td>
</tr>
<tr>
<td>Destination Activity</td>
<td>Frequency</td>
<td>Percent (%)</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>Would try the local food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>18</td>
<td>7.6</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>27</td>
<td>11.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>40</td>
<td>16.8</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>75</td>
<td>31.5</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>78</td>
<td>32.8</td>
</tr>
<tr>
<td>Would go shopping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>4.3</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>24</td>
<td>10.2</td>
</tr>
<tr>
<td>Neutral</td>
<td>49</td>
<td>20.9</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>80</td>
<td>34.0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>72</td>
<td>30.6</td>
</tr>
</tbody>
</table>

There were ten respondents that specified the activities that they would like to engage in while visiting Japan. Some of the responses were, “would like to see or stay at the hotel from the movie”, “experience the hospitality”, “learn the language”, and “learn their ways”.

**Research Hypotheses Testing**

In this section of Chapter Four, paired $t$-tests were used to compare the mean scores of the sixteen destination attributes, general image of the tourist destination, and intentions to travel to the destination between the pre and posttest data in order to identify if any significant differences exist, thus, to test the hypotheses 1 and 2. The Pearson correlation was used to test the strength of the relationship between destination image and interest in visiting the destination, thus, to test hypothesis 3. Finally, one-way analysis of variance was used to compare the difference between the respondents’ characteristics and destination image and interest in visiting the destination, thus, to test hypothesis 4.
The four hypotheses are revisited as follows:

Research Hypothesis 1: Perceived destination image will be different before and after exposed to the movie.

Research Hypothesis 2: Interest in visiting the destination will be different before and after exposed to the movie.

Research Hypothesis 3: Destination image (pre and post) has a relationship with level of interest in visiting the destination.

Research Hypothesis 4: Destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie.

Research Hypothesis 1: Perceived destination image will be different before and after exposed to the movie.

The mean scores of sixteen destination attributes contained in pre and posttest Question 3 (Appendix C and D) were compared using the paired samples $t$-test and the results are provided in Table 19. Paired samples $t$-tests were conducted to evaluate the impact of the intervention, in this case a movie, on the respondents’ image of the given destination. The mean scores ranged from 2.57 to 4.12 on the pretest and from 2.32 to 4.29 on the posttest. The results reveal that “natural scenic beauty (M = 4.12)”, “beautiful architecture (M = 4.09)”, and “interesting customs (M = 4.08)” are the three most agreed upon statements about Japan as a tourist destination before being exposed to the movie. At the other end of the continuum, “no difficulty communicating in English (M = 2.57)”, “restful / relaxing (M = 3.12)”, and “reliable local transportation (M = 3.40)” were the least agreed upon items.
Table 19: Results of Paired $t$-test between Pre and Posttest on Sixteen Destination Attributes

<table>
<thead>
<tr>
<th>Destination Attribute</th>
<th>Pretest Mean (SD)</th>
<th>Posttest Mean (SD)</th>
<th>Mean Difference (SD)</th>
<th>$t$-value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness/hygiene</td>
<td>3.55(1.05)</td>
<td>4.00(1.02)</td>
<td>0.45(-0.03)</td>
<td>-6.363</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Restful/relaxing</td>
<td>3.17(0.99)</td>
<td>3.21(1.22)</td>
<td>0.04(0.23)</td>
<td>-0.548</td>
<td>243</td>
<td>.584</td>
</tr>
<tr>
<td>Friendly/hospitable people</td>
<td>3.50(0.92)</td>
<td>4.13(0.95)</td>
<td>0.63(0.03)</td>
<td>-9.237</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Safe place to visit</td>
<td>3.50(0.88)</td>
<td>3.68(1.09)</td>
<td>0.18(0.21)</td>
<td>-2.283</td>
<td>243</td>
<td>.023*</td>
</tr>
<tr>
<td>Appealing local food</td>
<td>3.78(1.18)</td>
<td>3.63(1.30)</td>
<td>0.15(0.12)</td>
<td>2.189</td>
<td>243</td>
<td>.030*</td>
</tr>
<tr>
<td>Quality accommodations</td>
<td>3.65(0.92)</td>
<td>4.29(0.91)</td>
<td>0.64(-0.01)</td>
<td>-9.541</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Quality shopping centers/facilities</td>
<td>3.78(1.07)</td>
<td>3.92(0.99)</td>
<td>0.14(-0.08)</td>
<td>-1.806</td>
<td>243</td>
<td>.072</td>
</tr>
<tr>
<td>Reliable local transportation</td>
<td>3.40(0.92)</td>
<td>3.88(1.04)</td>
<td>0.48(0.12)</td>
<td>-6.731</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Quality nightlife entertainment</td>
<td>3.63(0.91)</td>
<td>4.18(0.97)</td>
<td>0.55(0.06)</td>
<td>-7.690</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>No difficulty communicating in English</td>
<td>2.57(1.07)</td>
<td>2.32(1.15)</td>
<td>-0.25(0.08)</td>
<td>2.728</td>
<td>243</td>
<td>.007*</td>
</tr>
<tr>
<td>Interesting customs</td>
<td>4.08(0.93)</td>
<td>4.05(1.04)</td>
<td>-0.03(0.11)</td>
<td>0.554</td>
<td>243</td>
<td>.580</td>
</tr>
<tr>
<td>Natural scenic beauty</td>
<td>4.12(0.95)</td>
<td>4.17(1.00)</td>
<td>0.05(0.05)</td>
<td>-0.808</td>
<td>243</td>
<td>.420</td>
</tr>
<tr>
<td>Variety of historic sites</td>
<td>4.03(0.98)</td>
<td>3.98(1.05)</td>
<td>-0.05(0.07)</td>
<td>0.678</td>
<td>243</td>
<td>.499</td>
</tr>
<tr>
<td>Cultural sites of interest</td>
<td>4.04(1.01)</td>
<td>4.09(0.95)</td>
<td>0.05(-0.06)</td>
<td>-0.667</td>
<td>243</td>
<td>.505</td>
</tr>
<tr>
<td>Beautiful architecture</td>
<td>4.09(0.94)</td>
<td>4.22(1.03)</td>
<td>0.13(0.09)</td>
<td>-1.865</td>
<td>243</td>
<td>.063</td>
</tr>
<tr>
<td>Good value for the money</td>
<td>3.43(1.05)</td>
<td>3.44(1.12)</td>
<td>0.01(0.07)</td>
<td>-0.204</td>
<td>243</td>
<td>.839</td>
</tr>
</tbody>
</table>

Note: Pretest and posttest mean value 1 = strongly disagree and 5 = strongly agree. The shaded areas represent statements that show a statistical difference between the pre and posttest measures.

* $p$<0.05 or less

On the posttest data in Table 19, “quality accommodation (M = 4.29)”, “beautiful architecture (M = 4.22)”, and “quality nightlife entertainment (M = 4.18)” were the most agreed
upon statements, while “no difficulty communicating in English (M = 2.32)”, “restful / relaxing (M = 3.21)”, and “good value for the money (M = 3.44)” were the least agreed upon statements.

The major difference in mean scores between the pre and posttest data can be found in the variables of “friendly/hospitable people (0.63)” and “quality accommodations (0.64)” where both attributes showed an increase in posttest mean scores from the pretest. In terms of standard deviation, “restful/relaxing (0.23)” showed the largest difference followed by “safe place to visit (0.21)”.

The results in Table 19 reveal that there are significant differences between the pre and posttest on respondents’ perceived image of eight out of the sixteen attributes. These eight identified attributes all have a probability value that is less than .05. Moreover, five of the significant attributes – “cleanliness/hygiene (p = .000)”, “friendly/hospitable people (p = .000)”, “quality accommodations (p = .000)”, “reliable local transportation (p = .000)”, “quality nightlife entertainment (p = .000)” – have a p value that is even less than .001. The attributes that had a significant difference at the .05 level were “safe place to visit (p = .023)”, “appealing local food (p = .030)”, and “no difficulty in communicating in English (p = .007)”.

These findings indicate that respondent image formation on these eight attributes was significantly influenced by the movie. In other words, respondents’ perceptions on these eight image statements were different after they saw the movie. Therefore, of the sixteen sub-hypotheses, this analysis confirmed eight sub-hypotheses of Research Hypothesis 1: Perceived destination image will be different before and after exposed to the movie. It should be noted, however, that this is a single item measurement and therefore broad in nature.
Table 20 represents the paired t-test results on respondents’ general image of Japan as a tourist destination. The mean and standard deviation scores between the pre and posttest data do not show a large difference. Only a 0.1 increase was found in the posttest mean score and standard deviation showed a 0.06 decrease from the pretest. The significance value of .172 does not satisfy the significance level of .05. Therefore, the movie did not have a significant impact on changing the general image of Japan as a tourist destination. This analysis on the general image of Japan did not confirm Research Hypothesis 1: Perceived destination image will be different before and after exposed to the movie.

Table 20: Results of Paired t-test between Pre and Posttest on General Image of Japan as a Tourist Destination

<table>
<thead>
<tr>
<th></th>
<th>Pretest Mean (SD)</th>
<th>Posttest Mean (SD)</th>
<th>Mean Difference (SD)</th>
<th>t-value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General image of Japan as a tourist destination</td>
<td>3.52(0.99)</td>
<td>3.62(0.93)</td>
<td>0.1(-0.06)</td>
<td>-1.368</td>
<td>243</td>
<td>.172</td>
</tr>
</tbody>
</table>

Note: Pretest and posttest mean value 1 = extremely negative and 5 = extremely positive.
* p<0.05 or less

Research Hypothesis 2: Interest in visiting the destination will be different before and after exposed to the movie.

The paired t-test between the pre and posttest data on respondents’ level of interest in visiting Japan sometime in the future are presented in Table 21. The results reveal that there were no significant differences between the mean scores of the pre and posttest. However, there was a slight increase (0.04) in the mean scores but a slight decrease (0.05) in standard deviation. It could be said that the movie did not have a significant impact on changing the level of interest.
in visiting Japan sometime in the future. Therefore, this analysis did not confirm Research

Hypothesis 2: Interest in visiting the destination will be different before and after exposed to the movie.

Table 21: Results of Paired t-test between Pre and Posttest on Level of Interest in visiting Japan sometime in the Future

<table>
<thead>
<tr>
<th></th>
<th>Pretest Mean (SD)</th>
<th>Posttest Mean (SD)</th>
<th>Mean Difference (SD)</th>
<th>t-value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in visiting Japan sometime in the future</td>
<td>3.18(1.35)</td>
<td>3.22(1.30)</td>
<td>0.04(-0.05)</td>
<td>-0.482</td>
<td>243</td>
<td>.630</td>
</tr>
</tbody>
</table>

Note: Pretest and posttest mean value 1 = not at all interested and 5 = extremely interested.
* p<0.05 or less

Table 22 provides the results of paired t-test of respondents’ likelihood of traveling to Japan in the next 12 months between the pre and posttest data. Even though the significance value of .150 is lower than that of Table 20 and 21, it still does not meet the significance level of less than .05. There was a small increase in mean scores (0.03) and standard deviation (0.01) from pre to posttest. This result also reveals that the movie did not have a significant impact on changing one’s likelihood of traveling to Japan in the next 12 months.

Table 22: Results of Paired t-test between Pre and Posttest on Likelihood of traveling to Japan in the next 12 Months

<table>
<thead>
<tr>
<th></th>
<th>Pretest Mean (SD)</th>
<th>Posttest Mean (SD)</th>
<th>Mean Difference (SD)</th>
<th>t-value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likelihood of travel to Japan for vacation in the next 12 months</td>
<td>1.33(0.55)</td>
<td>1.36(0.56)</td>
<td>-0.03(-0.01)</td>
<td>-1.444</td>
<td>239</td>
<td>.150</td>
</tr>
</tbody>
</table>

Note: Pretest and posttest mean value 1 = not at all likely, 2 = not very likely, 3 = likely, and 4 = very likely. Value 5 = I don’t know/Undecided is excluded.
* p<0.05 or less
Research Hypothesis 3: Destination image (pre and post) has a relationship with level of interest in visiting the destination.

The Pearson correlation analysis was conducted in order to describe the strength and direction of the linear relationship between eight destination image variables and level of interest in visiting the given destination. The eight image statements were those that appeared to be significant in Table 19. The outcomes of the correlation analysis of the pre and posttest data are compared and presented in Table 23. The results show that for each significant image statement that was tested, the correlation scores increased from the pretest to the posttest measures.

Table 23: Pearson Correlation on Pre and Post Level of Interest in visiting Japan sometime in the Future

<table>
<thead>
<tr>
<th>Destination Attribute</th>
<th>Pretest</th>
<th>Correlation Rating</th>
<th>Posttest</th>
<th>Correlation Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness/hygiene</td>
<td>.184</td>
<td>Small</td>
<td>.361</td>
<td>Medium</td>
</tr>
<tr>
<td>Friendly/hospitable people</td>
<td>.193</td>
<td>Small</td>
<td>.387</td>
<td>Medium</td>
</tr>
<tr>
<td>Safe place to visit</td>
<td>.149</td>
<td>Small</td>
<td>.424</td>
<td>Medium</td>
</tr>
<tr>
<td>Appealing local food</td>
<td>.247</td>
<td>Small</td>
<td>.456</td>
<td>Medium</td>
</tr>
<tr>
<td>Quality accommodations</td>
<td>.256</td>
<td>Small</td>
<td>.435</td>
<td>Medium</td>
</tr>
<tr>
<td>Reliable local transportation</td>
<td>.191</td>
<td>Small</td>
<td>.474</td>
<td>Medium</td>
</tr>
<tr>
<td>Quality nightlife entertainment</td>
<td>.287</td>
<td>Small</td>
<td>.400</td>
<td>Medium</td>
</tr>
<tr>
<td>No difficulty communicating in English</td>
<td>.179</td>
<td>Small</td>
<td>.276</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Note: Pearson correlation (r) rating scale: r = .10 to .29 or r = -.10 to -.29 is small, r = .30 to .49 or r = -.30 to -.49 is medium, r = .50 to 1.0 or r = -.50 to -1.0 is large (Cohen, 1998, as cited in Pallant, 2003, p.120).

The value of Pearson correlation (r) can range from -1.00 to 1.00 and this value will indicate the strength of the relationship between the two variables. A correlation of 0 indicates no relationship at all and a correlation of 1.0 indicates a perfect positive correlation (Pallant,
The values between 0 to 1 are interpreted differently among different authors, however Cohen (1988, as cited in Pallant, 2003) suggests that values from .10 to .29 represent a small correlation, values from .30 to .49 represent a medium strength correlation, and values from .50 to 1.0 have a large correlation.

As presented in Table 23, on the pretest measures, all items had values between .10 and .29 meaning that these items only have a small correlation with the level of interest in visiting the destination. On the contrary, it was found that the posttest measures had a higher correlation than the pretest. There is a small correlation (r = .276) between “no difficulty communicating in English” and level of interest in visiting the location; however, the remaining items which are “cleanliness / hygiene (r = .361)”, “friendly / hospitable people (r = .387)”, “safe place to visit (r = .424)”, “appealing local food (r = .456)”, “quality accommodations (r = .435)”, “reliable local transportation (r = .474)”, and “quality nightlife entertainment (r = .400)” all have a medium correlation to the level of interest in visiting the destination. Although it is not very strong, it could be said that there is a positive relationship between destination image and level of interest in visiting the destination. Therefore, this analysis confirms (albeit at a moderate level) Research Hypothesis 3: Destination image (pre and post) has a relationship with level of interest in visiting the destination.
Research Hypothesis 4: Destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie.

The one-way analysis of variance procedure was used to test for variance between different groups (Pallant, 2003). MacKay and Fesenmaier (1997) found that attributes of the individual (respondent characteristics) were identified as influential in perception of destination image. The characteristics of the population sampled are likely to influence the image held by individuals, both in terms of the importance (or salience) of certain attributes and the evaluation of these attributes (Jenkins, 1999). Therefore, in this thesis study, the one-way analysis of variance was conducted to explore the impact of respondents’ characteristics on destination image and interest in visiting the destination.

The results of the analysis revealed that most of the pre and post destination image attributes and interest in visiting the destination did not differ depending on sociodemographic variables probably due to the homogeneous characteristics of the studied sample. However, some of the variables had a significant difference at the .05 level or less. The sociodemographic variables and image attributes that were significant on the pretest and the one variable (e.g., age) that had a significant difference in interest in visiting the destination are presented in Table 24.
Significant differences were found in age groups with four of the sixteen destination image attributes. The significance values that were less than .05 were “quality accommodations (p = .026)”, “quality nightlife entertainment (p = .001)”, “beautiful architecture (p = .027)”, and “good value for the money (p = .001).” The results indicated that there was a significant difference across the age groups. A significant difference was found between males and females on the image attribute “interesting customs (p = .014)”. Significant differences were also found among academic levels (p = .042) and between those who have seen the movie and those who
have not seen the movie before (p = .010) on “quality nightlife entertainment.” The most significant differences were found across ethnic backgrounds of the respondents on six destination image attributes: “safe place to visit (p = .020),” “interesting customs (p = .008),” “natural scenic beauty (p = .002),” “variety of historic sites (p = .006),” “cultural sites of interest (p = .003),” and “beautiful architecture (p = .014).” Age was the only demographic variable that showed a significant difference on the pretest interest in visiting the destination across the three age groups (18 or under, 19-25, and 26 or over).

The results presented in Table 24 does not indicate the between the group difference profile, so as a result the Least Significant Difference (LSD) post-hoc test was employed. The Least Significant Difference (LSD) test was the chosen method to find out where the significant differences exist in variables that have more than two groups. This method is the most powerful approach for three groups.

Table 25: Post-hoc Test among Age Groups using LSD (Pretest)

<table>
<thead>
<tr>
<th>Image Attribute</th>
<th>(I) Age</th>
<th>(J) Age</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality accommodations</td>
<td>18 or under</td>
<td>19-25 years</td>
<td>-0.25</td>
<td>.044</td>
</tr>
<tr>
<td></td>
<td>19-25 years</td>
<td>26 or over</td>
<td>0.66</td>
<td>.036</td>
</tr>
<tr>
<td>Quality nightlife</td>
<td>18 or under</td>
<td>19-25 years</td>
<td>-0.47</td>
<td>.000</td>
</tr>
<tr>
<td>Beautiful architecture</td>
<td>18 or under</td>
<td>19-25 years</td>
<td>-0.26</td>
<td>.041</td>
</tr>
<tr>
<td></td>
<td>19-25 years</td>
<td>26 or over</td>
<td>0.66</td>
<td>.042</td>
</tr>
<tr>
<td>Good value for the money</td>
<td>18 or under</td>
<td>19-25 years</td>
<td>-0.45</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>19-25 years</td>
<td>26 or over</td>
<td>0.85</td>
<td>.016</td>
</tr>
</tbody>
</table>

Note: p < .05
The post-hoc comparisons using the LSD test on four image attributes across the three age groups are presented in Table 25. The results indicated that respondents who were 18 or under were more likely than respondents who were 19 to 25 years of age to agree with all of the four attributes. Furthermore, respondents who were 26 or over were found to be more likely than 19 to 25 years age group to agree with three of the four attributes, “quality accommodations”, “beautiful architecture”, and “good value for the money”.

The post-hoc comparisons using the LSD test on six image attributes across ethnic backgrounds are presented in Table 26. Amongst the sociodemographic variables, the most significant differences were found across different ethnic backgrounds from the pretest measure. The results indicated that black, non-Hispanics were more likely than Hispanics and white, non-Hispanics to agree with all of the six image attributes presented in Table 26.

Asian or Pacific islanders were found to be more likely than Hispanics to agree with four of the six attributes: “interesting customs”, “natural scenic beauty”, “cultural sites of interest”, and “beautiful architecture” and Asian or Pacific islanders were more likely than white, non-Hispanics to agree with three attributes: “interesting customs”, “natural scenic beauty”, and “cultural sites of interest”. American Indians were more likely than any other ethnic backgrounds to agree with destination image attribute “cultural sites of interest” (Table 26).
### Table 26: Post-hoc Test among Ethnic Background using LSD (Pretest)

<table>
<thead>
<tr>
<th>Image Attribute</th>
<th>(I) Ethnic Background</th>
<th>(J) Ethnic Background</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe place to visit</td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.81</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.59</td>
<td>.004</td>
</tr>
<tr>
<td>Interesting customs</td>
<td>Asian / Pacific islander</td>
<td>Hispanic</td>
<td>-1.23</td>
<td>.012</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-1.15</td>
<td>.013</td>
</tr>
<tr>
<td></td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.71</td>
<td>.007</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.63</td>
<td>.003</td>
</tr>
<tr>
<td>Natural scenic beauty</td>
<td>Asian / Pacific islander</td>
<td>Hispanic</td>
<td>-1.02</td>
<td>.040</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.95</td>
<td>.043</td>
</tr>
<tr>
<td></td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.89</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.82</td>
<td>.000</td>
</tr>
<tr>
<td>Variety of historic sites</td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.85</td>
<td>.002</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.71</td>
<td>.001</td>
</tr>
<tr>
<td>Cultural sites of interest</td>
<td>American Indian</td>
<td>Asian / Pacific islander</td>
<td>3.00</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>2.43</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>Hispanic</td>
<td></td>
<td>1.77</td>
<td>.015</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>1.94</td>
<td>.006</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
<td>2.00</td>
<td>.020</td>
</tr>
<tr>
<td></td>
<td>Asian / Pacific islander</td>
<td>Hispanic</td>
<td>-1.23</td>
<td>.020</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-1.06</td>
<td>.035</td>
</tr>
<tr>
<td></td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.66</td>
<td>.019</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.49</td>
<td>.033</td>
</tr>
<tr>
<td>Beautiful architecture</td>
<td>Asian / Pacific islander</td>
<td>Hispanic</td>
<td>-1.02</td>
<td>.040</td>
</tr>
<tr>
<td></td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.70</td>
<td>.009</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td></td>
<td>-0.58</td>
<td>.007</td>
</tr>
</tbody>
</table>

Note: p < .05

The post-hoc comparison using the LSD test on “quality nightlife entertainment” variable across academic levels is presented in Table 27. The results indicated that there was only one significance was found in academic levels on destination image attributes. The table shows that freshmen were more likely to agree on “quality nightlife entertainment” than sophomores.
Table 27: Post-hoc Test among Academic Level Groups using LSD (Pretest)

<table>
<thead>
<tr>
<th>Image Attribute</th>
<th>(I) Academic Level</th>
<th>(J) Academic Level</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality nightlife entertainment</td>
<td>Freshman</td>
<td>Sophomore</td>
<td>-0.47</td>
<td>.006</td>
</tr>
</tbody>
</table>

Note: p < .05

The post-hoc comparison using the LSD test on the level of interest in visiting Japan sometime in the future (pretest) among different age groups is presented in Table 28. The results indicated that the age group 18 or under were more likely than age group 19 to 25 to agree on the level of interest in visiting Japan in the future.

Table 28: Post-hoc Test among Age Groups using LSD (Pretest)

<table>
<thead>
<tr>
<th>(I) Age</th>
<th>(J) Age</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in visiting Japan in the future</td>
<td>18 or under</td>
<td>19-25 years</td>
<td>-0.44</td>
</tr>
</tbody>
</table>

Note: p < .05

The sociodemographics and image attributes that were significant on the posttest and the demographics that had a significant difference in interest in visiting the destination are presented in Table 29. The results of the one-way analysis of variance revealed that significant differences were found in females and males on “restful and relaxing place” and “safe place to visit.” Significant differences were found in ethnic backgrounds on destination image attributes “appealing local food” and “cultural sites of interest”. In addition, age and academic level were
the only variables that showed a significant difference on the posttest level of interest in visiting the destination.

**Table 29: One-way Analysis of Variance (Posttest)**

<table>
<thead>
<tr>
<th>Respondent Characteristic</th>
<th>F</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Image and Characteristics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restful and relaxing place</td>
<td>9.487</td>
<td>.002</td>
</tr>
<tr>
<td>Safe place to visit</td>
<td>6.078</td>
<td>.014</td>
</tr>
<tr>
<td><strong>Ethnic Background</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appealing local food</td>
<td>2.752</td>
<td>.019</td>
</tr>
<tr>
<td>Cultural sites of interest</td>
<td>2.351</td>
<td>.042</td>
</tr>
<tr>
<td><strong>Interest in visiting and Characteristic</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>4.450</td>
<td>.013</td>
</tr>
<tr>
<td>Academic Level</td>
<td>2.722</td>
<td>.045</td>
</tr>
</tbody>
</table>

Note: p < .05

In order to identify exactly where the differences among the groups occur, post-hoc tests were conducted. The post-hoc comparisons using the LSD test on two image attributes, “appealing local food” and “cultural sites of interest”, among ethnic backgrounds are presented in Table 30. The results indicated that black, non-Hispanics were more likely than Hispanics and white, non-Hispanics to agree with the two attributes: “appealing local food” and “cultural sites of interest”.
The post-hoc comparison using the LSD test on the post-movie level of interest in visiting Japan sometime in the future among the age groups is presented in Table 31. The results showed that 18 or under age group was more likely to agree with the level of interest in visiting the destination in the future than respondents that were 19-25 years of age.

The post-hoc comparison using the LSD test on the post-movie level of interest in visiting Japan sometime in the future among academic levels is presented in Table 32. The results indicated that freshmen were found to be more likely than sophomores or juniors to agree with the level of interest in visiting Japan sometime in the future.

### Table 30: Post-hoc Test among Ethnic Background Groups using LSD (Posttest)

<table>
<thead>
<tr>
<th>Image Attribute</th>
<th>(I) Ethnic Background</th>
<th>(J) Ethnic Background</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appealing local food</td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-1.05</td>
<td>.004</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td>White, non-Hispanic</td>
<td>-1.00</td>
<td>.001</td>
</tr>
<tr>
<td>Cultural sites of interest</td>
<td>Black, non-Hispanic</td>
<td>Hispanic</td>
<td>-0.67</td>
<td>.012</td>
</tr>
<tr>
<td></td>
<td>White, non-Hispanic</td>
<td>White, non-Hispanic</td>
<td>-0.71</td>
<td>.001</td>
</tr>
</tbody>
</table>

Note: p < .05

### Table 31: Post-hoc Test among Age Groups using LSD (Posttest)

<table>
<thead>
<tr>
<th>Age</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in visiting Japan in the future</td>
<td>-0.49</td>
<td>.004</td>
</tr>
</tbody>
</table>

Note: p < .05
Table 32: Post-hoc Test among Academic Level Groups using LSD (Posttest)

<table>
<thead>
<tr>
<th></th>
<th>(I) Academic Level</th>
<th>(J) Academic Level</th>
<th>Mean Difference (I-J)</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of interest in visiting</td>
<td>Freshman</td>
<td>Sophomore</td>
<td>-0.54</td>
<td>.026</td>
</tr>
<tr>
<td>Japan in the future</td>
<td>Junior</td>
<td></td>
<td>-0.52</td>
<td>.018</td>
</tr>
</tbody>
</table>

Note: p < .05

The above findings from the one-way analysis of variance indicated that some of the sociodemographic variables (e.g., age, gender, academic level, and ethnic background) had an impact on some of the sixteen destination image attributes and level of interest in visiting the destination (pre and posttest). The differences were also shown between the pretest and the posttest measures. There were more differences among groups before the movie than after the movie was shown. Therefore, of the six sub-hypotheses (e.g., previous visitation, travel experience, age, gender, academic level, and ethnic background), this analysis confirmed four sub-hypotheses of Research Hypothesis 4: Destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie.

**Research Hypothesis Outcomes**

The findings of this study proved that a movie can form or change an individual’s image of a destination. The comparisons of results from the pre and posttest measures confirmed three of the four hypotheses. The outcomes of each hypothesis are summarized in the following:
Research hypothesis 1 has been confirmed on eight of the sixteen sub-hypotheses that perceived destination image is different before and after exposed to the movie. In other words, results of the paired samples t-test revealed that respondents’ perceptions on eight image statements were different after they saw the movie.

Research hypothesis 2 was not confirmed that interest in visiting the destination is different before and after exposed to the movie. The level of interest in visiting the destination sometime in the future did not show a significant difference before and after the viewing of the movie.

Research hypothesis 3 was confirmed that destination image (pre and post) has a relationship with level of interest in visiting the destination. The results of the Pearson correlation analysis between destination image and interest in visiting showed that after the viewing of the movie the values went up for each variable pair. The relationship was small before the movie and became stronger after being exposed to the movie. It could be said that the more positive the destination image, the level of interest in visiting the given destination is higher even though the strength of the relationship is not very strong.

Research hypothesis 4 was confirmed on four (e.g., age, gender, academic level, and ethnic background) of the six sub-hypotheses that destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie. Even though the sample was homogeneous, there were differences among different audience characteristics.
CHAPTER FIVE: CONCLUSION AND IMPLICATIONS

This final chapter presents the overall study and discusses its major findings. A summary of the study and methodology followed by a discussion of the major findings of the study, conclusions, implications, limitations, and suggestions for future research is contained in this chapter.

Summary of the Study

The process of watching a current movie release is a common way to be entertained in this day and age. There are multiple ways in which an individual can watch a movie ranging from enjoying a movie on the big screen at a commercial theater, on their home’s television, or even in their car while driving. There are multiple messages that are accessible to the viewer under any of these conditions. While watching a movie, the viewer can observe beautiful scenery, experience historical sites or immerse oneself into the culture depicted in the film. One outcome associated with watching a destination movie might be that the viewer will be compelled to visit the location portrayed in the movie. Typically, movies are not produced with the intention to inform people or to lure people to the destination depicted in it, instead they are produced for economic or entertainment purposes. Regardless of this observation, it is a primary assumption of this thesis that movies have the ability to create or change an individual’s image of a destination by its portrayal within the motion picture.
This growing phenomenon called movie tourism is described as tourist visits to a
destination or attraction that occurs as a direct result of the destination being featured on
television, video or the cinema screen ("Film Tourism", 2004). Despite the enormous impact
that movies have on creating or changing a destination’s image on many individuals, there has
been a lack of research conducted in this area. Therefore, this study was conducted in an effort
to examine this growing phenomenon and contribute to the tourism literature. In order to
understand the impact that a destination movie has on the formulation of an individual’s
destination image, this research has focused on determining the differences between pre and post
measures resulting from watching a destination specific movie.

Summary of the Study’s Purpose and Methodology

The purpose of this study was to explore and understand the impacts that result from
observing a destination specific movie and how these altered images influence an individual’s
interest in visiting the location. Specifically, this study was designed to: 1) profile the
respondents’ pre-movie images concerning the destination; 2) profile the respondents’ post-
movie images concerning the destination; 3) examine the differences between pre and post
interest levels relative to interest in visiting the movie’s destination; and 4) determine the
predominant factors that influence the respondents’ desire to visit the movie’s destination.
Experimental Design

A pretest-posttest experimental research design was the chosen method of study in order to observe the impact the chosen movie had on the respondents’ image formation. This experiment involved a pretest and posttest questionnaire with a major movie as the treatment between the pre and posttest stages. The pre and posttest questionnaires were a combination of structured and unstructured measurements based on previous literature on destination image measurement.

Discussion of Findings

The results of the pretest and posttest data analysis were presented in detail in the previous chapter, Chapter Four. This section of the final chapter will discuss the significant findings of the research according to each hypothesis.

Research Hypothesis 1:
Perceived destination image will be different before and after exposed to the movie

Unstructured Destination Images

Figure 3 illustrates and compares the open-ended responses concerning the respondents’ image of Japan as noted in Table 10. The figure sums up Table 11 and 12 of Chapter Four in a visual manner. As mentioned earlier, there were significant differences between various pre and posttest measures. The largest change was in the “urban” category which had a 10.1% increase on the posttest from the pretest. This category had the highest ranking among the eighteen
categories on the posttest. This outcome could explain that the movie did have an impact on the respondents. The movie depicted the city life of Tokyo by showing the view of the city from the high-rise hotel room during the day as well as the bright neon lights of the city at night. For many of the respondents, these images of Japan left a strong impression in their minds, which could not have been expressed before seeing or experiencing it. Also, quite a few people mentioned that the destination portrayed in the film reminded them of New York City. These comments only appeared on the posttest, which indicates that the movie had an impact on developing that image.

The next significant change was in the “cuisine” category. It should be noted that the movie had just a few scenes related to dining, yet the cuisine item reflected a change in perception from the pre and the post measurements. In particular, this item decreased from the rank of number one to the rank of number six in the posttest which is a 9.3 percent drop. Perhaps the reason why “cuisine” reflected the highest percentage of image change is that these respondents were familiar with Japanese food within their existing curriculum. For instance, many respondents were able to identify “sushi” as their first choice which is a specific type of Japanese food. It should be noted that sushi was shown in the movie even though it did not play a major part in the movie.
The third significant percentage change was found on the “historical / cultural” category. The movie did show the culture of Japan; in addition to, other aspects such as the city life and entertainment. The historical and cultural images that people have already possessed could have been simply reinforced rather than newly created and the unexpected more modernized and urbanized aspects could have become a stronger image, especially to a younger audience like the respondents of this study.
Another significant change was seen in “nightlife / entertainment” which ranked fourth (9.7%) on the posttest, compared to eighth (3.6%) on the pretest. This increase again could be explained by movie content. As mentioned above, the movie strongly illustrated the fun and excitement that exists in Japan. For instance, the movie portrayed the movie characters going to nightclubs, bars, game arcades, and Karaoke bars with each being associated with fun and excitement.

Open-ended questions were included in the pre and post questionnaires, in addition to close-ended questions, in order to capture the unique and distinctive images that could not have been identified by structured questions. One important point to mention from the open-ended question is that seven out of the thirteen individuals that did not list images or characteristics on the pretest open-ended question have written down multiple images or characteristics on the posttest to describe their perception of Japan after viewing the movie. This outcome clarifies that the movie did have an impact on forming an image of the destination that the respondents did not have prior to the viewing of the movie.

**Structured Destination Image Attributes**

In Chapter Four, Table 19 showed the mean and standard deviation differences with their corresponding significance values for the sixteen destination image attributes. The results revealed that eight out of sixteen attributes were significantly different between the pre and posttest mean scores. The following table (Table 33) is a summary of Table 19 in that it displays
only those attributes that were significant or that were signified by a large standard deviation pre-post measurement difference.

**Table 33: Results of Paired \( t \)-test on Ten significant Destination Attributes**

<table>
<thead>
<tr>
<th>Destination Attribute</th>
<th>Pretest Mean (SD)</th>
<th>Posttest Mean (SD)</th>
<th>Mean Difference (SD)</th>
<th>( t )-value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness/hygiene</td>
<td>3.55(1.05)</td>
<td>4.00(1.02)</td>
<td>0.45(-0.03)</td>
<td>-6.363</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Restful/relaxing</td>
<td>3.17(0.99)</td>
<td>3.21(1.22)</td>
<td>0.04(0.23)</td>
<td>-0.548</td>
<td>243</td>
<td>.584</td>
</tr>
<tr>
<td>Friendly/hospitable people</td>
<td>3.50(0.92)</td>
<td>4.13(0.95)</td>
<td>0.63(0.03)</td>
<td>-9.237</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Safe place to visit</td>
<td>3.50(0.88)</td>
<td>3.68(1.09)</td>
<td>0.18(0.21)</td>
<td>-2.283</td>
<td>243</td>
<td>.023*</td>
</tr>
<tr>
<td>Appealing local food</td>
<td>3.78(1.18)</td>
<td>3.63(1.30)</td>
<td>0.15(0.12)</td>
<td>2.189</td>
<td>243</td>
<td>.030*</td>
</tr>
<tr>
<td>Quality accommodations</td>
<td>3.65(0.92)</td>
<td>4.29(0.91)</td>
<td>0.64(-0.01)</td>
<td>-9.541</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Reliable local transportation</td>
<td>3.40(0.92)</td>
<td>3.88(1.04)</td>
<td>0.48(0.12)</td>
<td>-6.731</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>Quality nightlife entertainment</td>
<td>3.63(0.91)</td>
<td>4.18(0.97)</td>
<td>0.55(0.06)</td>
<td>-7.690</td>
<td>243</td>
<td>.000*</td>
</tr>
<tr>
<td>No difficulty communicating in English</td>
<td>2.57(1.07)</td>
<td>2.32(1.15)</td>
<td>-0.25(0.08)</td>
<td>2.728</td>
<td>243</td>
<td>.007*</td>
</tr>
<tr>
<td>Interesting customs</td>
<td>4.08(0.93)</td>
<td>4.05(1.04)</td>
<td>-0.03(0.11)</td>
<td>0.554</td>
<td>243</td>
<td>.580</td>
</tr>
</tbody>
</table>

*Note: Pretest and posttest mean value 1 = strongly disagree and 5 = strongly agree.
* \( p \leq 0.05 \) or less

The largest standard deviation difference was found on the attribute statement, “Japan is a restful and relaxing place (0.23).” The level of agreement to this statement was pretty much bipolar. Based on the evaluation of the open-ended responses after seeing the movie, some expressed that Japan does not seem like a restful and relaxing place, but rather a hectic, noisy, and restless place. However, some of the respondents mentioned the relaxing and peaceful
aspects of the nation such as the countryside. These respondents seemed to fond the active and busy city life in coordination with the calm and relaxing countryside.

Standard deviation of the statement, “In general, Japan is a safe place to visit” had the second significant increase (0.21). The results reveal that the majority of the people perceived Japan as a safe place to visit. However, when looking at the individual comments on the questionnaire, some people had received a negative image from one particular scene where a nightclub owner chases the characters and friends down the streets shooting an airsoft gun which uses plastic B.B. pellets. Some perceived it as fun where some perceived it as dangerous and negatively affected them.

“Reliable local transportation is available in Japan” had a 0.12 increase in standard deviation. The movie showed the characters using the local transportation (i.e., subway, taxis, and train) constantly. Many people have indicated that there is easy access to good quality transportation; however, some people mentioned that it seemed hard to get around.

The standard deviation has increased to 0.12 on the posttest for the statement “Japan has appealing local food (cuisine)”. For most of the respondents Japanese food was appealing to them but for some others, they have indicated that it is not appealing for them. The movie did not heavily portray the dining experience or the cuisine. The only two scenes that had food in it was at a sushi bar and at a Shabu shabu restaurant. Sushi might be familiar to many people whereas the latter might not. Shabu shabu is one of Japan’s most popular dishes cooked at the table and each person actually cooks their own meal. It is thin slices of raw meat and vegetables that cook quickly in a pot of boiling water. It does not show the characters actually eating the
food but it shows them looking confused by what is presented in front of them. This awkward dining scene could have lowered the mean score by attracting more negative responses such as “strongly disagree” where its frequency increased 2.9% and “somewhat disagree” where its frequency increased by 2.6% from the pretest to the posttest (Table 35).

Table 34: Pre and Posttest Responses to Appealing Local Food and Interesting Customs Attribute (from Table 13)

<table>
<thead>
<tr>
<th>Destination Attribute</th>
<th>Pretest</th>
<th></th>
<th>Posttest</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Appealing local food</td>
<td>Strongly disagree</td>
<td>9</td>
<td>3.7</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Somewhat disagree</td>
<td>29</td>
<td>11.9</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>51</td>
<td>21.0</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>Somewhat agree</td>
<td>76</td>
<td>31.3</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Strongly agree</td>
<td>78</td>
<td>32.1</td>
<td>64</td>
</tr>
</tbody>
</table>

The last statement of merit relative to pre and post measurement differences was “Japan offers customs that are interesting”. This item increased by 0.11 in terms of standard deviation. This result could be explained by the disappointed people who might have been expecting to see more of the cultural side of Japan than the modernized, busy, and urbanized city life. Some respondents indicated that “there is nothing to see”, “it is all city”, or “Americanized”. These aspects might have brought down the mean score. On the other hand, based on some other comments, some respondents revealed that they do not like something too different or eccentric. The movie constantly depicts the Americans confused and having difficulties communicating in English. For people who do not enjoy adventure, they might have perceived the experience as a culture shock that is overwhelming for them.
Attribute Finding Interpretation

As mentioned in the results, there were eight attributes that had significant differences between their pre and posttest scores. Amongst eight statements, six had a significant increase in their mean scores from pre to posttest, those were namely, “cleanliness / hygiene”, “friendly / hospitable”, “safe place to visit”, “quality accommodations”, reliable local transportation”, and “quality nightlife entertainment”. On the other hand, two of the eight attributes, “appealing local food” and “no difficulty communicating in English” had a significant decrease in their mean scores from pre to posttest. All of these increases and decreases could be described by the influence of the movie.

The movie seemed to help respondents shape their image on the six statements that have shown an increase. Prior to the movie, people might not have had a clear image on the attributes since “neutral” was the most frequent response. The respondents might not have had any concept on each of the image statements about Japan. However, by watching the movie, specific scenes could have helped them construct an image – positive or negative – on the destination image statements. The movie’s portrayal of the upscale accommodation, friendly and hospitable people, easy access to transportation, and exciting nightlife clearly has formed an image on the respondents’ minds. As for the two decreased items, the movie might have lowered their expectations on those attributes. In the case of “no difficulty in communicating in English”, people might not have expected it to be as difficult as it was depicted in the movie. According to Table 15 in Chapter Four, the most frequent negative image was “language barrier”. This result was predicted since the movie portrayed the difficulties and hilarious happenings with
communicating in English in Japan. Eight out of the sixteen destination image attributes confirm the hypothesis by illustrating differences before and after the movie.

However, the general image – positive or negative – of Japan as a tourist destination did not show a significant difference before and after the movie. Kim and Richardson (2003) suggested that the content of a movie can be related to destination image formation, with change either positive or negative. Although in this particular thesis study this did not yield a significant difference after the screening of the movie. The general image of Japan as a tourist destination almost stayed the same. It could be said that although the movie portrayed some negative aspects that were identified by several respondents, those who had a negative image were a mere 5.4% on the posttest, a decrease of 1.7% from the pretest. Moreover, respondents were able to see beyond the negative images and take on the many other positive aspects of the country. It was expected to see more negative responses; however, it appears that the cultural differences and language barriers might have stimulated one’s curious and adventurous quality. According to MacKay and Fesenmaier, (1997), low familiarity would likely be more attractive to those from cultures with low uncertainty avoidance, but total unfamiliarity with the visuals representing a destination may instead be perceived as unattractive. Therefore, the results of the pre and posttest unstructured and structured questions on destination image revealed that hypothesis 1 was confirmed on only eight of sixteen destination image attributes.
Research Hypothesis 2:  
Interest in visiting the destination will be different before and after exposed to the movie

The paired $t$-test findings presented in Tables 21, and 22 of Chapter Four, reveal that respondents’ level of interest in visiting Japan sometime in the future and their likelihood of traveling to Japan in the next 12 months did not show significant differences in the mean scores between the pre and posttest measurements. The reasons why people would not likely visit Japan in the next 12 months are summarized and illustrated in Figure 3.

According to the results in Figure 3, there were increases in responses on two statements: “It takes too long to get to Japan (Distance).” and “It is difficult to communicate in English in Japan (Language barrier).” These results are influenced by the movie in that the movie depicted
the two characters constantly being unable to sleep because of the jet lag. This might have reminded the respondents of the long distance from the United States to Japan. “Language barrier” was a popular choice throughout the posttest questionnaire items. As mentioned previously, the movie portrayed the difficulties and happenings that happened between the Americans and the local people. Therefore, the movie did have an impact on some of the responses; however, the movie did not have a substantial impact on changing respondents’ level of interest in visiting Japan sometime in the future and one’s likelihood of traveling to Japan in the next 12 months in order to satisfy hypothesis 2. It should be noted that the respondents of this study were students that by self report were not experienced international travelers which could have negatively influenced this finding. Relative to this lack of exposure to international travel, it could be speculated that the movie did not send a strong enough image in order to change the respondents’ interest in visiting this destination. Perhaps it is unlikely that respondents would change their vacation plans in a short period of time because there are many aspects that are involved in planning a vacation; thus, there were no substantial differences between the results of the pre and posttest on respondents’ intention to travel.

**Research Hypothesis 3:**
*Destination image (pre and post) has a relationship with level of interest in visiting the destination*

Table 23 of Chapter Four explored the relationship between eight out of the sixteen destination image attributes and level of interest in visiting the destination. The posttest correlation values all increased from the pretest values indicating that the relationship between
each of the pairs has been strengthened after the viewing of the movie. From an aggregate view, the increased correlation findings indicate that the images directly or indirectly expressed in the movie exerted a positive influence upon the respondents’ image of this destination. In other words, this means that the movie’s message resulted in an increased interest in visiting Japan. Even though the relationship was not very strong, the Pearson correlation results indicate that there is a relationship between destination image and interest in visiting the destination and the more the positive image of a destination, the more the level of interest in visiting the destination increases. Therefore, hypothesis 3 was confirmed that a destination image has a positive relationship with the level of interest in visiting the destination. Many researchers have clearly illustrated that perceptions of destinations and purchase decisions are positively correlated (Kim and Richardson, 2003; Mayo and Jarvis, 1981), indicating that the image of an area is a critical selection factor (Woodside and Lysonski, 1989). Thus, the correlation results confirm previous studies and prove the model of this study (Figure 1) that positive images influence the level of interest in traveling to a destination.

**Research Hypothesis 4:**

**Destination image and interest in visiting the destination will be different based on audience characteristics (previous visitation, travel experience, age, gender, academic level, ethnic background) before and after exposed to the movie**

Previous research has suggested that respondents’ characteristics should be taken into account when examining destination image and interest in visiting the location. The results of one-way analysis of variance revealed that several destination images and the level of interest in
visiting the destination differed based on some of the audiences’ characteristics before and after being exposed to the movie.

**Age Findings and Interpretation**

Research in travel and tourism has identified age as an important factor that affects tourists’ choice of destinations and activities (Mansfeld, 1992; Vogt, 1978), although MacKay and Fesenmaier (1997) did not find age or marital status as an influence on how visuals were interpreted as destination image. In this thesis study, there were significant differences in age groups on four destination image statements on the pretest. There were no significant differences in age groups on any of the post-destination images. However, there were significant differences between the 18 or under age group and 19 to 25 years age group on their level of interest in visiting the destination on both the pre and posttests. Overall, the results indicated that respondents who were 18 or under were more likely than those who were 19 to 25 years to agree with certain image attributes. It is interesting that despite the small age difference between the two groups, there was a significant difference on some destination image attributes and their level of interest in visiting Japan. This should be tested with a more diverse sample to see if more significant differences could be found between wider ranges of age groups because young people place more importance on activities that are prestige worthy or symbolize their novelty and diversity, whereas mature tourists tend to be more practical, and emphasize the facilities of a destination site (Sirgy and Su, 2000).
Gender Findings and Interpretations

In the study of MacKay and Fesenmaier (1997), gender along with income of respondents was significant only for certain types of images. It appears that social and cultural activities are least likely to show gender differences (Deem, 1988). In this study, there were significant differences between males and females on certain pre and posttest destination images. The two groups perceived interesting customs (pre), restful and relaxing place (post), and safe place to visit (post) differently. Therefore, along with MacKay and Fesenmaier (1997), gender was significant only for certain types of destination images.

Education Level Findings and Interpretation

There were some differences found among the academic levels on one of the image statements in the pretest, “quality nightlife entertainment (.042)” and on the level of interest in visiting the destination (.045) on the posttest although the results are not highly significant. Among the groups, the overall results indicated that freshmen differed from sophomores and juniors. The few studies that have looked at the influence of education on leisure choice seem to suggest that the relationship between education and leisure participation is relatively weak (Roberts, 1970 and Kelly, 1978). It would be interesting to see if the same results yield when this study is conducted to a sample with a variety of education levels rather than university students in different academic levels.
Ethnic Background Findings and Interpretation

The results of Chen and Kerstetter’s (1999) study support the notion that students from various cultures have different images of and perhaps different preferences for rural areas. Chadee and Cutler (1996) have found that ethnicity helped to explain planning decisions among international students. In this study, there were significant differences across different ethnic backgrounds on the most number of pre and post destination images. However, most of the differences were found before the movie viewing. Overall, the results indicated that Hispanics and white, non-Hispanics differed from the other ethnic groups.

Overall, even though the sample was homogenous for this study, there were significant differences between audience characteristics and certain types of destination images and the level of interest in visiting the location. In addition, the number of destination images that turned out to have significant differences among respondents’ characteristics has decreased after the movie. Perhaps before the movie each respondent had their own perceived image of the destination based on their beliefs and experiences; however, after the movie, the images were more agreed upon since the respondents were shown the same images of the destination at the same time. Therefore, hypothesis 4 was partially confirmed that audience characteristics have an impact on destination image and interest in visiting the destination.

In closing, this study explored the impact of viewing a destination specific movie on an individual’s image formation and interest in visiting the location. The study profiled the respondents’ pre-movie images and post-movie images concerning the given destination and examined the differences between pre and post interest levels relative to interest in visiting the
movie’s destination. Also, this study determined the predominant factors that influence the respondents’ desire to visit the destination portrayed in the movie.

The study findings concluded that a destination specific movie definitely has an impact on one’s image formation and change. The destination specific movie created and changed the respondents’ image on certain aspects of Japan as a tourist destination. However, the movie did not have a significant impact on changing the interest levels in visiting the location depicted in the movie. Respondents had a strong agreement before and after being exposed to the movie upon their level of interest in visiting Japan. This could be speculated that the movie did not send a strong enough image in order to change one’s interest level in visiting a destination and there are many aspects that are involved in planning a visit to a destination that cannot be decided in a short period of time. Also, the respondents of this study were students who were not worldly experienced travelers that might have influenced this result. In addition, a positive destination image could develop into an interest in visiting and the image and interest in visiting a destination could differ based on audience characteristics.

The combination of structured and unstructured questions on the pre and posttest questionnaires that were recommended by many researchers helped profiling and understanding the distinctive images and characteristics that would not be described by selective structured scale items. Seven out of the thirteen people with no images of Japan on the pretest wrote down several images on the posttest. There were three qualitative differences noted in the pre and posttest open-ended responses. First, the written image responses between the pre and post measures had different characteristics. When the researcher looked through the written image
responses and tried to group them together in a common theme, it was noticed that the pretest images were broader, spread out, and sporadic. On the contrary, the posttest responses seemed to be narrower, more refined and more detailed. It seemed that the majority of the answers came directly from the film since the screening was immediately followed by the posttest as noted in the previous discussion. Second, some misconceptions were noted in the respondents’ responses, especially on the pretest, concerning panda bears being located in China. Furthermore, many of the respondents were not certain about the Japanese culture and were confused with other Asian cultures. It seemed that they could not make a clear distinction between Japan and other Asian countries. Other examples are dragons, bamboo, t-p hats, and Chinese symbols. Perhaps these respondents might be assuming that Asian culture is similar to each other. Third, the open-ended questions allowed unique images of Japan to emerge. For instance, Bonsai trees, technologically advanced, high-speed Maglev trains, and so on. The results from the open-ended responses of this study strengthen the findings of previous literature on destination image measurement seeing that the unstructured method offered a great deal of insight into how respondents perceived the destination before and after the movie.

There were differences between the pre and posttest structured items as well. Many respondents have selected “neutral” for their answer on the pretest. According to Woodside and Lysonski (1989), neutral images may result from a lack of awareness of an area as a vacation destination; and people who have a neutral or weak image of a destination might not consider it in their destination choice. However, there was a distinctive change on the posttest responses compared to those of the pretest. Many respondents selected either one of the “agree” or

“disagree” values rather than “neutral”. These results can be seen in the increased mean scores and frequencies in the tables presented in Chapter Four. These findings indicate that respondents’ perceived image of Japan might have become stronger on specific images that were depicted in the movie.

The enormous impact of movies as a form of mass media and popular culture on people’s image formation has been widely acknowledged in theory or by looking at tourist number increase at filmed locations. This experimental study actually confirms the fact that movies do have a substantial impact on an individual’s destination image. Also, the image is formed or changed in a very short period of time, in this case, only within an hour. This study, therefore, supports Gartner (1993) that autonomous image formation agents such as popular culture and news can change destination images in a short time period and validates previous studies that visual mass media has the most powerful influence on shaping images of a large number of people in a short period of time. Based on the existing literature (Kim and Richardson, 2003), it is projected that the phenomenon of movie tourism will continue to grow as the global market expands, and movies as well as other forms of mass media are internationally distributed and viewed.

**Implications**

The study findings of movie tourism could be of interest to destination marketers. The findings of this thesis only imply that a general connection can be made between the pre and post viewings of a movie. Therefore, existing studies on movie tourism with limited support from
this study provide marketing implications for countries in managing their images held by people who have seen a movie with their country portrayed in it. Destination marketers do not usually have power over how a location was depicted in a movie like traditional promotional materials do. Therefore, it is important for marketers to take the exposure of the destination as an opportunity to remodel their image management strategy depending on how the destination was or is represented. Destination marketers should be aware of the content of the movie and identify how the destination was depicted in it. In the case of this study, destination marketers of Japan could improve the negative images (i.e., language barrier, not a relaxing place, crowded, etc.) and promote the strengths that are more appealing to people such as the positive responses (i.e., friendly people, beautiful scenery, nice accommodations, etc.) exposed by the respondents. The positive unique characteristics may serve as unique selling propositions and offerings which destinations would utilize in their image and positioning efforts (Baloglu and Mangaloglu, 2001).

In Japan’s case, marketers could try to improve the busy, crowded, and restless image by emphasizing on the relaxing, calm, and peaceful parts of the country. The promotional materials should focus on the beautiful and tranquil countryside, historical sites, cultural sites, hospitable people, and the variety of things to do. It has been identified that when the image of a particular destination is enhanced, the people are more likely to visit the place (Rittichainuwat, Qu and Brown, 2001).

In order to attract more tourism to the country of Japan, destination marketers could focus on portraying the vacation aspects of the country. Many respondents have mentioned that they have never envisioned Japan as a vacation destination. Many have stated that they would rather
go somewhere else, such as by the beach. It seemed that the respondents of this study more often associated Japan with business rather than a relaxing vacation spot.

This study sheds light on organizations, government agencies, and all sectors involved in tourism on the substantial impact that movies have on a destination image and tourism. A recent example of the impact of a movie on tourism can be found from the movie of this study. It has been reported that six Japanese tour companies based in the United States have created *Lost in Translation* (2003) themed tour packages focusing on scenes and locations in Tokyo and Kyoto that were featured in the movie (Japan National Tourist Organization, 2004). In the case of this study, Destination marketers and sectors involved in tourism could benefit from the proposed model of this study by focusing on the possibilities that: 1) a movie exposure has an impact on destination image and interest in visiting the destination; 2) a positive destination image could lead to an interest in visiting the destination; and 3) destination image and interest in visiting the destination could differ based on audience characteristics.

Previous literature on the impact of movies on increasing awareness and visitor numbers suggest government and tourist agencies to consider funding movie filming at their destination under certain circumstances in order to reach more potential tourists and enhance tourism in the area. By doing so, an image can be changed or an identity can be produced. As mentioned in the literature review, Cambodia was very supportive on the filming of *Tomb Raider* (2001) at the World Heritage Site, Angkor Wat despite the negative responses to the filming at the beginning has become one of the most recognizable heritage sites in the world. In order to support this suggestion, future studies with a stronger research design are necessary.
Limitations and Suggestions for Future Research

As mentioned above, it is apparent that further research is necessary. A number of issues were not clarified by this study due to some limitations. First, this research was a cross-sectional study that focused on the before-the-trip tourist behavior because of the restricted time, skills, and resources given to the researcher. Extending this study into a longitudinal research by testing actual travel behavior and their travel motivations to a filmed location would help better understand the impact of movies on tourism. Motivations to travel could be different for each individual. Some might seek to replicate what the character in the movie has experienced and some might want to simply see the beautiful landscape that was featured in the film.

Second, even though the sample size was large enough, this study has performed the experiment using a convenience sample which was homogenous in terms of characteristics. It would be worth to expand this study to a more diverse and representative sample of international travelers with various age groups and experiences to better understand the phenomenon and to see if the study produces the same results. Also, it would be interesting to see the differences on the image scores by using the same movie as the treatment to a more mature audience since the movie in this study depicted many aspects that a younger generation would enjoy.

Third, this study could not measure the desire to see the movie because it was not a voluntary movie-going situation. An actual movie-going situation might be very different from the experimental situation. For example, in most cases, movie viewing is done voluntarily to seek entertainment, which might affect viewers’ emotions and degrees of involvement in the film (Kim and Richardson, 2003). A field experiment conducted at a commercial theater was
considered at one point; however, the time constraints and resources limited the current study. Therefore, a field experiment conducted in a natural setting, such as a commercial theater would be able to accomplish the goal of measuring the desire to see a movie and achieving a more representative sample.

Finally, because of limited time, only one movie was used in the experiment. It is not difficult to conceive that different types of movies could attract different audience segments. It would be interesting to see the difference in different types of movies such as movies of different genres or movies with a destination that is part of the storyline and movies with a destination that serves just as a backdrop.
APPENDIX A: IRB APPROVAL
July 12, 2004

Mrs. Jeeyeon “Jeannie” Hahn
University of Central Florida
Rosen College of Hospitality Management
9907 Universal Blvd.
Orlando, FL 32819

Dear Mrs. Hahn:

With reference to your protocol entitled, “How Movies Impact an Individual’s Image of a Given Destination”, I am enclosing for your records the approved, executed document of the UCFIRB.

Please be advised that this expedited approval is given for one year from the original contingent approval date of June 18, 2004. Should there be any addendums or administrative changes to the already approved protocol, they must also be submitted to the Board. Changes should not be initiated until written IRB approval is received. Adverse events should be reported to the IRB as they occur. Further, should there be a need to extend this protocol, a renewal form must be submitted for approval at least one month prior to the anniversary date of the most recent approval and is the responsibility of the investigator (UCF).

Should you have any questions, please do not hesitate to call me at 823-2901.

Please accept our best wishes for the success of your endeavors.

Cordially,

Barbara Ward, CIM
Institutional Review Board (IRB)

Copies: Dr. Randall Upchurch, Rosen College of Hospitality Management, Hospitality Operations
IRB File
APPENDIX B: STUDENT CONSENT FORM
June 28, 2004
Dear Student:

My name is Jeannie Hahm and I am a graduate student working under the supervision of faculty member, Dr. Randall Upchurch. You are being asked to participate in an experiment designed to gather information on how movies impact an individual’s image of a destination. This project was designed solely for research purposes and no one except the research team will have access to any of your responses. All responses will be kept confidential. Your identity will be kept confidential using a numerical coding system.

Your participation in this project is voluntary. You do not have to answer any question(s) that you do not wish to answer. Please be advised that you may choose not to participate in this research, and you may withdraw from the experiment at any time without consequence. Non-participation will not affect your grade. There are no other direct benefits or compensation for participation. This experiment will take approximately 50 minutes to 1 hour including the movie screening time during your regularly scheduled class time. There are no anticipated risks associated with participation.

If you have any questions or comments about this research, please contact Jeannie Hahm or her faculty supervisor, Dr. Randall Upchurch, Rosen College of Hospitality Management, Orlando, FL; office, Rosen College of Hospitality Management, 9907 Universal Blvd., Orlando, FL 32819. The phone number is (407) 903-8070.

Sincerely,

Jeannie Hahm

[Signature]

I have read the procedure described above.

[Signature]

I voluntarily agree to participate in the procedure and I have received a copy of this description.

[Signature]

I would like to receive a copy of the procedure described above.

[Signature]

I would not like to receive a copy of the procedure described above.

/Participant                                Date
APPENDIX C: PRETEST QUESTIONNAIRE
Please read each question carefully before responding. Please answer to the best of your ability. Unless indicated, please choose only one answer per question. Thank you for your help.

1. How many times have you been to any of the following destinations in the past 5 years (1999-present)? (Please check a box that applies to each destination)

<table>
<thead>
<tr>
<th>Destination</th>
<th>None</th>
<th>1 time</th>
<th>2 times or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>France</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Italy</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Japan</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

I. This section pertains to your general knowledge of Japan.

2. What images or characteristics come to your mind when you think of Japan as a vacation destination? (Please write down any adjectives or nouns that come to mind.)

3. Please indicate to what degree you agree or disagree with the following statements about Japan.

   a) Japan’s standards of cleanliness and hygiene are high……………………………………. 1 2 3 4 5
   b) Japan is a restful and relaxing place……………. 1 2 3 4 5
   c) Japan’s people are friendly and hospitable….. 1 2 3 4 5
   d) In general, Japan is a safe place to visit………. 1 2 3 4 5
   e) Japan has appealing local food (cuisine)……….. 1 2 3 4 5
   f) Quality accommodations are available in Japan………………………………………….. 1 2 3 4 5
   g) Quality shopping centers/facilities are available in Japan………………………………. 1 2 3 4 5
   h) Reliable local transportation is available in Japan………………………………………… 1 2 3 4 5
   i) Japan offers quality nightlife entertainment….. 1 2 3 4 5
   j) For a typical visitor, there is no difficulty communicating in English in Japan…………… 1 2 3 4 5
   k) Japan offers customs that are interesting………. 1 2 3 4 5
l) Japan offers natural scenic beauty…………… 1 2 3 4 5
m) Japan offers a variety of historic sites……….. 1 2 3 4 5
n) Japan offers cultural sites of interest………… 1 2 3 4 5
o) Japan offers beautiful architecture……………. 1 2 3 4 5
p) A trip to Japan is good value for the money….. 1 2 3 4 5

4. In general, what image do you have of Japan as a tourist destination?

<table>
<thead>
<tr>
<th>Extremely negative</th>
<th>Somewhat negative</th>
<th>Neutral</th>
<th>Very positive</th>
<th>Extremely positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

5. What is your level of interest in visiting Japan sometime in the future?

<table>
<thead>
<tr>
<th>Not at all interested</th>
<th>Somewhat interested</th>
<th>Neutral</th>
<th>Very interested</th>
<th>Extremely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

6. How likely is that you will travel to Japan for vacation in the next 12 months?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Not very likely</th>
<th>Likely</th>
<th>Very likely</th>
<th>I don’t know/ Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

On Question 6, if you answered 1 (i.e., Not at all likely) or 2 (i.e., Not very likely), why wouldn’t you visit Japan? (Please circle all that apply)

   a) It takes too long to get to Japan.
   b) The travel cost to Japan is too high.
   c) I had received negative feedback from external sources regarding safety and security surrounding Japan.
   d) There are potential health risks associated with Japan.
   e) I have family issues (e.g., sickness in family, newborn/children to take care of, financial issues, etc.).
   f) There is a lot of political instability in Japan.
   g) In Japan, it is difficult to communicate in English.
   h) I do not have the extra time to fit a vacation into my schedule.
   i) Other (Please specify):
II. This section contains some general questions about you. Please answer to the best of your ability. This information will be kept in the strictest confidence and used for statistical purposes only.

7. Approximately, how many times have you watched a movie at a commercial movie theater since January 2004? (Please fill in a number)
   Approximately _________ times

8. Approximately, how many domestic (within the continental United States) leisure trips have you taken in the past 3 years (2001-present)? Domestic leisure trips refer to overnight trips that are more than 100 miles away from home. (Please fill in a number)
   Approximately _________ trips

9. Approximately, how many international (overseas) leisure trips have you taken in the past 3 years (2001-present)? International leisure trips do not include Canada or Mexico. (Please fill in a number)
   Approximately _________ trips

10. What age group do you belong to?
    a) 18 years or under
    b) 19-25 years
    c) 26-30 years
    d) 31-35 years
    e) 36-40 years
    f) 41-50 years
    g) 51-60 years
    h) 61 years or over

11. What is your gender?
    a) Female
    b) Male

12. What is your academic status?
    a) Undecided
    b) Non-degree
    c) Freshman year
    d) Sophomore year
    e) Junior year
    f) Senior year
    g) Graduate school
    h) Other (Please specify): ________________

13. What is your ethnic background?
    a) American Indian
    b) Asian or Pacific Islander
    c) Black, non-Hispanic
    d) Hispanic
    e) White, non-Hispanic
    f) Other (Please specify): ________________

Thank you for your time and consideration.
Please read each question carefully before responding. Please answer to the best of your ability. Unless indicated, please choose only one answer per question. Thank you for your help.

1. Have you seen this movie before?
   a) No        b) Yes

The following questions pertain to your general knowledge of Japan.

2. What images or characteristics come to your mind when you think of Japan as a vacation destination? (Please write down any adjectives or nouns that come to mind.)

3. Please indicate to what degree you agree or disagree with the following statements about Japan.

   a) Japan’s standards of cleanliness and hygiene are high................................. 1  2  3  4  5
   b) Japan is a restful and relaxing place......... 1  2  3  4  5
   c) Japan’s people are friendly and hospitable...... 1  2  3  4  5
   d) In general, Japan is a safe place to visit......... 1  2  3  4  5
   e) Japan has appealing local food (cuisine)....... 1  2  3  4  5
   f) Quality accommodations are available in Japan........................................ 1  2  3  4  5
   g) Quality shopping facilities are available in Japan........................................ 1  2  3  4  5
   h) Reliable local transportation is available in Japan........................................ 1  2  3  4  5
   i) Japan offers quality nightlife entertainment..... 1  2  3  4  5
   j) For a typical visitor, there is no difficulty communicating in English in Japan........... 1  2  3  4  5
   k) Japan offers customs that are interesting....... 1  2  3  4  5
   l) Japan offers natural scenic beauty.............. 1  2  3  4  5
   m) Japan offers a variety of historic sites.......... 1  2  3  4  5
   n) Japan offers cultural sites of interest............ 1  2  3  4  5
   o) Japan offers beautiful architecture............. 1  2  3  4  5
   p) A trip to Japan is good value for the money.... 1  2  3  4  5
4. In general, what image do you have of Japan as a tourist destination?

<table>
<thead>
<tr>
<th>Extremely negative</th>
<th>Somewhat negative</th>
<th>Neutral</th>
<th>Very positive</th>
<th>Extremely positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

4a. On Question 4, if you answered 1 (i.e., Extremely negative) or 2 (i.e., Somewhat negative), please briefly write down what part of the movie made you develop a negative image of Japan? (Please fill in this section.)

4b. On Question 4, if you answered 4 (i.e., Very positive) or 5 (i.e., Extremely positive), please briefly write down what part of the movie made you develop a positive image of Japan? (Please fill in this section.)

5. What is your level of interest in visiting Japan sometime in the future?

<table>
<thead>
<tr>
<th>Not at all interested</th>
<th>Somewhat interested</th>
<th>Neutral</th>
<th>Very interested</th>
<th>Extremely interested</th>
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</thead>
<tbody>
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6. How likely is that you will travel to Japan for vacation in the next 12 months?

<table>
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<tr>
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<th>Not very likely</th>
<th>Likely</th>
<th>Very likely</th>
<th>I don’t know/ Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

On Question 6, if you answered 1 (i.e., Not at all likely) or 2 (i.e., Not very likely), why wouldn’t you visit Japan? (Please circle all that apply)

a) It takes too long to get to Japan.
b) The travel cost to Japan is too high.
c) I had received negative feedback from external sources regarding safety and security surrounding Japan.
d) There are potential health risks associated with Japan.
e) I have family issues (e.g. sickness in family, newborn/children to take care of, financial issues, etc.).
f) There is a lot of political instability in Japan.
g) In Japan, it is difficult to communicate in English.
h) I do not have the extra time to fit a vacation into my schedule.
i) Other (Please specify):
7. Now that you have watched the movie, please indicate to what degree you agree or disagree with the following statements.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I would like to visit the filmed location(s) in Japan.....................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>b) I would like to see the natural scenic beauty of Japan.....................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>c) I would like to visit historic sites in Japan..............................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>d) I would like to visit cultural sites in Japan..............................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>e) I would like to see the beautiful architecture in Japan....................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>f) I would like to enjoy the nighttime entertainment in Japan...............</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>g) I would like to learn about the interesting customs of Japan...............</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>h) I would like to interact with the local people in Japan...................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>i) I would like to try the local food (cuisine) in Japan.......................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>j) I would like to go shopping in Japan.................................</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>k) Other (Please specify):</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for your time and consideration.
APPENDIX E: OPEN-ENDED RESPONSES
### PRETEST – Question 2

1. Sushi / Nice weather / Beautiful architecture  
2. NO IMAGE  
3. Relaxation / Peace of Mind / Welcoming  
4. NO IMAGE  
5. Lots of stores & businesses / Neon lights / Beautiful countryside / Bonsai trees  
6. Great food / Dragons / Overpopulated / Music  
7. Rock gardens / Peaceful / Tea / Bonsai trees / Good food / Clean / Friendly  
8. NO IMAGE  
9. Good food  
10. Very big fast-paced / Never envisioned as a vacation spot  
11. Eating while sitting on pillows / Sushi / Dojo / Chopsticks / Business  
12. Busy cities / Peaceful countries / Diverse regions / Diverse culture / Overpopulated  
13. Chopsticks / Dojo / Barefoot inside home / Hard working  
14. Exciting nightlife  
15. Busy / Crowded / Good food  
16. High tech / Fashion / Pearls / Fast-paced  
17. Technology / Culture / Clean  
18. Architecture / Historical sites  
19. Crowded streets with markets / Overpopulation  
20. Plants / Water / Crowded  
21. Very active / Interesting / Populated  
22. Mountains / Sunset / Naturalistic relaxation / Rice / Tea / Tranquil  
23. Palaces / Fancy buildings  
24. Nightlife / Fast transportation  
25. Shopping / Entertainment / Gaming / Games  
26. Shopping / Nightlife  
27. Karate / Asian cuisine / Inexpensive designer bags  
28. Neon lights / Orderly / Pagodas / Red  
29. Lights / Colorful / Fast pace / Creative  
30. Video games / Long flight / Olympics  
31. Busy city / Tokyo / Cars / People crossing streets / Fast pace  
32. Dining / Shopping / Beaches / Nightlife  
33. NO IMAGE  
34. Advanced technology / Advanced living  
35. Exotic food / Island / Culture  
36. Never thought as a vacation destination  
37. Beautiful structures / Peace / Relaxing  
38. Pearl Harbor / Technology / Imperialism  
39. Crowded  
40. Pearl Harbor  
41. Sushi / Food / Buddha / Religion

### POSTTEST – Question 2

1. Big cities / Lots of lights / A lot of history / State of the art video games  
2. Busy / Hospitable / Calm  
3. Big lights / Relaxation / Busy yet peaceful in places  
4. High tech / Fast paced / NYC  
5. Tall buildings / Lots of lights / Gardens / Monks  
6. Overpopulated / High tech  
7. Flashy / Clubs / Decent weather  
8. Dining / Nightlife  
9. Technologically advanced / Entertainment  
10. Big city / Fast-paced / Hospitable people  
11. Technology / Sushi / Rice / Architecture / Business / Thin short people  
12. Busy cities / Peaceful mountains / Culture  
13. Tables with cushions / Dragon design  
14. Good nightlife  
15. Busy / Crowded  
16. Busy / Chaotic / Cold / Dark / Crowded  
17. Clear city / Unique  
18. Historical sites  
19. Crowded streets / Lots of noise  
20. Nightlife / Loud / Bright  
21. NO ANSWER  
22. Mountains / Shrines / Big buildings / Lots of bright lights / People  
23. Ancient buildings / Technology  
24. Nightlife / Food  
25. Nightlife / Entertainment  
26. Shopping / Nightlife  
27. Nightlife / Busy / Overpopulated  
28. Neon / Pagodas / Rain  
29. Big / Lights / NYC / Diverse  
30. NYC / Tokyo  
31. NO ANSWER  
32. Dining / Shopping / Nightlife  
33. NO IMAGE  
34. Big city with lots of technology  
35. Big city / Nightclub / Flashy / Culture  
36. NO IMAGE  
37. Relaxing / Lights  
38. Technology  
39. Big  
40. Pearl Harbor / Godzilla  
41. Food / Lights in the city  
42. Fun  
43. Fun / Resort / Games  
44. Technology  
45. Neon lights / Busy streets  
46. Interesting food / Busy / People / Beautiful
42. Dragon
43. Ninjas
44. Dragons
45. Asian markets
46. Oriental food / Busy / Shopping
47. Typhoons / Big waves
48. Kabuki / Sushi / Figi Islands / Tokyo
49. Tokyo / Large metropolis / Islands
50. Population
51. Food / Shopping
52. Pagoda / Black / Red / Green
53. Crowded / Food concerns
54. Tradition / Technological / Gardens / Geishas
55. Busy / Elegant / Beautiful / Mountainous / Peaceful / Flowers / Gardens / Cities / Waterfalls / Hospitable
56. Kimonos / Asian markets
57. Food / Shopping / Tradeshows
58. Sushi / Nice people / Smart people / Festivals
59. Chopsticks / Sushi / Rice / Dragons
60. Chopsticks
61. Chopsticks / Sushi
62. Sushi
63. Country with extremity with both traditional and modern aspects strongly influencing their culture
64. New technology
65. Majestic / Unique / Crowded / Historic
66. Little cities with houses everywhere stacked up on top of the mountains
67. Lots of rich culture / Ancient traditions / Demonstration of traditions
68. Japanese characters / Food / Technology
69. Crowded / Dirty
70. Landscape / History / Technology
71. Beautiful / Crowded
72. Crowded streets / Loud city
73. Crowded streets / Many people
74. Crowded streets / Words I can’t understand
75. Busy / Crowded streets
76. Busy / Polluted
77. Busy / Fast-paced / At peace
78. Exotic food / Oriental customs
80. Big city / Populated / Something different
81. Beautiful / Preserved / Old / Historic
82. Tokyo / Hiroshima / Osaka / Beautiful / Busy / Full of culture
83. Oriental / Colorful / Highly populated
84. Oriental architecture / Oriental food
85. Crowded / Lots of lights / Great food / Colors
86. Monkeys on the road / Temples / Seafood
87. Sitting on the floor drinking tea
88. Culture / Crowded
89. Unique place of traditional and modern extremity within their culture
90. NO ANSWER
91. Bright / Loud / Crowded / Traditional / Customs
92. Cities / Nice bars / Nice hotels / Scenery
93. Old traditions / Hectic city / Scenic views
94. Anime / Food / Technology
95. Crowded / Dirty
96. Landscape / Shopping / Technology / Big city
97. Scenic
98. Crowded / Loud
99. NYC / Lights / Crowded streets
100. City / Crowded / Loud people / Noises
101. Crowded / Lots of people / Quiet places not in city
102. Lights / Stores / Crowded
103. Fast-paced / Interesting
104. Nice place to visit / Colorful
105. Different / Sleepless
106. Beautiful / Preserved / Authentic / Historic
107. Tokyo / Temples / Osaka / Clubs / Nightlife
108. Oriental / Colorful / Highly populated / High tech
109. Oriental architecture / Modernization / Overpopulated
110. Relaxing / Lots of things to do / Fun
111. Monkeys on the road / Temples / Mountains
112. Big city
113. Busy / Lights / Short people
114. Crowded / Busy
115. Big city / Similar to NYC / Gardens
116. Architecture / Sushi / Relaxation
117. Busy / Foreign language / Friendly
118. Scenery / Friendly
119. Architecture / Downtown / Lots to do
120. Nice hotel with auto-blinds
121. Big city / Technologically advanced / Ancient history / Beautiful / Congestion / Scenery
122. Large metropolis
123. Population / Lights
124. Big hotels / City
125. Tall buildings / Red / Green
126. Hectic
127. Temples / Cities / Formal / Polite
128. Tokyo tower / Busy / Beautiful / Mountainous / Peaceful
129. Bright lights / Friendly people
130. City / Lights / Prayer houses / Trees
131. Sushi / Little people
132. Buildings / Games / Beach / Ocean / Mountains / Restaurants
133. Crazy times / Love affairs
134. Sushi
135. Karaoke
136. Unique place of traditional and modern extremity within their culture
137. NO ANSWER
138. Bright / Loud / Crowded / Traditional / Customs
139. Cities / Nice bars / Nice hotels / Scenery
140. Old traditions / Hectic city / Scenic views
141. Anime / Food / Technology
142. Crowded / Dirty
143. Landscape / Shopping / Technology / Big city
144. Scenic
145. Crowded / Loud
146. NYC / Lights / Crowded streets
147. City / Crowded / Loud people / Noises
148. Crowded / Lots of people / Quiet places not in city
149. Lights / Stores / Crowded
150. Fast-paced / Interesting
151. Nice place to visit / Colorful
152. Different / Sleepless
153. Beautiful / Preserved / Authentic / Historic
154. Tokyo / Temples / Osaka / Clubs / Nightlife
155. Oriental / Colorful / Highly populated / High tech
156. Oriental architecture / Modernization / Overpopulated
157. Relaxing / Lots of things to do / Fun
158. Monkeys on the road / Temples / Mountains
159. Big city
160. Busy / Lights / Short people
161. Crowded / Busy
162. Big city / Similar to NYC / Gardens
163. Architecture / Sushi / Relaxation
164. Busy / Foreign language / Friendly
165. Scenery / Friendly
89. Crowded
90. Crowded / Busy
91. Architecture / Bamboo / Samurai / Sushi
92. Sushi / Foreign language
93. Bonsai trees / Japanese symbols / Buses / Crowded streets / Food / Peaceful
94. Pagoda / Sumo / Sushi / Electronics / Crowds / Dragons / Fireworks
95. Japanese flag / Dragons / Buildings with teal tiled roof with pointy ends / Gardens
96. Tokyo / Baseball / Sushi
97. Architecture / Noodles
98. Large cities / Remote locations / Folklore
99. Good food / Cleanliness
100. NO IMAGE
101. Culture / Respect
102. Sushi / Chopsticks / Architectural design of buildings
103. Martial arts / Kama sutra / Sumo wrestling
104. Expensive / Crowded
105. Food / Culture / Language barrier
106. NO IMAGE
107. Geishas
108. Sushi / Stressful / A lot of traffic
109. Downtown / City-like view / Tall buildings / Fashion
110. Bonsai trees / Technology / Crowded
111. Red / Dragon / Good food
112. Island / Sushi
113. Big marketplace / Shopping / Great places to see
114. Lights / Big city / Language barrier
115. Busy cities
116. Calm peaceful countryside
117. Peaceful
118. Kobe’s
119. Expensive / Less for the dollar / Yen stronger than dollar
120. Wooden bridges / Origami
121. Beaches / Good food / Friendly people / Safety
122. Historical sites / Beautiful architecture / Good food
123. Island / Culture / Water
124. Crowded cities / Lush forests / Interesting architecture
125. Food / History / Scenic / High population / Technology
126. NO IMAGE
127. NO IMAGE
128. Neon lights / Fried rice
129. NO IMAGE
130. Great food / Very expensive / Very crowded / Earthquakes / Extremely small guestrooms
131. Crowded / Behind the culture curve / Blue jeans
132. Industrialized / Lights / Technology
133. Technology
134. Oceanfront / Marketplaces / Major technology leaders
135. Crowded / Technologically advanced / Fun
136. Crowded / Different culture / Food Technology
137. NO IMAGE
138. Neon / Big / Buildings
139. Technology / Hospitality / Lots of people
140. Technology
141. Crowded / Cold
142. Neon lights / Video games for rich people
143. NO IMAGE
144. Crowded / Bright lights
145. NO ANSWER
146. Food / History / Scenic / Neon lights / Crowded
147. Bright lights / Friendly atmosphere / Short and small things
148. Neon lights / Video games for rich people
149. NO IMAGE
150. Crowded / Cold
151. Neon / Big / Buildings
152. Technology / Hospitality / Lots of people
153. Technology
154. Oceanfront / Marketplaces / Major technology leaders
155. Crowded / Technologically advanced / Fun
156. Crowded / Different culture / Food Technology
157. NO IMAGE
158. Neon / Big / Buildings
159. Technology / Hospitality / Lots of people
160. Technology
161. NO IMAGE
133. Cartoons
134. Oceanfront / Marketplaces / Largest technological companies
135. Crowded / Technologically advanced / Lost in Translation
136. Cars / Food
137. Sushi / Chopsticks / Ornate dress / Bamboo
138. Gardens / Temples / Lots of people
139. Culture / Clothes / Sushi / Busy
140. Technology / Electronics / Rainforests
141. Sushi / Buddha
142. Food
143. Sushi / Kimonos
144. Food / Culture
145. Red / Brick buildings / Rickshaws
146. Mt. Fuji
147. Sushi / Mt. Fuji / High speed maglev / Shinto shrines
148. Dragon / Pearl Harbor / Food
149. Dragons / Technology / Superb buildings / Sushi
150. Peaceful / Sophisticated people / Great food
151. Big cities
152. Mountains / Cities
153. Crowded / Shopping / Technology
154. Technology / Japanese flag / DDR
155. Tokyo / Busy streets
156. Sushi
157. Cuisine
158. Crowded / Historical yet futuristic / Small
159. Crowded / High-tech / Bicycles / Kimonos / Sushi
160. Tokyo / Lots of people / Bicycles / Sushi
161. Sushi / Geisha / Kyoto / Cherry blossoms
162. Red / Dragon / Sushi
163. Food / Mountains / Dragons
164. Rice / Dragon
165. Crowded / Dragon
166. Sushi / Dragons
167. Dragon
168. Tradition / Markets / Sushi / Samurai / Overcrowded
169. Rock garden / Shrines
170. Tokyo / Sushi / Mt. Fuji
171. Tokyo / Metropolis culture
172. Food / Water
173. World War II / Island
174. Downtown Tokyo / Crowded / Big City / Tons of people
175. Dragons / Chicken fried rice / Lots of people
176. Good food / Interesting architecture
177. Dragon / Buddha / Red / Large / City
178. Dragons / Very crowded towns / Sushi
179. Food / Architecture
180. Good food / Ornate costumes and dress
181. Temples / Scenery / Bright lights
182. Busy / High tech
183. Electronics / Rain / Forests / Lights
184. Nightlife
185. Short people
186. NYC / Technology / Lots of people
187. NYC but more technologically advanced
188. Technologically advanced
189. Boring if you don’t speak Japanese
190. Sushi / Mt. Fuji / Crazy TV shows / Karaoke / Maglev trains
191. Big city / Like NYC / Culture / Parties / Tradition
192. City / Bright lights / Beautiful scenery / Nightlife / Short
193. Neon lighting / Karaoke
194. City
195. Busy cities / Noise / Subways
196. Technology / Stupid TV shows / Sushi
197. Technology / Food / Video games
198. Technology / Busy
199. Big city / Good food
200. Buildings / High tech / Pop culture / Cuisine
201. Crowded / Confusing / Historical / Futuristic / Intimidating
202. Traffic / Beautiful scenery / Sushi
203. Lots of people / Interesting customs / Lights
204. Shinjuku
205. Large city
206. Busy / Nightlife / Food
207. Rice / Writing I can’t read
208. Crowded / Bright lights
209. Sushi / Big city
210. Dragons
211. Overcrowded / Language barriers
212. Tall buildings / Neon signs / Rock gardens
213. Smaller / Sushi / Karaoke / Mt. Fuji
214. NO ANSWER
215. Big city / Night clubs
216. Dinosaurs / Elephants
217. Big City / Crowded / Ancient architecture
218. Dragons / Samurai / Monks / Lights
219. Bright / Flamboyant / Elegant
220. Big City / Large buildings
221. Unique things / Artsy
222. Food / Architecture
223. Big with a lot of things to do, go to and shop
224. Tokyo / Modern / Eccentric
225. Fun / Nightlife
226. Trees / Mountains / City / Temples
227. Good food / Respect / Nature / Good times / Technology
180. A lot of people
181. Tokyo / Modern
182. Quiet
183. Flowered trees / Mountains / Streams
184. Respect / Mountains / Beaches / Feng Shui / Sushi / Technology / Culinary arts / Historic landmarks
185. Exotic / Large / Diverse culture / Friendly
186. Disney / Tokyo
187. Crowded / Expensive / Good food
188. Crowded
189. Big city filled with new age technology
190. Sushi / Respect / Cleanliness
191. Electronics
192. Dragons / Lots of different colors
193. Temples / Sushi
194. Colorful / Busy / Elaborate / Scenic
195. Sushi / Peaceful / Friendly
196. Technology / Busy / Lots of people / Rich culture
197. NO IMAGE
198. Many people / Electronics
200. City life / Expensive / Fast pace
201. Expensive / Crowded / Anime
202. Crowded
203. Japanese flag
204. Scenic / Marketplace / Mountains
205. Geisha / Asian / Busy / Beaches
206. Fun / Eccentric / Technology / Futuristic
208. Beautiful / Buildings / Gardens / Flowers / Restaurants / Hotels / Nightclubs
209. Crowded / Culture / Safe
210. Beautiful / Exciting / Rich in culture
211. Puppets / Red / Orange / Fire crackers / T-P hats
212. No shoes / Sitting on the floor to eat / Big city / High technology
213. Good food / Shopping
214. Busy / Very large / Unfriendly
215. Technology / Chic / Fashion / Sushi / Americanized
216. Large temple-like buildings / Sumo wrestlers / Food
217. Cultural / Adventurous / Different / Sushi / Fun
218. Crowded / Sushi / Samurai / Cars
219. Busy / Fun / Exciting / Different / Colorful
220. Pagodas / Dragons / Sake / Geishas / Massage parlors
221. Busy / Traffic
222. Island / Culture
223. NO IMAGE
224. Baseball
225. Beautiful / Technologically advanced / Colorful clothing
226. Beautiful / Culture shock / High-context / Crowded / Expensive
227. NO IMAGE
<p>| 228. Beautiful / Authentic / Different |
| 229. Populated / Beautiful |
| 230. Tokyo / Big buildings / Lights / Technology |
| 231. Technology / Overpopulated / Baseball |
| 232. Language barrier / Rice |
| 233. Busy / History |
| 234. Honda |
| 235. Food / Japanese writing / Buildings / People |
| 236. Fun / Music / Americanized / Unique / Cheap eats |
| 237. Food / Big signs like NY but in Japanese |
| 238. Bamboo / Panda bears / Chinese symbols |
| 239. Old / Traditional |
| 240. Very different environment |
| 241. Bright Tokyo lights / Fishing boats of Okinawa / Cherry blossoms |
| 242. Beautiful gardens / Crowded / Amazing architecture |
| 243. Sushi / Asian women |
| 244. Food |
| 245. Different culture / Lots of people / Japanese |
| 246. Flashy / Big city / Peaceful / Serene |
| 247. Dancing / Clubbing / Relaxing |
| 248. Fun / Different / Exotic / Nature |
| 249. Sushi |
| 250. Over towering volcanoes / Neon billboard advertisements everywhere |
| 251. Dense / Busyness / Oriental / Culture shock |
| 234. Tall skyscrapers / Mountains |
| 235. Tall Buildings / Confusing language |
| 236. Fun / Americanized / Relaxing |
| 237. Big city / Busy city |
| 238. Busy / Lights / Colors |
| 239. Interesting |
| 240. Knowing their language |
| 241. Sake / Anime / Video games / Fun / Complexity |
| 242. Crowded / Japanese gardens / City / Bright lights |
| 243. Nice people / Great attractions / Good food |
| 244. Food |
| 245. Big city / Modern |
| 246. Lots of lights / Crazy / Fast-paced / Parts that are calm |
| 247. Party / Relax |
| 248. Fun / Chaotic / Adventure / Different |
| 249. Sushi |
| 250. Loud people / Neon billboard / Beautiful scenery |
| 251. Electric / Distant / Mountainous / Culturally different |</p>
<table>
<thead>
<tr>
<th>PRETEST – Question 6_i: Other</th>
<th>POSTTEST – Question 6_i: Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Japan is not 1st on the list</td>
<td>5. Money</td>
</tr>
<tr>
<td>5. Money</td>
<td>7. School</td>
</tr>
<tr>
<td>6. No desire</td>
<td>8. No interest</td>
</tr>
<tr>
<td>7. School / Work</td>
<td>11. Phobia of planes</td>
</tr>
<tr>
<td>10. Rather go somewhere else</td>
<td>15. Money</td>
</tr>
<tr>
<td>11. Phobia of planes</td>
<td>23. No interest</td>
</tr>
<tr>
<td>28. No interest</td>
<td>31. No reason</td>
</tr>
<tr>
<td>30. Rather go somewhere else (Australia first)</td>
<td>38. Pearl Harbor</td>
</tr>
<tr>
<td>31. No reason</td>
<td>40. No interest</td>
</tr>
<tr>
<td>38. Pearl Harbor</td>
<td>60. No desire / Rather go somewhere else</td>
</tr>
<tr>
<td>39. Rather go somewhere else (a more vacation spot)</td>
<td>69. Crowded / Dirty</td>
</tr>
<tr>
<td>40. No interest</td>
<td>101. Have been there before</td>
</tr>
<tr>
<td>43. Money</td>
<td>106. No interest</td>
</tr>
<tr>
<td>59. Money / Time</td>
<td>110. Money / Time</td>
</tr>
<tr>
<td>60. No desire</td>
<td>112. Money / Time</td>
</tr>
<tr>
<td>61. School</td>
<td>117. Do not want to leave the country</td>
</tr>
<tr>
<td>63. Rather go somewhere else</td>
<td>130. Money</td>
</tr>
<tr>
<td>69. Overpopulated</td>
<td>135. Money / Time</td>
</tr>
<tr>
<td>87. No interest</td>
<td>142. No interest (appeal)</td>
</tr>
<tr>
<td>91. Money</td>
<td>148. Time</td>
</tr>
<tr>
<td>97. No interest</td>
<td>151. No desire</td>
</tr>
<tr>
<td>101. Have been there before</td>
<td>152. No interest</td>
</tr>
<tr>
<td>102. Money</td>
<td>153. No interest</td>
</tr>
<tr>
<td>106. No interest (no appeal as a vacation spot)</td>
<td>160. School</td>
</tr>
<tr>
<td>112. Money / Time</td>
<td>165. School</td>
</tr>
<tr>
<td>114. Rather go somewhere else (by a beach)</td>
<td>173. Rather go somewhere else</td>
</tr>
<tr>
<td>130. Small guestrooms / Very crowded / Claustrophobic</td>
<td>177. Rather go somewhere else</td>
</tr>
<tr>
<td>135. Money / Time</td>
<td>178. School</td>
</tr>
<tr>
<td>151. No desire</td>
<td>180. Money</td>
</tr>
<tr>
<td>152. No interest</td>
<td>186. Rather go somewhere else</td>
</tr>
<tr>
<td>153. No interest</td>
<td>190. Rather go somewhere else</td>
</tr>
<tr>
<td>155. No interest</td>
<td>219. Nobody to travel with / Time</td>
</tr>
<tr>
<td>164. School</td>
<td>220. No interest</td>
</tr>
<tr>
<td>165. School</td>
<td>224. Money</td>
</tr>
<tr>
<td>173. Rather go somewhere else</td>
<td>233. No exit re-entry visa</td>
</tr>
<tr>
<td>175. School</td>
<td>237. Culture shock / Like being home</td>
</tr>
<tr>
<td>177. Rather go somewhere else</td>
<td>251. School</td>
</tr>
<tr>
<td>178. School</td>
<td></td>
</tr>
<tr>
<td>181. Money</td>
<td></td>
</tr>
<tr>
<td>182. No interest (Never viewed Japan as a vacation spot)</td>
<td></td>
</tr>
<tr>
<td>186. Rather go somewhere else</td>
<td></td>
</tr>
<tr>
<td>190. No interest</td>
<td></td>
</tr>
<tr>
<td>197. No interest</td>
<td></td>
</tr>
<tr>
<td>203. No interest</td>
<td></td>
</tr>
<tr>
<td>210. Money</td>
<td></td>
</tr>
<tr>
<td>219. Nobody to travel with</td>
<td></td>
</tr>
<tr>
<td>220. No interest</td>
<td></td>
</tr>
<tr>
<td>224. Money</td>
<td></td>
</tr>
<tr>
<td>233. No exit re-entry visa</td>
<td></td>
</tr>
<tr>
<td>237. Culture shock</td>
<td></td>
</tr>
</tbody>
</table>
251. School / Money


<table>
<thead>
<tr>
<th>POSTTEST – Question 4a</th>
<th>POSTTEST – Question 4b</th>
</tr>
</thead>
<tbody>
<tr>
<td>28. Crowded streets</td>
<td>1. Nice people / Good food / Nice accommodation / Scenery</td>
</tr>
<tr>
<td>63. Language barrier</td>
<td>2. The overall experience / The city was always moving / Clean / Friendly / Respectful</td>
</tr>
<tr>
<td>69. Transportation / Language barrier</td>
<td>3. Friendly people / The vast beauty of the country</td>
</tr>
<tr>
<td>80. Not a restful and relaxing place</td>
<td>5. Lots of things to do / Hospitable people</td>
</tr>
<tr>
<td>106. Crowded</td>
<td>7. Beautiful nature places / Geishas / Architecture</td>
</tr>
<tr>
<td>108. Crowded / Little relaxation</td>
<td>9. Hotel / People</td>
</tr>
<tr>
<td>128. Drab / Not good weather / Language barrier / Different culture</td>
<td>11. Architecture / Shopping</td>
</tr>
<tr>
<td>151. It’s all city / There is nothing really to see</td>
<td>20. Accommodations / Nightlife</td>
</tr>
<tr>
<td>181. Language barrier / Too eccentric</td>
<td>22. Lots of things to do / Nice accommodations</td>
</tr>
<tr>
<td>200. There is nothing to do</td>
<td>26. Looks fun</td>
</tr>
<tr>
<td>214. Language barrier / Unfriendly people</td>
<td>29. So much culture / Lots of things to see and do</td>
</tr>
<tr>
<td>218. Language barrier</td>
<td>30. Friendly people</td>
</tr>
<tr>
<td>220. Language barrier / Hectic place / Not relaxing</td>
<td>34. Big city / Easy access to transportation</td>
</tr>
<tr>
<td>221. Noisy / Restless / Showed the 2 American characters clueless constantly</td>
<td>35. Amazing culture</td>
</tr>
<tr>
<td>235. Too much technology / Not enough historical sights / Language barrier</td>
<td>38. Lots of entertainment / Lots of places to visit</td>
</tr>
<tr>
<td>238. It looks fun</td>
<td>40. Friendly people</td>
</tr>
<tr>
<td>239. Beautiful country / Developed country</td>
<td>43. Lights / Nightlife / Money / Fun / Games</td>
</tr>
<tr>
<td>241. Interesting / Different / Something I would like to experience</td>
<td>44. Technology</td>
</tr>
<tr>
<td>242. Beautiful country / Developed country</td>
<td>46. Interesting / Different / Something I would like to experience</td>
</tr>
<tr>
<td>250. Hospitality / Sites / Food</td>
<td>48. Beautiful country / Developed country</td>
</tr>
<tr>
<td>254. Hotel / Accommodating and hospitable people</td>
<td>49. Busy culture of the city / Fast-paced lifestyle</td>
</tr>
<tr>
<td>255. Helpfulness of the people / Beautiful people / Scenery</td>
<td>52. Hospitality / Sites / Food</td>
</tr>
<tr>
<td>256. Friendly people / Beautiful locations / Something different</td>
<td>54. Hotel / Accommodating and hospitable people</td>
</tr>
<tr>
<td>257. Friendly people / Beautiful nature / People</td>
<td>55. Helpfulness of the people / Beautiful people / Scenery</td>
</tr>
<tr>
<td>258. Scenic view / Architecture</td>
<td>65. Friendly people / Beautiful locations / Something different</td>
</tr>
<tr>
<td>259. Tokyo looks very fun and exciting / Scenic and beautiful countryside to observe</td>
<td>66. Beautiful nature / People</td>
</tr>
<tr>
<td>260. Lots of things to do</td>
<td>67. Scenic view / Architecture</td>
</tr>
<tr>
<td>261. Sights</td>
<td>68. Tokyo looks very fun and exciting / Scenic and beautiful countryside to observe</td>
</tr>
<tr>
<td>262. NYC</td>
<td>70. Lots of things to do</td>
</tr>
<tr>
<td>263. NYC / Large city / Lots of people / Looked clean / Friendly people</td>
<td>71. Sights</td>
</tr>
<tr>
<td>264. Nightlife / Friendly people / Cultural side</td>
<td>72. NYC</td>
</tr>
<tr>
<td>265. Beautiful architecture / Interesting things (arcades)</td>
<td>73. NYC / Large city / Lots of people / Looked clean / Friendly people</td>
</tr>
<tr>
<td>266. Friendly and hospitable people</td>
<td>77. Lots of things to do / The city looked alive</td>
</tr>
<tr>
<td>267. Hospitality</td>
<td>79. Tourist attractions / Good place / A variety of things</td>
</tr>
<tr>
<td>268. Beautiful architecture / Interesting things (arcades)</td>
<td>82. Nightlife / Friendly people / Cultural side</td>
</tr>
<tr>
<td>269. Friendly people</td>
<td>83. Friendly people</td>
</tr>
<tr>
<td>270. Beautiful architecture / Interesting things (arcades)</td>
<td>84. Beautiful architecture / Interesting things (arcades)</td>
</tr>
<tr>
<td>271. Friendly and hospitable people</td>
<td>85. Friendly and hospitable people</td>
</tr>
<tr>
<td>272. Hospitality</td>
<td>86. Hospitality</td>
</tr>
<tr>
<td>273. Looked like an interesting place to visit</td>
<td>88. Looked like an interesting place to visit</td>
</tr>
<tr>
<td>274. Interesting culture / Beautiful scenery / Big city life</td>
<td>91. Interesting culture / Beautiful scenery / Big city life</td>
</tr>
<tr>
<td>275. Interesting place to visit / Movie allows you to see</td>
<td>92. Interesting place to visit / Movie allows you to see</td>
</tr>
</tbody>
</table>
what kind of a place Japan is
93. Different places to visit / Scenery / Night clubs
94. View of the cities / Shrines
95. Friendly people / Interesting cultural differences that I want to experience / Scenic / Something to see
96. Nice people / Various things to do / Unique culture
97. Scenery / Friendly people
98. Interesting place to visit with large cities
99. Food / Nightlife
102. Looked like a typical city in America
103. Seems fun and entertaining
104. Politeness
110. Everyone should be able to visit other countries and become open-minded
114. Big cities / Buildings / Hotels
115. Looks like a fun, high-energy, unique place
118. Beautiful / Interesting
120. Seems like an interesting place to visit
122. Friendly people / Nice looking area
124. Welcoming people / Friendly / Great place to visit
126. Very hospitable / Something to do at night
127. Really nice city / The beginning scene when Bob is going to the hotel
131. Culture / Technology
132. Friendly people / Lots of things to do
134. Beautiful sites
135. The crazy people make it fun / Architecture mixed with mountains
138. Hospitality
139. Interesting place to visit
146. Have been there before and it’s not bad if you live in the city
147. Natural and historic scenery
149. Friendly people / Great place to visit
150. All aspects seem interesting and accommodating
156. Comfortable accommodations / Exciting nightlife
157. Shots of all what Japan had to offer
158. Such a different place from the US / Welcoming people
159. Scenery / Entertainment / Nice hotels / Delicate food
163. Food / Nice people / Scenic atmosphere
168. Scenery when Charlotte was on the train
170. Have always been interested in Japanese/Asian culture
171. Interesting culture / City / Customs
175. Everybody around the city was happy
176. Young / Exciting
178. Looks interesting and different
179. When walking through the city and the park
180. The movie depicts Japan as a modern and classy country with many welcoming people
182. Friendly people
183. Hospitable people
184. Peacefulness / Beauty of the people / Beautiful country
189. The night when they went out to a bar and ran through the streets
191. Beautiful
192. Downtown area / Hotels
194. Lots of things to do and see
201. Lived in Hong Kong and had a great experience there. The movie reminded me of HK.
203. Different culture from the US / Lot to offer for entertainment and nightlife
204. All the bright lights of the city at night / Visiting historic places during the day
205. Lots of things to do / Great hotel / Busy city / Beautiful historical places
206. Viewing of the city area / Temple / Nightlife
208. Scenery / Culture / People / Different / Interesting
209. Scenery / Landmarks / History
210. Beautiful and organized city and rural areas
211. Nice hotel
212. Nice people / Different culture
216. Always something interesting to do or experience
217. Different people / Upbeat, positive and extremely friendly people / Beautiful scenery
219. Atmosphere / Busy and fun parts / Calm and relaxing parts
222. Active city / Tall buildings / Beautiful architecture
224. Atmosphere / Personalities of the people
225. Cities / Nightlife / Technology
226. Visuals of the city
227. Scenery
228. Lived in Okinawa / Good movie / Always loved Japan
229. Different historical destinations / Good quality of things to do and see
230. Technology / Nightlife
232. Nice people / Cool technology / Upscale hotels
233. Really different / Would be fun to experience
234. Hotel / Attractions
236. Unique place to visit / Entertainment
239. Might learn something
241. The constant attention from the people / The crazy things they do
242. Party city life / Meditative Japanese gardens
243. Movie made the place interesting and appealing
245. Looked clean / Lots of entertainment
247. Very nice looking
248. Technology / Hotel / Activeness of the city
250. Friendly people / Technology
251. Variety of tourist destinations


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