

**PROMOTIONAL IMPACT ON IMAGE FORMATION
OF
AN ABORIGINAL TOURIST DESTINATION**

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Abstract

The purpose of this research is to present a thorough analysis of image formation among first-time visitors to an Aboriginal (Mi'kmaw) cultural site. The thesis is an initial attempt to examine theories in consumer behaviour and reformulate a model in the destination image literature to empirically test the influence of personal (motivation, cognition-affect) and stimulus (promotional) factors on impression of an Aboriginal tourist destination. To gather primary data, visitors to The Glooscap Heritage Centre, in the Province of Nova Scotia, Canada completed a self-administered questionnaire. In total there were 309 valid samples.

Over 80% of respondents in this study were interested in exploring cultural heritage, learning about cultures and ways of life (motives) and visiting cultural attractions (cognitive). Affectively, respondents felt the destination would be a pleasant (4.37/5), relaxing (4.10/5) and exciting (4.07/5) place to visit. Survey results imply most tourists were exposed to the tour guide's message (82%), followed by the tour operator (53%), then the brochure (29%), and finally the travel agent's information (19%). However, exposure did not correlate with effectiveness in image formation. The brochure impacted image the most (4.33/5), next was the tour operator (4.12/5), followed by the tour guide (4.08/5) and lastly the travel agent (3.9/5). Survey results imply the destination can more effectively use its key communication tools to enhance its image.

Current study findings provide important implications and can aid in the design of marketing campaigns to create and improve Aboriginal destination image. One significant undertaking in this study was to draw upon the actions of other key regions and situate thesis results in the wider context of Aboriginal tourism growth. The role of

this research in relation to destination development is considered broadening the implications to a global setting beyond the immediate context of the study.

Keywords: Glooscap Heritage Centre, Aboriginal (Mi'kmaw) cultural tourism, destination image, promotional sources, motivation, cognition, affect.

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Chapter 1

Overview of the Thesis

1.1 Introduction

The Glooscap Heritage Centre is an Aboriginal (Mi'kmaw) tourist destination located in the Province of Nova Scotia, Canada. Currently, the majority of visitors are motorcoach travellers from the neighbouring country of the United States. This destination offers a unique Mi'kmaw tourist experience however, it is competing with a few native and several non-native destinations in the local region.

If a tourist has never visited a destination, promotional sources must portray a positive and accurate depiction of the site, because this will influence image formation, site selection, and intent to revisit. Image development is influenced by personal psychological factors and external stimulus elements. In this research an examination of the relationship between motivational, cognitive and affective evaluations of promotional sources utilized by this place and influence on image formation by the inexperienced traveller is undertaken.

Aboriginal cultural tourism research has recently appeared in academic journals only since the 1990s. Major regions involved with the development and marketing of Aboriginal culture for mainstream tourism has been mentioned in the thesis as Canada, New Zealand and Australia. Governments of these countries recognize the unique cultural experience Aboriginal tourism can provide tourists whilst native communities willing to share their culture with 'outsiders' are realizing the economic gains this industry can provide for their people.

The purpose of this research is to highlight both the strategic value of this study and how it relates to the work of other regions incorporating Aboriginal tourism development as a key goal of their destination strategy. As a result, the thesis in relation to destination development will broaden the implications to a global setting beyond the immediate context of the study. Based on current research findings, future directions for positive image projection and successful promotion of Aboriginal tourism in Canada and more specifically at the study destination are provided.

The following chapter contains the outline for the thesis. Background to the research is provided, citing secondary work carried out in the field of tourism in general and then more particularly in Aboriginal cultural tourism. Research on consumer behaviour and application in the tourism literature is outlined. Thesis rationale and contributions, along with research aims and objectives are then provided. Definitions for key words used throughout the dissertation are presented, followed by the chapter summary which includes the thesis structure and course of action to be undertaken.

1.2 The Study in Context

Globalization is the result of increased travel and trade due in large part to relaxed trade barriers and the Internet enhancing linkages around the globe (Kotler, et al., 2011). With increased travel, tourists will be exposed to many other cultures.

1.2.1 Cultural Tourism

According to Diabo (2003) cultural tourism is not a new phenomenon but one that has become increasingly recognized as offering more varied experiences to domestic and foreign travellers. Destinations offering heritage appeal are capturing the interest of a more mature market. “A natural link exists between tourism and cultural heritage

management....and cultural tourism of which cultural heritage tourism is part, is defined as visits by persons from outside the host community motivated wholly or in part by interest in historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution” (du Cros, 2001, pp. 165-170). Diabo (2003) states a linkage already exists between Aboriginal culture and tourism, both in practice and theory. Aboriginal tourism has the potential to be provided as a vehicle for communities to offer up elements of their cultural identity while maintaining integrity and yielding sustainable tourism models with economic value.

1.2.2 Aboriginal Cultural Tourism

According to Bhawuk (2008) globalization is learning about a variety of cultures and indigenous (Aboriginal) culture is part of this diversity. However, research on Aboriginal cultural tourism is a somewhat recent phenomenon and has appeared in the literature only since the early 1990s (Notzke, 2004). It was around this point in time when Aboriginals and non-Aboriginals were able to comprehend the positive economic gains which could be realized with the development and promotion of Aboriginal cultural tourism to the outside world (Dedam, 2003; Greffe, 2004; Anderson, et al., 2006; Tao & Wall, 2009).

There are some prevalent issues in the tourism literature which have major implications for the study of Aboriginal cultural tourism. The issue of authenticity has been a much debated topic where several viewpoints and definitions are provided. Brown, et al. (2007) emphasize Aboriginal community residents acknowledge the economic benefits tourism can provide for their communities, but are adamant that products be portrayed with respect for cultural authenticity. Chhabra, et al. (2003) argue that promotion of an event as authentic brings in tourists and revenue and helps ensure cultural sustainability.

Authenticity at the destination and in promotional material is important to tourists and impacts image formation in a favourable manner (Chang, 2006).

Due to the growth of Aboriginal cultural tourism, authors Hager (2003), Williams & Richter (2002), and Chang, et al. (2005) suggest new promotional strategies and advertising appeals to build product awareness are needed with a focus on portraying a more realistic Aboriginal image. Images are crucial to any destination and if a positive image is not portrayed tourists will not visit a destination. According to Hollinshead (2007) in the past indigenous people were rarely involved in the preparation and approval of promotional images but were expected to perform as portrayed in the imagery. This situation has certainly improved and a great deal depends on whether the indigenous group is producing the image and controlling the attraction or being used as part of a wider offering. From a marketing perspective the accurate portrayal of the Glooscap Heritage Centre by promotional sources will be addressed in the thesis. The image this destination develops is influenced by the elements tourists believe will be offered at the site. If the image portrayed is congruent with tourists' motivational, cognitive and affective evaluations, segmenting tourists according to these constructs will provide a deeper insight into how images are formed in the absence of visitation.

1.3 Tourist Segmentation

In the past few decades concerns have been raised in the tourist literature about how best to understand and meet the needs of visitors. In consumer behaviour a need is defined as a state of deprivation of the desired state and consumers are motivated to satisfy those needs (Sheth & Mittal, 2004). When consumers are intent on satisfying a need they will pay more attention and become involved in gathering information felt

relevant to achieving their goals (Solomon, et al. 2008). Consumers vary in their level of involvement with an advertisement, product or a purchase situation. They also exhibit a range of “types of involvement” (p. 107) where the person may be emotionally or affectively involved with the product or advertisement, or rationally or cognitively involved in the product or purchase situation. This has major implications for the advertising industry advocating different types of strategies depending on the level and type of involvement (Solomon, et al., 2008).

A critical method to understanding specific needs of consumer markets has been identified by Kotler et al. (2011) as segmentation; the process of dividing the market into smaller groups of buyers with distinct needs, characteristics or behaviours. Segmentation is an important marketing tool for identifying target markets and development of effective promotion for these segments. Several alternative market segmentation variables have been proposed in the tourism literature to subdivide the travel markets. Included in these is benefit segmentation (Frochot, 2005; Backman, et al., 1995; Cha, et al., 1995; Crompton, 1979b; Crompton & McKay, 1997; Dewar, et al., 2001; Jang, et al., 2002 and Chang, et al., 2006), segmentation by nationality (Jang et al., 2002), expenditure-based segmentation (Lee, et al., 2004), cultural exploration (Mok & Iverson, 2000), and psychographic characteristics (Crompton, 1979b; Crompton & McKay, 1997; Lee, 2000). These studies indicate that cultural tourists are not homogenous and so different marketing initiatives to target each market segment more effectively have to be undertaken and should be directed at particular destinations.

1.4 The Relevance of the Research

An evaluation of the literature reveals that cognitive-affective and motivational factors can impact a tourist's destination image formation and decision of where to travel and if they would revisit, based on level of satisfaction. However, a gap exists in the literature on psychological factors impacting decision making by first-time visitors to an Aboriginal destination. Moreover, the focus has not been on promotional sources and the critical role they play in shaping impression development by the inexperienced traveller.

1.4.1 Rationale for this Study

More recent research (Chang, 2006) has noted that psychological factors can be applied to cultural destinations and more specifically Aboriginal cultural sites or events to examine image formation. To date, there is limited research on the cognitive factors motivating decision making by tourists and no literature to support how affectively involved tourists are with promotional information about Aboriginal products (sites), their decision to visit an Aboriginal destination and their overall experience.

The literature is replete with tourist motivation to explain why travellers visit certain cultural sites and festivals. However, as Chang (2006) points out there is no research which segments tourists attending Aboriginal sites on the basis of their motives. This author states that demographic segmentation variables used previously are less important than those used to segment tourists based on motivation. This finding has major implications for promoters and managers of Aboriginal tourist sites. According to Notzke (2004) motivational dimensions are a powerful communication tool for tourism stakeholders who can offer quality cultural events without infringing on the authenticity and cultural integrity of Aboriginal culture and heritage.

A consumer psychology approach assessing why tourists visit certain destinations has been adopted by researchers interested in understanding how psychological variables impact tourist decision making, which has a well developed tradition within tourism marketing dating back to the seminal work by Gilbert (1989). However, the destination focus has recently shifted to more unique tourist experiences. Consumer behaviour research on motivation related to visitors attending Aboriginal sites or events is more recent and limited. There is inadequate research on the cognitive motivational approach to determine why tourists attend Aboriginal sites; moreover, there is no empirical research to examine the affective or emotional evaluation impacting destination image formation and reasons why tourists decide to visit an Aboriginal event/site or revisit.

1.4.2 Contributions of this Study

Given the important management implications in the development and promotion of Aboriginal cultural tourism, it is important to understand the impact of both personal and external stimulus factors and how to segment the tourist market based on these variables. The thesis will explore the applicability of cognitive-affective attributes grounded in the work of Epstein (1973) on consumer behaviour, to analyze destination image formation in Aboriginal cultural tourism. A model in the tourism research (Baloglu & McCleary, 1999) on psychological and stimulus factors impacting impression development has been reformulated in this research. This study aims to apply secondary information on tourist (consumer) motivation to a unique environment while using empirical research as a distinctive approach in the development of Aboriginal cultural tourism. Research results will add to the theory and methods currently employed in Aboriginal destination image formation. Managers/promoters of Aboriginal cultural tourism will gain knowledge to effectively and efficiently use promotional tools to increase awareness. Travel intermediaries will obtain insight into

better communication of Aboriginal destinations to their clients. Globally, current findings are compared and contrasted to other regions to highlight and analyse what commonalities exist and provide guidance for future development and promotion of this distinct culture.

1.5 Aims and Objectives of this Research

The primary aims of this thesis are to: a) examine the image first-time visitors have of an Aboriginal (Mi'kmaw) tourist destination; b) to determine the impact of type and amount of promotional sources on image formation; and c) to assess the influence of personal factors such as motivation, cognition-affect on impression development. To accomplish these aims the following objectives had to be reached:

1. the literature on tourism and destination image formation was critically evaluated
2. factors influencing tourist behaviour (image formation) were examined
3. an applicable model on destination image formation was adapted
4. statistical significant relationships between independent (promotional source) and dependent (image formation) variables were determined

In this research a reformulated model to assess the impact of promotional sources on image development was carried out at an Aboriginal (Mi'kmaw) tourist destination in Canada. Findings will reveal the impact marketing information is having on travellers' first-impressions.

1.6 Key Definitions

Aboriginal – people in Canada belonging to recognized indigenous groups of First Nations, Metis and Inuit. There are approximately 1.2 million Aboriginal people residing in Canada (Statistics Canada, 2011).

First Nations – a group of indigenous people residing in Canada. Inuit and Metis are excluded from this term, due to their distinct culture, language and regional differences (Membertou Heritage Park Committee, 2008).

Mi'kmaw (adjective and singular noun); Mi'kmaq (language spoken and plural noun) - the tribe of approximately 20,000 Aboriginal natives living in the province of Nova Scotia (Province of Nova Scotia, 2011).

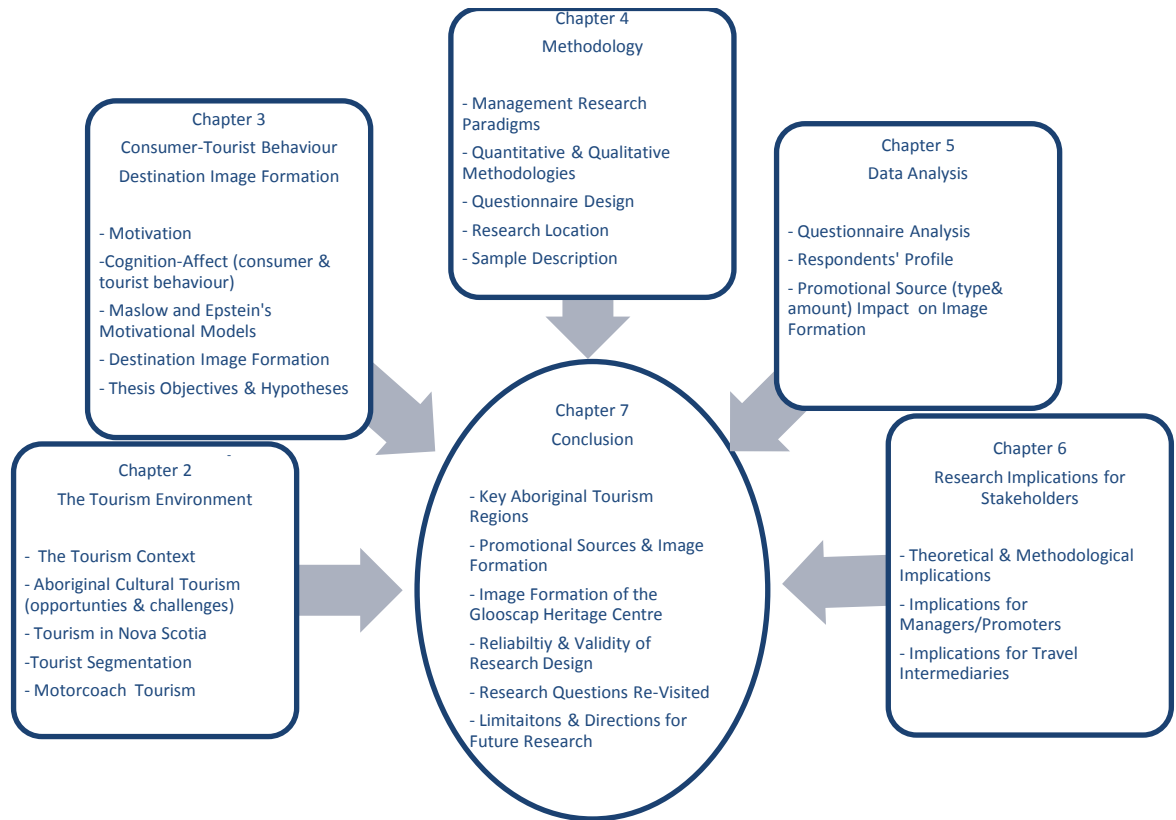
Tourist – The World Trade Organization has defined tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (2011).

1.7 The Structure of the Thesis

The framework for the thesis to achieve the research objectives is illustrated in Figure 1.3 below. This study attempted to measure the image of the Glooscap Heritage Centre by visitors to the destination. The objectives are accomplished using a combination of primary and secondary research. A literature review was initially carried out on tourism, Aboriginal tourism and then motivational models adopted by theorists in the field of consumer behaviour. A model on destination image formation previously used

in the tourism literature was reformulated and applied in an Aboriginal (Mi'kmaw) environment. The following subsections explain briefly the contents of the chapters.

Figure 1.1 Framework for the Thesis



Source: Author (2013)

1.7.1 Chapter 2: The Tourism Environment

Chapter 2 commences with an overview of the literature containing research on tourism in general, and then more specifically Aboriginal cultural tourism. Interesting points raised in the literature surrounding this niche tourist industry are highlighted and various viewpoints critiqued. This chapter also provides a synopsis of motivational factors impacting tourist destination decision making with a focus on the cognitive-affective evaluations affecting image formation by tourists who visit Aboriginal attractions. Research from published journals, books, newspapers, government documents and

studies, and relevant Internet sites are utilized in this and subsequent chapters of the thesis.

1.7.2 Chapter 3: Consumer/Tourist Behaviour and Destination Image Formation

Chapter 3 provides background on factors impacting consumer and tourist behaviour. Promotional factors influencing image formation of an Aboriginal site are discussed. Theories and models on motivation and consumer decision making are provided. This is followed by a discussion on motivation and cognition-affect in relation to tourist behaviour, more specifically in Aboriginal cultural tourism. The chapter reformulates an existing model in the tourism literature to examine image formation by first-time visitors to the research study destination.

1.7.3 Chapter 4: Methodology

Chapter 4 outlines various research paradigms, the research methodology employed and why such an instrument was adopted for the thesis. The advantages and disadvantages of quantitative and qualitative methodologies with rationale for the current methodology are provided. The questionnaire design, research location and sample description in the study is discussed. Primary data obtained will be used to address the research questions proposed in this study.

1.7.4 Chapter 5: Data Analysis

Chapter 5 provides data analysis from survey results obtained at the study area. It combines empirical research, secondary data and marketing theory to present Aboriginal product and promotion initiatives which can influence destination impression. Type and amount of promotional sources along with perceived elements of motivation, cognition-affect in marketing messages are provided to determine impact on image formation.

1.7.5 *Chapter 6: Research Implications for Stakeholders*

In Chapter 6 a model from the tourism literature on personal and stimulus factors influencing destination image development is presented. This model is reformulated and adopted in the thesis to examine the statistical relationships between these independent elements and the dependent variable of image formation at an Aboriginal tourist site. Theoretical and methodological implications from the study are mentioned. Suggestions for promoters/managers and tourism intermediaries are also provided while referencing previous work of Aboriginal cultural tourism researchers.

1.7.6 *Chapter 7: Conclusion*

Chapter 7 concludes the thesis with a comparative analysis of Aboriginal tourism initiatives in key regions identified in the thesis as Canada, Australia and New Zealand. In an effort to broaden global efforts, current primary research findings are discussed on a national and international level while narrowing the focus to the current study site. The chapter concludes by providing limitations and directions for future research of image formation in Aboriginal cultural tourism.

1.8 **Summary**

This research is an attempt to address promotional factors which influence image formation of an Aboriginal tourist destination. Chapter 1 provides the context for the study, tourist segmentation variables, the relevance of the research, the research aim and objectives, key definitions and thesis structure. The literature review focuses on how to segment the tourist market in general and what elements would be most applicable to target groups interested in visiting Aboriginal cultural destinations. Models and theories in consumer/tourist behaviour were first examined to highlight what factors impact consumer decision making. Thesis results will contribute to the existing literature on

destination image in terms of methodology, the influence of promotional information on tourist behaviour and it will fill the gap about destination image formation of an Aboriginal (Mi'kmaw) site, which to date has not been done. Research findings were compared on a national and global level in an attempt to situate thesis results and implications in the wider realm of Aboriginal cultural tourism. The following chapter provides the context for the study with trends in global tourism, major regions involved with Aboriginal research and tourism, marketing considerations in Aboriginal tourism, the challenges and opportunities facing this industry and important segmentation variables to be considered when targeting potential visitors.

Chapter 2

The Tourism Environment

2.1 Introduction

This chapter seeks to examine Aboriginal tourism as a global phenomenon in relation to the continued growth in interest in the ways both government tourism bodies and indigenous people have recognized its pivotal role as a developmental tool for community-based tourism (Simpson, 2007). The researcher argues that consumer decision making and the influence of external stimuli (marketing promotional information) must be recognized before a thorough understanding of tourist behaviour, namely destination image formation and subsequent site selection, is fully understood. Prior to applying a consumer decision making model within the Aboriginal tourism context, the tourism literature must first be consulted.

2.2 The Tourism Context

The tourism industry has grown exponentially in the last five decades, with predications for future growth. This growth has provided opportunities for regions in terms of economic development and employment for residents and other related industries. However, challenges have also been presented for these regions and those involved in tourism marketing. Destination choices available to tourists will continue to increase and as a result marketers must become more strategic in positioning to present a positive image and differentiate themselves from the competition. A newer destination choice for tourists interested in exploring a unique culture is Aboriginal cultural tourism. This is part of the wider recognition of the notion of niche tourism (Novelli, 2005) as a more lucrative and interest-led form of tourism (Weiler and Hall, 1992) that has led to a widespread interest in the way local culture, particularly indigenous culture can create a special desire and interest to visit places associated with that culture. According to

Hinch and Butler (2009) despite its many positive attributes indigenous tourism is likely to remain a niche form of tourism. It will remain dependent on mainstream tourism for access, but will be of increasing importance to indigenous communities as a form of economic and cultural empowerment. As revealed in the literature, researchers and marketers have turned their attention to this growing industry only since the early 1990s. There are similarities with mainstream tourism in the opportunities and challenges faced by promoters of these destinations, however there are also distinct differences. Marketers involved in Aboriginal cultural tourism must be aware of these factors while attempting to influence consumer decision making in a very competitive global marketplace.

2.3 An Overview of the Tourism Industry

Due to globalization of nations, the flow of goods, services, people and capital among regions occurs more freely than in past years. Power (2008) describes globalization as the increased political and economic interdependence between nations happening as a result of technology, decreased trade barriers and improved means of transportation.

A major result of globalization is the increased movement of citizens from one country to another in one such form as tourism. As adopted by The World Tourism Organization (WTO) tourism is defined as, “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (2011).” According to the WTO (2011) this number will grow to exceed 1 billion in 2012 and reach 1.8 billion by the year 2030.

While the economic gains of tourism are being realized by several countries, there are concerns raised in the literature about the negative impact tourist visits are having on the environment and resources in the communities they visit. Batra (2006) argues that marketers are promoting tourist destinations for monetary gains, but are not considering the rising number of people who visit or the negative effects they are having on the environment. Markets he claims are promoting destinations to all who wish to visit, without concern for the negative political, economic, social or cultural consequences. Batra emphasizes that care should be taken to ensure sustainability of tourism while the long term integrity of human and natural resources is preserved (2006).

Butler and Waldbrook (2003) echo the same concerns for environmental sustainability while realizing the economic benefits which tourism can bring. Everyone involved in the development of tourism should keep in mind the long-term goal of the residents and implement controls to avert the increased pressures on tourism resources as a result of commercialization. Buhalis (2000) supports the ideas of the previous authors and emphasizes how destination marketing ought to balance the objectives of all stakeholders with the sustainability of local resources. If this approach is adopted it will guide the optimization of tourism satisfaction while providing suitable gains for the region.

2.4 Aboriginal Cultural Tourism

Research by Ryan (as cited in Chang, 2006) has identified Aboriginal tourism as "...the movement of persons for cultural motivations, such as travel to festivals and visits to sites associated with an indigenous people" (p. 1226). Although tourism is not a new experience, the focus has shifted on a new niche market, which has only received

attention by researchers since the early 1990s. Studies to date on Aboriginal Cultural Tourism are recent and limited: “A new trend developed during the early and mid-1990s, when the concept of Aboriginal tourism became a ‘hot topic’ nationwide” (Notzke, 2004, p.37).

Cultural tourism can be used as one route to improving economic growth. Aboriginal people are looking for new commercial and job creative opportunities. From an economic point of view, in 2002 Aboriginal tourism in Canada has generated about \$300 million in revenues and is expected to reach \$2.7 billion in the next decade (Aboriginal Tourism Canada, 2005). Brown and Pyke (2006), highlight the successful economic development, part of which is cultural tourism, experienced by a Canadian Aboriginal community. Membertou, with a population of only 1100 people has emerged from a state of welfare with escalating unemployment and a massive operating deficit to one of fiscal renewal, providing a model of economic sustainability for other Aboriginal communities.

Aboriginal governments, elders and community members have to take control and direction of tourism development. Hager (2003) agrees with the notion that if communities are to realize tourism as a means of job creation and economic development it should be done with respect for culture and the environment. Most visitors experience Aboriginal culture at attractions that display, and often sell, Native forms of culture. Blundell (1996) asserts that Canada does have a rich multi-cultural heritage and the presence of Native people which can be promoted for cultural tourism. Zeppel (2002) has confirmed a high level of interest from international visitors in native Canadian cultural experiences.

In Australia, as compared to Canada and New Zealand, the involvement of indigenous people with tourism is more recent (Ryan & Huyton, 2000). In 1994, the first National Aboriginal and Torres Strait Islander Tourism Industry Policy was formed in Australia. Access to government funding for Australian Aboriginal tourism development occurred later in Australia than other regions. There was little research written about Aboriginal tourist operations and such writings only appeared in academic journals in the early 1990s. Much of what was written related to planning documents and did not reflect tourist expectations or perceptions of Aboriginal Australian cultural tourist products (Ryan & Huyton, 2000).

The Maori Economic Summit in 1975 recognized Maori tourism as having economic impact on New Zealand Tourism. In turn, the Maori Tourism Task Force issued a set of recommendations setting the agenda for discussion and action around future development of Maori tourism. Ryan (1997) points out that Maori tourism is still embryonic, however demand in 1994 showed promise. In that year 340,000 tourists visited Maori performances, with 110,000 experiencing other forms of Maori culture. In August, 2010, the New Zealand Tourism Strategy group replaced the previous Ministry of Tourism to provide advice to government on how tourism can be a key contributor to economic development. The Tourism Strategy Group works with the New Zealand Maori Tourism Council which provides networking to the Maori Regional Tourism Organizations. Established as well, are the Maori Tourism Mentoring Program, Maori Arts and Crafts Institute and Maori related tourism research. These efforts recognize the important contribution Maori tourism contributes to the visitor's experience which sets New Zealand apart from the rest of the world (New Zealand Tourism, 2010).

2.4.1 *Aboriginal Cultural Tourism – Major Research Regions*

As Bhawuk (2008) believes globalization is not about homogeneity, but presenting diverse cultures to enrich the lives of humankind around the globe. He contends that indigenous cultures present the required variety and diversification needed to enhance global cultural knowledge. Clarke (2008) argues that due to the world of globalization, the emphasis is on local cultures to promote a niche market to differentiate themselves from competing destinations. In a globally competitive industry, Aboriginal tourism marketers must focus on presenting a positive image of their destination to those wanting to learn more about a unique culture.

This literature review focuses on three major global regions (Canada, Australia and New Zealand) which have experienced economic gains from the development of Aboriginal cultural tourism. The majority of Aboriginal cultural tourism research has been carried out in these areas. These areas and the tourism growth experienced from this niche market are discussed below.

According to a study conducted by the Canadian Tourism Commission (2011) three international markets were identified as having demand for Canada's Aboriginal cultural tourism products. The percentage of potential travellers to Canada interested in Canadian Aboriginal products was significant for France (85%), Germany (72%) and the United Kingdom (46%). Over the next five years these travellers could account for 8.3 million Aboriginal cultural visits in this country. Barry Parker (1994), President of the Canadian National Aboriginal Tourism Association in Canada, asserts that Aboriginal tourism could yield \$1 billion within five to ten years annually, up from the current revenue of \$250 million. Deutschlander and Miller (2003), Notzke (2004) and

Campbell (1994) point out that the province of Alberta is the largest market for Aboriginal tourism in Canada.

International tourist visits to Australia have decreased by 1% since 2006. Indigenous tourist visitors accounted for 16% of all international visitors in 2007 to Australia. The United Kingdom (19%), United States (14%) and Japan (9%) comprise the international indigenous market in Australia. The domestic tourist market has increased since 2005 to involve 677,000 indigenous tourism visitors in 2007. The Northern Territory (30%) and Queensland (60%) were the most visited regions by international tourists. The most popular overnight stays for domestic visitors were Darwin (NT), Alice Springs (NT), Petermann (Uluru NT), Kakadu (NT) and Australia's North West (WA). In 2007 198,000 domestic indigenous tourists visited the most popular State/Territory of the Northern Territory of Australia (Australian Government, 2011).

In New Zealand's Tourism Activity Report (2011), the bulk of Maori cultural tourism demand is by international tourists. In 2001 the number of international visitors (80%) experiencing Aboriginal cultural tourism was 338,000. In 2006, this number was 455,000 – an annual growth rate of 6%. Over the 2005/06 period, international visitors came from regions (35%) other than the five major markets of the United Kingdom (19%), Australia (18%), China (10%), United States (10%) and Korea (7%). Domestic tourists account for 20% of those visitors experiencing Maori cultural tourism, with 65% from the Auckland region. Other domestic tourists were from Wellington (9%), Canterbury (7%), Northland (6%), Manawatu-Wanganui (4%) and other regions (9%). The following tables highlight major regions where Aboriginal Cultural Tourism research has been conducted – Canada, Australia and New Zealand. Specific topic

areas impacting Aboriginal cultural tourism development in these regions and others will be discussed and expanded upon in the following literature review.

Table 2.1 Summary of Research Conducted in Canada

Author	Topic
Pyke, et al. (2008)	Aboriginal Cultural Tourism: Land of the Fog
Brown, et al. (2007)	Aboriginal Cultural Tourism: Heritage and Economic Development, Reflections from the Cape Breton Experience
Brown & Pyke (2006)	Brand Membertou: Walking in Two Different Worlds
Brown & Pyke (2005)	Aboriginal Cultural Tourism – Mi’kmaq Ethics
Notzke (2004)	Indigenous Tourism Development in Southern Alberta, Canada: Tentative Engagement
Hager (2003)	Aboriginal Cultural Tourism: Promoting Your History to the World
Diabo (2003)	Aboriginal Cultures and the Tourism Industry
Deutschlander & Miller (2003)	Politicizing the Aboriginal Cultural Tourism: The Discourse of Primitives in the Tourist Encounter
Kortright (2002)	Aboriginal Tourism: blessing or curse?
Zeppel (2002)	Cultural Tourism at the Cowichan Native Village, British Columbia
Williams & Richter (2002)	Developing & Supporting European Tour Operator Distribution Channels for Canadian Aboriginal Tourism Development
Blundell (1996)	Riding the Polar Bear Express: and other Encounters Between Tourists and First Peoples in Canada
Campbell (1994)	Aboriginal Cultural Tourism: The Market
Bowes (1994)	Cultural Tourism: are we on the brink?
Blundell (1993)	Aboriginal Empowerment and Souvenir Trade in Canada

Source: Author (2009)

Table 2.2 Summary of Research Conducted in Australia

Author	Topic
Clarke (2008)	Naming sites: Names as management tools in indigenous tourism sites – An Australian case study
Dyer, Aberdeen, Schuler (2003)	Tourism impacts on an Australian indigenous community: a Djabugay case study
Ryan & Huyton (2002)	Tourists and Aboriginal People
Lane & Waitt (2001)	Authenticity in tourism and Native Title: Place, time and spatial politics in the East Kimberley
Fredline & Faulkner (2000)	Host Community Reactions: A Cluster Analysis
Ryan & Huyton (2000)	Who is Interested in Aboriginal Tourism in the Northern Territory, Australia? A Cluster Analysis
Belk & Groves (1999)	Marketing and the Multiple Meanings of Australian Aboriginal Art
Moscardo & Pearce (1999)	Understanding Ethnic Tourists
Zeppel (1999)	Tourism and Aboriginal Australia
Altman (1989)	Tourism Dilemmas for Aboriginal Australians

Source: Author (2009)

Table 2.3 Summary of Research Conducted in New Zealand

Author	Topic
Cave, et al. (2003)	Cultural Tourism Product: Pacific Island Migrant Perspectives in New Zealand
Ryan & Higgins (2006)	Experiencing Cultural Tourism: Visitors at the Maori Arts and Crafts Institute, New Zealand
McIntosh, A. (2004)	Tourist Appreciation of Maori Culture in New Zealand
Ryan (2002)	Tourism and Cultural Proximity: Examples From New Zealand
Taylor (2001)	Authenticity and Sincerity in Tourism
Gnoth (1997)	Tourism Motivation and Expectation Formation
Ryan (1997)	Maori and tourism: a relationship of history, constitutions and rites
Keelan (1996)	Maori heritage: visitor management and interpretation
Walsh (1996)	Authenticity and cultural representation: a case study of Maori tourism operators

Source: Author (2009)

2.5 Marketing Considerations in Aboriginal Cultural Tourism

Several facets of marketing must be addressed by those interested in the development and marketing of Aboriginal Cultural Tourism. A keen understanding of these attributes will better position the product offering and provide a competitive advantage to ensure success among the increasingly fierce competition within the global tourism industry.

2.5.1 *The Aboriginal Cultural Product*

As mentioned in the literature, Aboriginal products have appeal due to their uniqueness, some component of authenticity and remoteness of communities and their connection to

nature. However, Williams and Richter (2002) emphasize that Aboriginal products might be quite difficult to sell, largely because of limited consumer awareness, lack of ongoing promotion, the remoteness of such product from travel routes, limited opportunity to integrate Aboriginal products with mainstream, limited comfort and quality accommodations, and expensive pricing. The authors further emphasize that tourists want to see more professional and progressive Aboriginal involvement in the development and delivery of such products.

According to Bowes (1994) Aboriginal community residents have to decide what they want to share, what they want protected, what direction change should take and as a result will be proud to be involved in the tourism process. Deutschlander and Miller (2003) mention spirituality as fundamental to native culture and prayers symbolize the link to the Creator and are crucial to all sacred ceremonies, including sweat lodges and Sun Dances. Objects possessing aura are sacred (pipes, bundles), but even more powerful objects are the Elders themselves. Respect for nature is of the utmost importance to Native people and proper treatment of animals. They are “living in harmony” with nature and “Mother Nature”. Campbell (1994) mentions the Aboriginal cultural tourism product consists of...

history of the First Nations and its bands and tribes; lifestyle as of Aboriginal people as it was lived and how it changed over time; the land and its spiritual significance; customs and entertainment such as tribal events and rituals; spiritual values and how they were expressed historically and today; and arts and crafts significant to Aboriginal people (pp. 1-2).

According to Cave, et al. (2003) tourism can be a means of employment for an Aboriginal community providing a sense of community pride for community residents. Their research brings to light the few studies which have actually questioned residents about their own use of tourist attractions which can provide value in assessing the possible likely success of any new product. They have identified several general barriers and impediments to tourism development in Aboriginal communities such as a lack of data, a lack of promotion, a lack of regional tourism organization or local government support, a fragmented tourism industry, a rigid tourism industry mind set, inadequate government initiatives, limited access to financial support, barriers to entry such as lack of ability to meet formal requirements, heritage and sacred space, presence of racism and discrimination, limited skills base in the tourism industry, governance and cultural issues, and limited product range, to name just a few. While these impediments exist, so too is the issue of what it is that is to be developed (Cave, et al. 2003).

An interesting point made by Ryan (2002) indicates there is little literature written about tourism products and their appeal to the domestic market. Ryan emphasizes the need to represent Maori culture through its tourism products in a way that is more appealing to the domestic market. He notes that much of the literature on indigenous peoples and tourism has not identified the linkages between product and domestic demand, nor sought to analyze the nature of the demand. Ryan contends that if this set of relationships is true for New Zealand the same application can extend to other regions such as Australia and its Aboriginal people and Canada and its First Nations people (2002).

2.5.2 *Product Promotion*

To create awareness, an ongoing program of media advertising and promotional events should be established to build product awareness with a focus on high quality and new Aboriginal products and destinations (Williams & Richter, 2002). Developing an effective industry-based communications channel with tour operators is a priority. Hager (2003) asserts there are several key variables to successful promotion of Aboriginal communities to tourists: build partnerships with native and non-native tourism operators; research your history and be accurate in what you portray; determine what is sacred and what to share; build on major attraction and promote it to tourists; use proper media to get the message out; be a welcoming community and share with pride to the tourist sector; and choose the message carefully to represent your culture.

Hager (2003) emphasizes the need for tourism operators to have a presence on the World Wide Web. It is wise for an Aboriginal community to invest in a well maintained current website or to unite with local tourism operators to build and maintain a group site which is well-designed with excellent visual images and graphics. Highway signage welcoming tourists to Aboriginal communities is a very important visual aid in promoting tourism ventures. These signs should be erected at the entrance to the community, outlining every tourism service and program available at the site.

Other travel media, such as newspapers, magazines, radio and television stations are other means of promoting what Aboriginal communities are involved with in terms of cultural tourism. These well-placed ads produced collaboratively with a local or regional tourism agency can bring an Aboriginal community global recognition and an increase in visitors (Hager, 2003).

2.5.3 *Aboriginal Cultural Tourist (Consumer) Profile*

Chang (2006) has attempted to profile tourists visiting an Aboriginal cultural event based upon their motives and demographic characteristics. This author concludes that tourists visiting Aboriginal cultural festivals are somewhat heterogeneous and have varying degrees of interest in a cultural experience. As a result, different marketing strategies need to be employed. The most stimulating factor for tourists to attend an Aboriginal event is cultural exploration. Moscardo and Pearce (1999) identify groups of ethnic tourists based on types of experiences preferred and their level of interest in the cultural experience. Even those groups with little interest in products and direct contact with Aboriginal people reported having a positive and enjoyable experience. Two main points emerged from this research: tourists do differ in terms of the experience they seek in ethnic tourism situations and some visitors may be uncomfortable with direct ethnic contact.

Ryan and Huyton (2002) and Campbell (1994) have segmented tourist groups according to nationality. They indicate only a small minority of certain tourist groups have a high level of interest in Aboriginal culture. These are namely North American, British and German nationals. These researchers suggest that due to limited interest of the market, Aboriginal people wishing to be involved in tourism should seek product placement within the mainstream tourist industry.

As identified in a study conducted by the Canadian Tourism Commission (2011), typical Aboriginal cultural tourists are affluent, middle-aged couples. The adventurous and younger families offer some potential. Campbell (1994) indicates the level of interest in Aboriginal tourism products varies with the region where the visitor resides.

Heritage sites were ranked high and wilderness experiences second among the North American tourist. This group wanted to experience interpretation of wilderness and insight into the Aboriginal lifestyle and culture to include guided hunting and fishing trips. Females in this group expressed an interest in arts and crafts workshops. They also showed more interest in shopping and the opportunity to take home souvenirs. The overseas tourist market from Germany, France and the United Kingdom showed a keen interest in Aboriginal cultural products. A common psychographic characteristic of this market is their open-mindedness to experience a new learning experience. Overall, this market can be divided into two basic groups; “culture and nature” which include outdoor experiences, parks and scenery; and “culture and comfort” with a strong interest to learn about indigenous culture. The Japanese and Asian markets have some interest in Aboriginal tourism products and like to visit interpretative centres and museums.

Chang, et al. (2006) explore the novelty-seeking motivations of domestic tourists who visit Aboriginal attractions in Taiwan. Although, authenticity of the culture was important, the natural scenery and well-managed environment appealed to the tourist the most. Still efforts have to be made by the operator to maintain authenticity. In these authors’ research, one-third of those surveyed were high novelty-seekers, displaying great interest in participating in various activities or making contact with Aboriginal people.

According to Butler and Waldbrook (2003) more research should be done to develop profiles of each of the groups of tourists. Resident attitudinal surveys towards development, business opportunities and constraints must be examined and research on each destination’s product and marketing efforts has to be conducted. If the tourist

industry is to avert decline then the creation and implementation of controls on market and product development in line with sustainable development may provide the only solution.

2.5.4 *Management Implications*

In Notzke's (2004) research Aboriginal tourism management concerns have been addressed. She indicates that tourism presenters lack an understanding of market realism and emphasized how the wrong assumption about a potential market for indigenous products can be extremely damaging for cultural sustainability. Due to the nature of this niche market, Notzke believes it is best marketed as part of a regional or conceptual theme. Aboriginal operators do not understand the requirements of the tourism businesses and remain ignorant of the nature of the tourism industry.

Another issue raised by Notzke (2004) indicates the constraints imposed by the operational environment of Aboriginal tourism. Canadian reserves contain their own governments and do not have the support of commerce or board of trade and there also exists a lack of trust by native communities in the negotiating process with governments. Access to government funding leads to political interference and delays, and so individuals are reluctant to take risks, and assume responsibility for their own future. Hager (2003) opines that travelling to a foreign country and arriving in a village or community that doesn't want you there does nothing to promote cultural tourism. If Aboriginal communities have decided to open their doors to the world, everyone needs to be respectful, friendly and share with pride what the community offers to visitors.

The majority of literature on Aboriginal cultural tourism highlights the positive economic advancement communities experience from their involvement in tourism. In

most cases when the economic benefits are assessed, the costs are ignored. Altman (1989) takes an alternate position to the net economic gains cultural tourism can bring to Aboriginal communities. He argues that in some cases communities are economically worse after than before they became involved in cultural tourism. Community residents, who seek government financial support for tourism operations, find themselves unable to access government funding for other projects and incapable of continuing their dependence on welfare support. Working full-time in tourism may not be appealing to some residents and without proper training minimal employment opportunities will be available to Aboriginals in this industry. A predicament arises where limitations placed on tourism will also place limits on any economic benefits gained from tourist operations. To minimize the economic and social costs of tourism and to ensure their rights are protected, Aboriginal community members should be involved in the development before, during and after the tourism growth.

According to Moscardo and Pearce (1999) if ethnic groups seek to use tourism to their advantage, they have to understand how potential markets are likely to respond to the products they develop. The role of the audience as an active rather than a passive participant in the site or performance is viewed positively by tourists and is discussed in their research. Deutshlander & Miller (2003) mention how native hosts and visitors collaborate to produce a version of native culture and tradition. It is during this interaction when meaning is provided to the product or event.

2.6 Challenges in the Development of Aboriginal Cultural Tourism

The number of visitors to Aboriginal cultural sites and heritage centres has increased due to such factors as globalization and the desire of the travelling public to learn more

about cultures in various parts of the world. As revealed in the literature Aboriginal cultural tourism is a recent phenomenon which has gained the attention of researchers and tourism developers in current years. However, this revelation and the desire to develop and promote this fledging market has come with several unique challenges which must be addressed by those interested in developing and promoting this sector of the market to the travelling public.

2.6.1 *The Importance of Host Community Involvement*

Arguments in the literature support the need for Aboriginal people to maintain control over research and tourism development in their communities (Brown & Pyke, 2005; Bowes, 1994; Castellano, 2004; Kortright, 2002). Cultural tourism can bring economic benefits for local Aboriginal communities, however it ought to be managed by native people alone or with assistance from outside agencies to ensure cultural tourism sustainability for the long term.

As revealed in the literature, protective legislation and guidelines (for example, “Section 6” under the Tri-Council Research Guidelines (2005) in Canada) must be understood and followed so the rights and responsibilities of all participants are known before research in Aboriginal communities is undertaken (Brown & Pyke, 2005). It is then the responsibility of residents and outside participants to assist communities to develop a strategy highlighting what is special about where they live, to protect and strengthen it and decide what they want to share with the outside world.

As Notzke (2004) mentions, there are challenges raised for the hosts and the travel trade. Hosts are faced with the concern of sharing their culture without compromising its integrity. Elders agree that Aboriginality is “not for sale”, and there is “no place for

spiritual ceremonies in tourism products”. As Diabo (2003) argues the tourist cultural experience requires the installation of interpretative elements to allow the tourist to become actively engaged so learning takes place. If Aboriginal communities are to be successful they should have the necessary skills and specialization needed to adapt to external market demands and tourist expectations. Kortright (2002) contends that indigenous communities alone or in cooperation with the tourist trade, can guide and moderate the tourist industry with benefits equally distributed. The difficulties are in the communities determining what level of development is appropriate and in retaining control in the long term. The engagement of Aboriginal communities in the tourism sector should occur on their own terms and at their own pace. According to Diabo (2003) the key to successful Aboriginal cultural tourism development is for Aboriginal communities themselves to fully control the planning, development, implementation and on-going management of all tourism initiatives within their lands. In this manner of “self-government”, Aboriginal communities can realize the benefits of tourism related economic development in terms of employment, commercial activity, revenue generation and community vibrancy while also ensuring that such tourism development serves to respect cultural heritage and traditions, promote cultural authenticity in tourism content, products and messages, and enhance cross-cultural understanding and awareness between Aboriginal and non-Aboriginal populations.

As stated by several researchers, another challenge facing Aboriginal tourism involves the proper and effective marketing of Aboriginal tourism activities to include unique cultural themes which will attract tourists to sometimes remote sites (Hager, 2003; Diabo, 2003; Notzke, 2004). Taylor (2001) argues that communities need to provide a more welcoming environment to tourists. Operators and communities engaging tourists

on a more personal and interactive level, provide an appropriate forum in which to redress the negative images and stereotypes propagated by the industry and media at large.

2.6.2 *The Need for Collaboration*

The literature repeatedly addresses the need for and concerns surrounding collaborative efforts in the development, promotion and management of Aboriginal cultural tourism. Researchers such as Pyke, et al. (2008), Clarke (2008), Williams and Richter (2002), Aas, et al. (2005), and Bramwell and Sharman (1999) point out the necessity for stakeholder collaboration in this cultural tourism sector.

Gray (as cited in Clarke, 2008) provides the following definition of collaboration to account for differing views and stakes of the participants. This seems most fitting in a cultural environment where stakeholders may have varying levels of interest in the product, disparity of power or resources or different perspective on addressing the problems, or may have diverse levels of expertise. Gray defines collaboration as...”a process through which parties who see different aspects of a problem can constructively explore their differences and search for solutions that go beyond their own limited vision of what is possible” (p. 8).

Clarke (2008) recognizes the challenges in working with the complex structure of heritage with its diverse set of players and stakeholders. For partnerships to be successful there should be someone or a group who takes on the challenge of being the “champion” of issues to the wider audience and becoming the voice for the organization. Local communities can veto what is presented to tourists, so the elements selected can be presented in meaningful ways. The negatives and the impact on cultures

and the way of life have to be weighed against the positives of engaging in cultural tourism.

In the research of Pyke, et al. (2008) Aboriginal tourism developers stressed the importance of collaboration between community residents and interested external groups: non-Aboriginal tourist operators, government and other involved parties. These authors support Clarke (2008) in his research which stresses the need for a leader or “champion” to bring groups together where concerns and recommendations facing Aboriginal cultural tourism development are discussed. Aboriginal tourist operators (Pyke, et al., 2008) make a suggestion that this demanding leadership role could be fulfilled by the local university, viewed by community residents as a neutral body possessing the necessary expertise, resources and knowledge to help coordinate efforts to progress Aboriginal cultural tourism in their region.

Another important alliance to develop is with the distribution channel operators (Williams & Richter, 2002). These operators can match the needs of product development and marketing actions to draw visitors to Aboriginal destinations. Aboriginal groups must be in charge of their products and destinations. As a result, joint ventures between Aboriginal entrepreneurs and tour operators to promote products of high quality and new products and destinations should be developed. This same admonition also needs to be directed to cultural tourism policy leaders within the non-Aboriginal community. To develop effective alliances between tour operators and Aboriginal destinations an understanding of the perceived risks, travel product requirements and expected support these channel partners can provide has to be

understood. This channel could include tourist agents and operators who play strategic roles in the distribution of native products.

As asserted by Campbell (1994), to develop an effective Aboriginal tourism strategy key elements have to be considered. National, provincial and regional, and community strategies must be developed. The main issue with this collaborative strategy is to match product to market while ensuring delivery. Williams and Richter (2002) stress that links and joint ventures ought to be based on not only achieving economic results but also on creating long-lasting partnerships in the Aboriginal and non-Aboriginal cultures which is crucial to Aboriginal cultural tourism survival.

2.6.3 *The Impact of Authenticity*

There is an abundance of discourse in the literature on the key topic of Aboriginal cultural product authenticity. Researchers MacCannell (1973), Wirth and Freestone (2001), Taylor (2001), Chhabra et al. (2003) , Clarke (2003), Harkin (2003), Brown, et al. (2007), Cole (2007) and Belhassen et al. (2008) have all discussed authenticity from differing viewpoints and proposed various definitions on the topic. The literature has witnessed a shift from an objective point of view of authenticity to one which is more subjective in nature.

The earlier research of MacCannell (1973) argues that tourists have an impression of “staged authenticity” and play a key role in determining if the tourist product is authentic. Tourists are constantly attempting to see what the real world is like behind the stage. The tourist is motivated in finding authenticity; however, this quest is doomed to fail.

In later writings, Cohen (1988) proposed a new meaning to authenticity; a process which happens over time called “emergent authenticity” (p. 371). He concludes that commodification may change, but does not destroy the meaning of the cultural product for tourists. Tourists will view a product as authentic, even if only a few parts appear authentic. He emphasizes that tourism is a “form of play” and observers are willing to engage in “make-believe” and are keen to participate even if they know it’s not totally authentic.

Wirth & Freestone (2001) posit that tourists shape the construction of places for their own consumption. Commodification of a destination is the direct result of what the tourist demands. There results a conflict of the cultural product in the relationship between culture being presented for social meaning and also for economic growth.

Another term is offered by Taylor (2001) in his discussion of authenticity. He introduces the concept of “sincerity” in contrast to “authenticity” in tourism. This researcher proposes that the moment of value is reached when tourists and actors (tourist providers) are encouraged to meet “half way”. It is at this point of interaction when inauthenticity is realized and value of experience is understood by the tourist. The interest in the authentic shown by tourists is viewed as positive interest (p. 9).

Chhabra, et al. (2003) argue that staging need not prohibit authenticity due to included elements of the original tradition, even when the staging takes place far from the original source. In their study tourists were satisfied with staged, remote experiences and expenditures increased as the level of perceived authenticity rose. These

researchers contend that promotion of an event as authentic brings in tourists and revenue and helps ensure cultural sustainability.

Clarke does not ignore the important role of all participants in the successful delivery of the Aboriginal cultural experience. This author posits the idea of cultural authenticity has to be viewed from three cultural perspectives – “the tourists, the resident cultures and the promoters” (2003, p. 2). Resident culture is dynamic and changing. It contains some history of culture with new elements as it develops. Tourist consumption relates to traditional components, which allow the cultural elements to survive over time. Tourism cultural expectations vary across time, geography and experience.

Harkin (2003) builds on MacCannell’s (1973) discussion of “staged authenticity” to mention that the encounter between host and guest is necessary for Aboriginal communities. He further emphasizes the contributions from those who maintain cultural sites cannot be ignored. It is in this interactive context where Aboriginal tourist providers have the opportunity to present positive images of themselves as one way to satisfy tourist demand without compromising cultural integrity.

The commodification of culture has been repeatedly viewed as negative in the academic literature. However, as Cole (2007) points out there are circumstances where commodification which is closely linked to authenticity, leads to positive responses and empowerment. Tourism can make community residents self-conscious and proud of their culture, which are important steps to empowerment. Previous authors argue it becomes difficult for Aboriginal cultural presenters to realize an acceptable balance between cultural integrity and economic benefits. Brown, et al. (2007) support this idea

and emphasize Aboriginal community residents acknowledge the economic benefits tourism can provide for their communities, but are adamant that products be portrayed with respect for cultural authenticity.

In other studies, Aboriginal villagers viewed authenticity differently from the tourist perspective and from that which is written in the literature. These groups used authenticity to gain power and pride by commodifying their cultural identity and as a way of telling their own story (Cohen, 1988; Bunten, 2008). A new theory 'commodified persona' is introduced by Bunten (2008) where authenticity is used to justify identity and therefore gives value to the cultural tourism experience. Bunten (2008) emphasizes the host has the power to protect aspects of culture from commodification. The tourism presenters can choose how to respond to the tourist gaze and can present a marketable product (themselves) which best suits their own reality and cultural norms; which Bunten calls 'self-commodification' in the cultural-tourism setting. The product formed is the result of a co-production between host and visitor. The author further identifies this as a set of beliefs and practices in which an individual chooses to construct a marketable identity product while striving to avoid alienation. The presenter adjusts his or her values and or emotions to achieve an economic goal (2008). Diabo (2003) has written that while mainstream tourism is largely associated with strictly commercial values centred upon the 'commoditization of culture', the social and cultural exchanges are the origins which preceded tourism as a commercial activity.

The subjective authenticity point of view has been challenged by Belhassen, et al. (2008) who suggest it should be rethought. These researchers assert that if authenticity

is viewed solely subjectively, the influence and meanings of the physical place - a central component of tourism becomes obscured. For place to be understood the physical environment with its meanings and experiences must be present or authenticity is not grounded in the visited location. The beliefs tourists hold about a place and their role in it will influence their perceptions and experiences.

The literature further supports the idea that it is the tourist who determines authenticity and what is a suitable representation of the Aboriginal culture. Blundell (1993) discusses the production and marketing of “native type” souvenirs in Canada and how these are commoditized by non-native producers in many ways. Such practices are now being contested by Aboriginal peoples towards the non-native tourist trade who market these native forms for their own economic and symbolic ends. What is deemed culturally appropriate is not likely to be easily resolved. Through their purchasing behaviour, it may be the tourist who ultimately decides what is an acceptable representation of the Aboriginal culture.

Other authors continue to debate the issue of authenticity and its impact on the successful delivery and acceptance of Aboriginal cultural tourism products. Ryan and Huyton (2002) stress the emphasis on authenticity seems questionable. They argue that few tourists seek “reality” and said “it’s nice when it happens, but essentially I wish to enjoy myself” (p. 13). They assert the danger exists in promoting cultural attractions with promises of authenticity. The authors make a valid point to suggest that perhaps the word “authenticity” be replaced with “authorization” as it redirects attention to who authorizes and what is authorized. In that way, communities are now saying they can

offer an entertainment based upon some aspects of another culture and most communities seem fine with that approach.

The heritage tourism industry is faced with the challenge of finding new ways to satisfy the various tourists' levels of understanding and expectations. Clarke (2008) contends that the interplay between tourist and destination is complex. The destination is seen as the product where meaning is generated during the interaction between tourists and tourism providers. Deutshlander and Miller (2003) illustrate how Native hosts and visitors collaborate to produce a version of Native culture and tradition. The researchers emphasize the role of Native interpreters and visitors to the sites as active participants who provide meaning to the site or performance. As Tao and Wall (2009) argue tourism seldom occurs in isolation. It is important that it complement rather than displace existing activities. These researchers introduced the "sustainable livelihood" approach to emphasize that tourism should be understood in the broader economic and cultural context in which it takes place.

The study site for the thesis, The Glooscap Heritage Centre is located in the Province of Nova Scotia, Canada. The following section provides an overview of tourism activity in the area, with a specific focus on recent Aboriginal cultural tourism initiatives and trends within the province.

2.7 Tourism in the Province of Nova Scotia, Canada

Nova Scotia, one of the Atlantic Provinces in Canada is located in the eastern region of the country. The provincial capital of Halifax is located on the mainland. Cape Breton Island, part of the province is artificially connected to the mainland by the Canso

Causeway. According to Travel and Leisure World's Best Awards 2011 a reader's survey, Cape Breton is ranked #1 on the list of Top Island Destinations in the Continental U.S. and Canada and was also ranked #3 in the world (Destination Cape Breton, 2011). With 7400 km of rugged coastline the province is almost completely surrounded by the Atlantic Ocean. As of 2011, the population of Nova Scotia was approximately 950,000, a 3.6% increase from the previous census of 2006 (Statistics Canada, 2011).

Tourism in the province of Nova Scotia (NS) exceeded \$1.8 billion in revenue in 2010 and contributes \$646 million to provincial gross domestic product, accounting for 2% of all economic activity in the province. The tourism industry includes 6500 direct businesses supporting nearly 40,000 jobs. In 2011 the total number of visits to NS was 1,953,600 (Province of Nova Scotia, 2011).

2.7.1 Aboriginal Cultural Tourism in the Province of Nova Scotia

The Mi'kmaq Association for Cultural Studies (MACS) a non-profit organization was established in 1973 with a mandate to promote and preserve culture within the 13 Nova Scotia Mi'kmaw communities. In 2008 MACS engaged the Saint Mary's Business Development Centre (SMBDC) to assist in the development of a Market Analysis Report on Aboriginal cultural tourism within the province. Its findings indicate that hands-on activities and a preference for pre-packaged travel options are what most individuals are interested in experiencing in an Aboriginal cultural tourism attraction. There were three heritage sites identified in this study as being "market ready": The Glooscap Heritage Centre, located in Millbrook First Nation (established in 2006); Bear River First Nation Heritage and Cultural Centre, Bear River First Nation (established in 2003); and Wagmatcook Culture and Heritage Centre, Wagmatcook First Nation

(established in 2001). The most recent heritage centre opened for visitors is the Membertou Heritage Park, Membertou First Nation (June, 2012). All centres provide Mi'kmaw artifacts, crafts, and legends about the history of Mi'kmaw culture and experiences. Interactive activities include storytelling, dancing, singing, drumming, educational films, and guided interpretive tours. The centres also provide a gathering place for the community and rooms to conduct workshops for educators. Of the three mentioned, the Glooscap Heritage Centre was the only one offering scheduled guided tours to motorcoach travellers as part of their pre-packaged visit (MACS, 2008).

The primary target markets for Nova Scotia Aboriginal cultural tourism consist of the North American Heritage Tourism Enthusiasts, (HTE's) as identified by the Travel Activities and Motivation Survey (TAMS) by the Canadian Tourism Commission (2011). Projections show that the Canadian HTE's in Atlantic Canada are expected to grow to 1 million by 2026. The growth for the American HTE's market visiting Atlantic Canada is expected to reach 1.8 million by 2025 (Canadian Tourism Commission, 2011).

Characteristics which identify distinct consumer segments provide marketers with the ability to streamline promotional efforts accordingly. The following section presents an overview of tourist segmentation and how psychological factors perceived present in promotional sources can influence tourist behaviour (image formation).

2.8 Tourist Segmentation

Segmentation is used to divide a market into distinct groups of buyers who have different needs, characteristics, or behaviours and who might require separate products or marketing programs. The marketer must decide which market segment offers the

best opportunities. Consumers can be grouped and served based on geographic, demographic, psychographic and behavioural factors (Kotler, et al. 2011).

2.8.1 Motivation as a Segmentation Variable

As defined by Kotler et al. (2011) motivation is, “a need that is sufficiently pressing to direct the person to seek satisfaction of the need” (p. 225). In the research of Gnoth (1997), Crompton and McKay (1997), Chang (2006), Chang, et al. (2006), del Bosque and Martin (2008) the marketing concept of consumer psychology and motivation is discussed.

The relationship between tourist expectations and motivations is increasingly raised in the tourism literature. According to Gnoth (1997) tourists respond to felt needs and are motivated to satisfy those needs using inner or self-directed values, which contain emotional drives and outer-directed values which are predominantly cognitive in nature. Tourist objects such as destinations, services and experiences can be targeted to promise satisfaction for inner-directed emotional needs and values and can thus be substituted because they are not logically linked to an object or experience. Outer-directed values and needs are more cognitive-dominated and are directed at certain objects. They are difficult to substitute as they represent that particular value and are more logically linked to that object or situation. Tourists differ in their motivations and perceptions and the combination of motives, values and situations explains this diversity.

2.8.2 Motivation and Cultural Tourism

Psychological variables influencing tourists’ motivation to visit cultural sites is interesting, but one where academic research is recent and limited. While tourism is viewed from an economic and social viewpoint, those involved in the management and planning of tourism are encouraged to study tourism behaviour in psychological terms.

To develop a model for tourism motivation and behaviour, attitudes of tourists have to be determined first.

Crompton and McKay (1997) examine tourism motivation towards festival events. The researchers assert there are several needs which motivate tourists, however if visitors' motivation and needs are understood, then products can be tailored to meet those needs. They emphasize that motivation occurs before the event while satisfaction is the result of the experience and the fulfillment of needs. In a later study by Chang (2006) she further assesses the impact motivational factors have on tourists attending an Aboriginal cultural event in the Rukai tribal area of Taiwan. This researcher (2006) used tourists' motives to determine different tourist segments and the motives operating within each segment. An adopted version of Crompton and McKay's (1997) scale on motivation, gave this author the ability to generalize findings to a novel Aboriginal cultural event. The study revealed that tourists' motivation varies and they have varying degrees of interest in the Aboriginal cultural experience. Using Crompton and McKay's (1997) novelty seeking scale in another study, Chang et al. (2006) extended existing research to segment novelty-seeking tourists according to differences in preferred activity and the social contact aspect of behaviour to the market attending Aboriginal sites in Taiwan. In the past decade the literature has seen an increase of discussion surrounding tourists' behaviour, preference for tourism products, level of satisfaction and preferred activities by tourists attending native sites. However, there are limited studies in the literature on a segmentation approach pertaining to Aboriginal tourism. Chang et al. (2006) concluded a high number of repeat visitors to the site in their study, indicating the level of satisfaction among patrons who visited the sites was positive. Visitors' referrals from relatives or friends, was the main source of information which influenced the intention

to visit the site. The authors' research also revealed that tourists placed high value on natural scenery and entertainment (dances) where there was interaction between tourists and villagers. These findings have implications for management and promoters of Aboriginal sites where sustainable development and ability to provide well-planned authentic entertainment programs to attract and meet tourists' expectations should be addressed.

2.8.3 Cognition-Affect and Cultural Tourism

In a more recent study by del Bosque and Martin (2008) the authors build on the consumer psychology of tourism and explore the cognitive (knowledge or beliefs) and affective (emotional feelings of pleasure and enjoyment) psychological processes, both which play a key role in the level of satisfaction experienced. Results of their research indicate that image has a significant role to play in destination pleasure, cognitions impact the formation of emotion and emotions impact satisfaction. This study has important implications for management who should communicate a more positive image of their destinations with emphasis on the emotions that the site can evoke so tourists can achieve true satisfaction and potential repeat visitation.

2.9 Target Study Group Segmentation

The psychological segmentation variable is paramount in its application to the study group identified in this thesis. The impact of motivation, cognition and affect on tourist behaviour as depicted in promotional information forms the basis of this research. Visitors to this Aboriginal site are already segmented according to behavioural characteristics because they have chosen motorcoach travel as a means to visit various points of interest in the Province of Nova Scotia.

2.9.1 *Motorcoach Tourism*

In Canada tourism spending reached \$74.7 billion in 2008. Total tourism Gross Domestic (GDP) reached \$30 billion in 2008 or 2% of Canada's GDP. In Canada there are approximately 3000 highway coaches and thousands more enter Canada from the United States. In 2008 there were 12.5 million overnight trips and 10.2 million day trips made to Canada by citizens of the United States. Each motor coach generates between \$7000-\$13,000 per day in economic activity and transports approximately 86 million people yearly in Canada (Motor Coach Canada, 2009).

Retirees feel they can travel whenever they want and for as long as they want. This is because they have more time available with fewer work and family responsibilities (Nimrod, 2008). It has been reported that seniors are a viable part of the motorcoach market, in part, because they are willing and able to travel during off-peak seasons to many destinations. According to Hsu (2003) escorted motorcoach tour groups in North America are one of the fastest growing areas of tourism. This researcher collected data from those tourists 55 years of age and older using soft features such as flexible schedule, social activities, referral by travel agent or friend/family, interesting and professional tour guide, health and safety concerns, price and value for the money as key measures of tour satisfaction. The research findings suggest that three factors: flexible travel itineraries, hiring professional and interesting tour guides and price and value must receive the most attention and ought to be prominently promoted in all marketing materials. Hard features, such as hotel accommodations, and foodservice may be incorporated into the motor coach travel package, but soft features had more of an impact on satisfaction.

2.10 Summary

The cultural, social and economical impact Aboriginal cultural tourism development is having on stakeholders is given much attention in the literature. For host communities, concern is raised about preserving culture while presenting their culture and heritage to the outside world. Some ceremonies or products are viewed as sacred and not for sale. While host communities have come to realize the economic opportunities tourism can provide to their communities, concerns raised about protection of culture and authenticity of products are also addressed.

Issues mentioned by the non-Aboriginal tourist industry are also presented by some authors. Promoters of tourism have expressed challenges surrounding product market readiness and reliability. Some researchers stress this unique product offering is one of growth and potential while others see Aboriginal products as part of the larger cultural experience providing added value to visitors.

To minimize concerns raised by Aboriginal tourism cultural presenters and mainstream tourism, partnerships and collaboration are discussed by several researchers as a means whereby interested parties can collectively discuss issues and address opportunities and growth for this industry. It has been suggested by community residents and the travel trade that Aboriginal communities need collaborative efforts from stakeholders inside and outside the community, to move Aboriginal cultural tourism forward.

In more current research, the topic of tourist motivation has been addressed by researchers of Aboriginal tourism marketing. As alluded to by Chang (2006) not much is written about what motivates tourists to attend an Aboriginal tourism event and this

author is not aware of other studies which have used motivation as a segmentation variable for Aboriginal cultural tourists. The literature reveals that motivational factors were more pertinent variables in profiling tourists than were demographics. Effective segmentation variables are critical to know as they form the basis of successful tourism promotion and product offering.

The field of consumer behaviour has been adopted by tourism researchers interested in understanding destination image formation, site selection, satisfaction and repeat visits among travellers. The intention of this thesis is not to provide an exhaustive review of the literature on consumer behaviour to explain tourist behaviour, but to provide a context for application of the earlier work of psychologist Seymour Epstein (1973), later referenced by several researchers in the field of tourism. The constructs of Epstein's work and impact of affect and cognition in consumer decision making have been adopted by tourism researchers such as Baloglu and McCleary (1999) and Martin and del Bosque (2008). Their work suggests that affective and cognitive constructs impact destination image formation and site selection and both attributes must be studied concurrently to have a complete understanding of tourist behaviour. In this thesis, a model developed from previous literature on the formation of destination image, as a result of motivational, cognitive and affective evaluations of a place has been adapted and applied to an Aboriginal heritage site located in the Province of Nova Scotia, Canada.

Chapter 3
Consumer/Tourist Behavioural Theories
Destination Image Formation

3.1 Introduction

The tourist literature is replete with information explaining tourist motivation and its value in destination image formation and site selection by tourists. An assessment of the tourist literature reveals an integrated model of the cognitive and affective components of destination image and choice has not been sufficiently examined in the cultural context of tourism. The intention of this researcher is to test a proposed consumer/tourist behavioural model to provide insights into how destination image is formed for a distinctive cultural destination in the absence of actual visitation.

Motives are the starting point that launches the consumer decision process. Before one can postulate why motives are formed, the underpinning concepts of consumer behaviour must be addressed. Consumer behaviour can be identified as the study of how people are motivated to fulfill needs through the selection, use and disposal of products, services, ideas or experiences. Marketers are interested in understanding this psychological process so they can develop superior marketing strategies aimed at their target audience. An understanding of the relationship between motivation, cognitive-affective constructs and subsequent impact on destination image formation by source and frequency of marketing information in the sector of Aboriginal cultural tourism is offered in this chapter.

3.2 Segmenting the Tourist Market

Segmentation is an important marketing tool for determining target markets. Several alternative market segmentation variables are proposed in the tourism literature to

subdivide the travel markets. Included in these is benefit segmentation (Frochot, 2005; Backman, et al.,1995; Cha, et al., 1995; Dewar, et al., 2001; Jang, et al., 2002), segmentation by nationality (Lee, et al., 2004), expenditure-based segmentation (Mok & Iverson, 2000), cultural exploration (Crompton, 1979b; Crompton & McKay, 1997; Lee, 2000), and psychographic characteristics (Alcaniz, et al., 2009; Beerli & Martín, 2004; Chen & Chen, 2010). These studies indicate that tourists are not homogenous and so different marketing initiatives to target each market segment more effectively have to be undertaken and should be directed at particular destinations.

An understanding of psychological factors such as human needs and what motivates consumers to fulfill unmet needs is imperative to understanding consumer behaviour and as a result the purchase decision process. The following section discusses motivation, consumer behavior and the role cognitive-affective evaluations play in influencing tourist behaviour (image formation).

3.3 Motivation and Consumer Needs

As defined by Kotler et al. (2011) motivation is, “a need that is sufficiently pressing to direct the person to seek satisfaction of the need” (p. 225). According to Maslow (1943) a person has varying levels of needs, which must be satisfied to maintain an internal state of equilibrium. Maslow’s Hierarchy of Needs explains “why” people are driven by various needs at various times. The most pressing basic physiological needs (hunger, thirst) are at the base of the hierarchy. These are followed by safety needs (security, protection), social needs (belonging, love), esteem needs (status, recognition) and self-actualization (self-development and fulfillment), the least pressing need. When a need is aroused the person will seek or be motivated to satisfy that need. Maslow

claims that once a need is satisfied, it ceases to be a motivator and the person will try to satisfy the next need. The seminal work of Maslow's (1943) motivational theory has inspired and influenced other researchers to investigate and expand research in consumer behaviour.

3.4 The Cognitive and Affective Elements of Consumer Behaviour

Consumer behaviour defines a need as a state of deprivation of the desired state and consumers are motivated to satisfy those needs (Sheth & Mittal, 2004). When consumers are intent on satisfying a need they will pay more attention and become involved in gathering information they feel is relevant to achieving their goals (Solomon, et al. 2008). Consumers vary in their level of involvement with an advertisement, product or a purchase situation. They also exhibit a range of "types of involvement" (p. 107) where the person may be emotionally or affectively involved with the product or advertisement, or rationally or cognitively involved in the product or purchase situation. This has major implications for the marketing industry advocating different types of strategies depending on the level and type of involvement (Solomon, et al., 2008). As stated by Loken (2006) in the past few years the important role emotions plays in consumer behaviour has increased significantly.

According to Homburg, et al. (2006) previous research on satisfaction has recognized the importance that both cognition and affect have on judgement. However, these authors stress that customer satisfaction is dynamic and both cognitive and affective influences need to be studied simultaneously over time which has never been researched previously in this manner. They further posit that with repeated consumption, consumer satisfaction judgements become more stable over time. As a result, the ability to predict

behaviour based on cognitive and affective factors should increase. Knowledge of these variables is important to the study of consumer psychology in tourism and the steps a tourist goes through in the pre-experience and post-experience stages.

3.4.1 Epstein's CEST Theory

Seymour Epstein (1973), a prominent psychologist has been writing about the "Self-theory" for almost four decades. His earlier work emphasized the purpose of the self-theory as a balance of pleasure/pain, to maintain self-esteem and to organize data to cope with it effectively. Epstein's historical work on personality theories indicates the self-theory does not exist apart from emotions. In subsequent research (Epstein, 1985) the theory was modified to include an "experiential" component and was named the "Cognitive-experiential Self-theory" (CEST). In this thesis, the CEST theory which focuses on the rational and experiential (emotional) human systems as proposed and expanded upon by Epstein (2003) will be examined and applied to a specialized Aboriginal cultural tourist population.

3.4.2 CEST Theory of Motivation

CEST (Epstein, 2003) assumes there are four basic needs: 1) to maximize pleasure and avoid pain; 2) to maintain a stable system for organizing experience; 3) to maintain relatedness to others; 4) to maintain a positive sense of self-esteem. Behaviour is influenced simultaneously by these four needs and when one need is fulfilled the other needs become more persistent. This is in contrast to Maslow's Hierarchy of Needs in which some needs take precedence over and may have to be satisfied before others. The basic needs in Maslow's Hierarchy can be compared to CEST's biological need of pleasure/pain. In Maslow's Hierarchy, self-esteem and self-actualization, at the top of the pyramid are individual-level needs. In CEST coherent meaning and self enhancement are classified as individual level needs.

The experiential system is affected predominantly by emotions, relying on intuition and functions automatically, organizing experiences and directing behaviours. The rational system is affect-free, conscious and driven by thought and social mediated knowledge (Pittman & Zeigler, 2007). The following table by Epstein and Pacini (2000-2001) provides a description of the rational and emotional systems of the CEST motivational model.

Table 3.1 Comparison of the Emotional and Rational Systems

Experiential System (emotional)	Rational System
Holistic	Analytic
Emotional: pleasure-pain oriented (what feels good)	Logical: reason oriented (what is sensible)
More outcome oriented	More process oriented
Behaviour mediated by “vibes” from past experience	Behaviour mediated by conscious appraisal of events
Encodes reality in concrete images, metaphors and narratives	Encodes reality in abstract symbols, words and numbers
More rapid processing: oriented towards immediate action	Slower processing: oriented toward delayed action
Slower to change: changes with repetitive or intense experience	Changes more rapidly: changes with speed of thought
Experienced passively and pre-consciously: we are seized by our emotions	Experienced actively and consciously: we are in control of our thoughts
Self-evidently valid: “experiencing is believing”	Requires justification via logic and evidence

Source: Epstein and Pacini (2000-2001)

3.5 Consumer/Tourist Motivation

Consumer motivation is widely discussed in the psychology literature and motivational theories have been purposed by researchers for several decades. However, what has been appearing in more current tourism literature is the linkage between these theories in psychology and tourist (consumer) behaviour. It is important for marketers to study tourist behaviour so needs, purchase motives and the decision process can be better understood. With an application of consumer behaviour models to tourism, marketers

will understand the impact of various promotional tools, have a better understanding of the different market segments based on purchase behaviour and have knowledge to improve their marketing success.

In recent years, tourist researchers have become aware of the importance of consumer behaviour in the success of destinations. Appearing in the literature is an understanding of the motivations affecting tourist behaviour. These attributes will usually be more important because marketers are directly concerned with what motivates buyers to make choices between competitive products (Middleton & Clarke, 2001).

A socio-psychological approach to segmenting the tourist market has been researched by authors such as Mannell and Iso-Ahola (1987), Crompton (1979b), Dunn Ross & Iso-Ahola (1991), Fodness (1994), and Gnoth (1997). Crompton (1979b) contends that tourism motivation is a dynamic process composed of internal factors (needs and wants) that generate a state of disequilibrium or tension within individuals. To satisfy those needs, promotion may be designed around those needs so it appeals to the target market. Knowing the needs of tourists and understanding what motivates them to fulfill those needs is key to designing offerings for them. He asserts that the socio-psychological motives of tourists offer insights into tourist destination selection and can be used as a segmentation variable in the development of product and promotion strategies.

Dunn Ross and Iso-Ahola (1991) emphasize there is a considerable similarity between motivation and satisfaction dimensions. They stress that knowledge seeking, social interaction, and escape are important motives and satisfaction factors for sightseeing tourists. These authors suggest it would be wise for tour operators to determine tourists'

motivational factors and then attempt to satisfy these through their tour offerings. Fodness (1994) argues that motivation is one of the least researched areas of tourism. He states that tourists are viewed in the literature as pursuing travel activities to satisfy unmet needs and so tourism products can be designed and promoted as solutions to meet those needs.

According to Gnoth (1997) tourists respond to felt needs and are motivated to satisfy those needs using inner or self-directed values, which contain emotional drives and outer-directed values which are predominantly cognitive in nature. Tourist objects such as destinations, services and experiences can be targeted to promise satisfaction for inner-directed emotional needs and values and can thus be substituted because they are not logically linked to an object or experience. Outer-directed values and needs are more cognitive-dominated and are directed at certain objects. They are difficult to substitute as they represent that particular value and are more logically linked to that object or situation. Tourists differ in their motivations and perceptions and the combination of motives, values and situations explains this diversity.

Cooper et al. (2008) posit that the concept of motivation in the context of tourism can be summarized to include: a) travel is need related and the strength of the motivator or “push” is the energizer of action; b) motivation is grounded in the socio-psychological aspects of attitudes, norms and perceptions; c) image of a destination created by various communication tools will influence motivation and type of travel undertaken.

3.6 Cognitive and Affective Elements in Tourism

In the research by Gnoth (1997), Crompton & McKay (1997), Chang (2006), Chang, et al. (2006), del Bosque & Martin (2008) the marketing concept of consumer psychology and motivation is examined. Taking this approach the cognitive and affective variables of segmentation are raised in the literature in an attempt to understand the diverse tourist market so products and promotion can be better tailored to suit their needs. A number of authors emphasize the role cognitions and emotions play in tourist satisfaction (Wirtz et al., 2000; Yu & Dean, 2001). According to these studies, satisfaction is the result of a tourist experience defined in the literature as an individual's cognitive-affective state.

Del Bosque & Martin (2008) build on the consumer psychology of tourism using a model inspired by Oliver (1993) which states that satisfaction is influenced by emotions and cognitive evaluations such as expectations and disconfirmations. These authors explore the cognitive (knowledge or beliefs) and affective (emotional feelings of pleasure and enjoyment) psychological processes, both of which play a key role in the level of satisfaction experienced. Their study has important implications for management who should communicate a more positive image of their destinations with emphasis on the emotions that the site can evoke so tourists can achieve true satisfaction and loyalty from their experience. As de Rogas & Cameraro (2008) point out, the need to study both cognitive and affective states is needed in the tourism industry. Because tourism is all about the search for pleasure, Gnoth & Zins (2009) assert that researchers and marketers of tourism need to have an understanding of tourist emotions.

A review of a more distinct type of tourist destination, cultural/heritage sites, is provided in this research and conclusions drawn on what promotional factors influence destination image formation by tourists. Cultural tourism research has been a world-

wide growth area for the past several decades (Diabo, 2003; du Cros, 2001). Researchers in this field have emphasized that tourists are motivated to visit cultural destinations for different reasons than “mainstream” tourists. For this study, it is important to know if cultural tourists are motivated by similar factors as “other” tourists so product development and promotion can be tailored for this distinctive group.

3.7 Cultural Tourism and Motivation

According to Formica & Uysal (1998) visitors to international cultural sites are motivated to visit for different reasons than visitors to other sites. Identifying tourist groups attending the Spoleto Festival in Italy, the authors conclude that motivations which encourage tourists to attend an international festival (motives based on the festival – culture and history) are different to those which entice people to attend local and rural festivals (motives based on the individual-family togetherness and socialization). They stress product and promotional efforts be based on segmentation research and should be performed on a regular basis to detect and assess trends and changes in the marketplace.

Motivational variables of tourists attending festivals and events is the research focus of Backman, et al. (1995), Crompton & McKay (1997), Formica & Uysal (1998), and Dewar, et al. (2001). These authors assert that festivals and events are a new way of bringing in tourism dollars to local communities and exposing unique culture to visitors. Segmenting tourists who choose to attend special events allows for a more target marketing approach to that sector of the market.

The dimensions of travel motivations for particular international travel groups (Japanese) are researched by Cha, et al. (1995). They conclude these tourists place a

high emphasis on knowledge and adventure. In a comparative study between Asian (Koreans and Japanese) and Caucasian (Americans and Europeans tourists), Lee (2000) argues Caucasian tourists have higher motivation than Asians, however both segments place high ratings on cultural exploration while family togetherness received low ratings.

Psychological variables influencing tourists' motivation to visit cultural sites is interesting, but one where academic research is recent and limited. While tourism is viewed from an economic and social viewpoint, those involved in the management and planning of tourism are encouraged to study tourist behaviour in psychological terms. To develop a model for tourism motivation and behaviour, attitudes of tourists have to be determined first. Segmentation would allow different marketing strategies which can be tailored towards specific tourist groups. As previous research has revealed tourists are not homogenous and so a combination of segmentation strategies must be implemented (Backman et al., 1995).

Crompton and McKay (1997) examine tourism motivation towards festival events. The researchers contend there are several needs which motivate tourists, however if visitors' motivation and needs are understood, then products can be tailored to meet those needs. These authors emphasize that motivation occurs before the event while satisfaction is the result of the experience and the fulfillment of needs.

As de Rojas and Camarero (2008) believe a well-designed way of presenting the cultural product, should include proper location, walkways, lighting, informative panels and intangibles about the cultural products so tourists can understand, feel and relive the

heritage. To increase tourists' interest and involvement, the experience can be created to provide perceived value and satisfaction, leading to visitor loyalty.

Chen & Chen (2010) stress that experience quality is more important to understand in heritage tourism than experience of the service. These authors adopted an experience quality scale (Otto & Ritchie, 1996) using four factors – hedonics (affective responses such as excitement, enjoyment and memorability), peace of mind (need for physical and psychological safety and comfort), involvement (desire to choose services, demand to be educated and informed) and recognition (feeling important and confident while being taken seriously). Experience quality has a positive effect on perceived value, a direct determinant of satisfaction; both factors having a direct positive effect on behavioural intentions. The result of quality of experience refers to the psychological outcome resulting from customer participation in tourism activities. As a result, heritage managers must provide a quality total experience and include components of involvement, peace of mind and educational experiences.

3.8 Aboriginal Cultural Tourism and Motivation

In the past decade the literature has witnessed an increase of discourse surrounding tourist behaviour, preference for tourism products, level of satisfaction and preferred activities by tourists attending native sites (Chang, et al., 2006; Notzke, 2004; Lynch, et al., 2011). However, there are limited studies in the literature on a motivational segmentation approach pertaining to Aboriginal cultural tourism.

The cognitive-emotional appeal Aboriginal destinations have on tourist behaviour and impact on destination image and decision to visit has not been previously revealed in the

tourist literature. As a result, a new body of research relevant to those involved in Aboriginal cultural tourism development and promotion will be undertaken in this thesis. Destination attributes and tourists' motivation need to be clearly understood, so Aboriginal tourism marketers can incorporate these into their communication tools.

Altman (1989) claims that many Aboriginal people wish to gain financial benefit from tourism; but they would like to minimize social and cultural costs. Aboriginal communities can realize the benefits of tourism related economic development in terms of employment, commercial activity, revenue generation and community vibrancy while also ensuring that such tourism development serves to respect cultural heritage and traditions, promote cultural authenticity in tourism content, products and messages, and enhance cross-cultural understanding and awareness between Aboriginal and non-Aboriginal populations (Diabo, 2003; Notzke, 2004; Kortright, 2002).

Given the recent expansion in cultural tourism research (Butler and Hinch, 1996; Butler and Hinch, 2007) and more currently Aboriginal cultural tourism, it is imperative for marketers to know what motivates tourists to attend a particular event or site so promotion and product development can be channelled towards this diverse group. According to Long and Perdue (1990) festivals and events which expose indigenous cultures are increasing in numbers and so too is the number of international visitors interested in knowing about other cultures.

Moscardo & Pearce (1999) identify groups of ethnic tourists based on types of experiences preferred and their level of interest in the cultural experience. Even those groups with little interest in products and direct contact with Aboriginal people report

having a positive and enjoyable experience. Two main points emerge from this research: tourists do differ in terms of the experience they seek in ethnic tourism situations and some visitors may be uncomfortable with direct ethnic contact.

As emphasized by Ryan & Huyton (2000) there is a distinct relationship between importance and satisfaction. Tourists vary in their level of interest in Aboriginal cultural products. As a result, a higher level of satisfaction exists with tourists who view attending an Aboriginal site or event as significant.

Aboriginal communities are taking an interest in this new development as a means of heritage control and opportunities for their communities. Aboriginal researchers such as Diabo (2003), Hager (2003) and O'Neil (2005) mention that Aboriginal community leaders view cultural tourism development as ways and means of promoting economic development for their communities and so will be carefully addressing the social and economic challenges and opportunities which cultural tourism can provide for their residents. McIntosh (2004) posits that Aboriginal cultural festivals are a means to attract tourists in an attempt to increase economic gains. This researcher emphasizes that the tourist perspective of indigenous culture is not fully known. In her research she explores tourists' experience of Maori culture in New Zealand so tourist motivation and product development can be better understood. She stresses few studies have adopted a motivational segmentation approach pertaining to Aboriginal tourism. According to Notzke (2004) motivational dimensions are a powerful communication tool for tourism stakeholders who can offer quality cultural events without infringing on the authenticity and cultural integrity of Aboriginal culture and heritage.

Chang, et al. (2006) and Crompton and McKay (1997) explore the novelty-seeking motivations of tourists who visit Aboriginal attractions. These researchers discuss the Aboriginal tourist industry and introduce a consumer psychology approach to tourist segmentation. The more current literature on Aboriginal cultural tourism focuses on tourists' needs and mentions motivation which has a significant influence on behavioural intentions. As Chang (2006) points out demographic variables do not provide adequate profiles of those who visit Aboriginal sites or attractions. This author concludes that tourists visiting Aboriginal cultural festivals are somewhat heterogeneous and have varying degrees of interest in a cultural experience. As a result, different marketing strategies need to be employed. Chang contends the most stimulating factor for tourists to attend an Aboriginal event is cultural exploration. This researcher builds on an adopted version of Crompton & McKay's (1997) scale on motives, giving the ability to generalize findings to a novel Aboriginal cultural event. Using Crompton and McKay's novelty seeking scale in another study, Chang et al. (2006) extends existing research to segment novelty-seeking tourists according to differences in preferred activity and the social contact aspect of behaviour to the market attending Aboriginal sites in Taiwan.

To date, there has been limited research on the cognitive factors motivating decision making by tourists and no literature to support how affectively involved tourists are by advertisements of Aboriginal products, their decision to visit an Aboriginal destination and their overall experience. The literature examines tourist motivation to explain why travellers visit certain cultural sites and festivals. However, as Chang (2006) points out there is limited research which segments tourists attending Aboriginal sites on the basis of their motives.

Chang (2006) admits that motivation as a segmentation variable will help determine existing market segments and motives in the context of Aboriginal tourism. She argues that not all tourists are interested in all aspects of an Aboriginal festival. Younger tourists enjoy a change of pace which the rural scenery and Aboriginals in traditional dress can provide. Her research further reveals that tourists place high value on entertainment (dances) where there is interaction between tourists and Aboriginal villagers. These findings have implications for management and promoters of Aboriginal sites where sustainable development and ability to provide well-planned authentic entertainment programs to attract and meet tourists' expectations should be addressed. Sinclair (2003) and McIntosh (2004) recommend that quality experiences must be provided to tourists while maintaining authenticity and integrity of Aboriginal culture.

Chang et al. (2006) segment Aboriginal tourists based on the novelty-seeking characteristics of Taiwan tourists travelling abroad. These authors explore what types of advertising appeals are most effective in attracting tourists to visit Aboriginal sites. The authors conclude that an emotional appeal in the advertisement, using dancers dressed in costumes (originality) to endorse Aboriginal culture is most effective and would also reflect authenticity. Thus, authenticity in Aboriginal cultures provides a niche to market their products through endorsement advertising.

Given the important management implications in the development and promotion of Aboriginal cultural tourism as a unique tourist experience, it is imperative for researchers to apply a cognitive-affective model of tourist segmentation. This application would achieve more insight into the psychological factors impacting image

formation and decision making by tourists interested in visiting an Aboriginal cultural destination.

3.9 Maslow and Epstein's Motivational Models

The psychological literature on motivation has revealed several personal motivational models which can be adopted to explain human needs and how unmet needs are satisfied. Maslow's (1943) seminal work on motivation and the Hierarchy of Needs, one of the most popular models on human motivation is referenced in this research. The work of Epstein (2003) is compared and contrasted to Maslow's to demonstrate that although Maslow's (1943) model had been refuted by psychologists in later years and its application limited in tourism, it did influence the development of other human motivational models, including the CEST theory. This thesis will use the latter framework for its conceptual base in a distinctive sector of tourism.

The cultural tourism literature discloses there has been no application of a cognitive-affective motivational model to determine tourist behaviour. An examination of several disciplines of study (Table 3.2) reveals the CEST theory has been currently referenced by psychology, consumer, business and medical researchers. What is lacking in the tourism literature, and more specifically, Aboriginal cultural tourism is any allusion to Epstein's CEST theory (2003) to explain tourist behaviour.

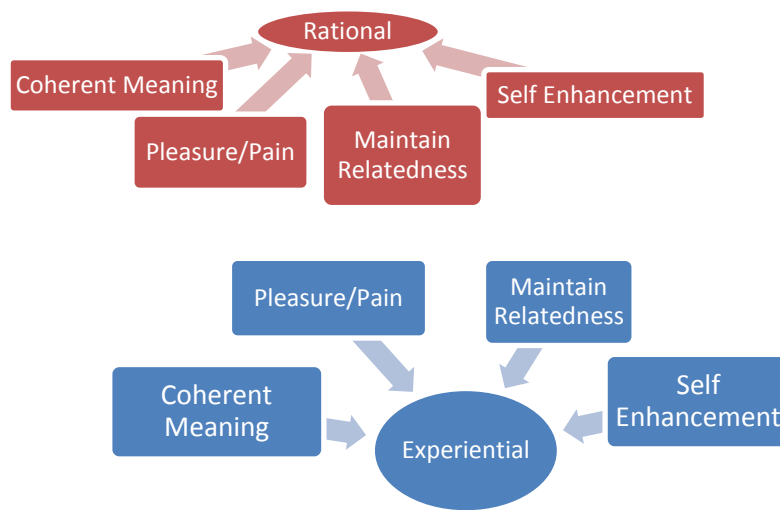
Table 3.2 Recent studies referencing the CEST theory of human motivation

Author	Article Title	Journal
Churchill, S., et al. (2008)	Impulsive and/or planned behaviour: Can impulsivity contribute to the predictive utility of the theory of planned behaviour?	British Journal of Social Psychology
Fror,O.(2008)	Bounded rationality in contingent valuation: Empirical evidence using cognitive psychology	Ecological Economics
Godek, J. & Murray, K.B. (2008)	Willingness to pay for advice: The role of rational and experiential processing	Organizational Behavior and Human Decision Processes
O'Brien, K.S., et al. (2008)	Do Anti-fat Attitudes Predict Anti-fat Behaviors?	Obesity
Sladek,R.M.,etal.(2008)	Why don't doctors wash their hands? A correlational study of thinking styles and hand hygiene	American Journal of Infection Control
Sojka, J.Z. & Deeter-Schmelz, D.R. (2008)	Need for cognition and affective orientation as predictors of sales performance: An investigation of main and interaction effects	Journal of Business and Psychology
Haynie, M. & Shepherd, D.A. (2009)	A Measure of Adaptive Cognition for Entrepreneurship Research	Entrepreneurship Theory and Practice
Hamerman, E. (2009)	Moving Beyond the Rabbit's Foot: Superstition and Magical Thinking in Consumer Behavior	Advances in Consumer Research
Hodgkinson, GP., et al. (2009).	Intuition in Organizations: Implications for Strategic Management	Long Range Planning
Melnyk,V., et al. (2009)	Are Women More Loyal Customers Than Men? Gender Differences in Loyalty to Firms and Individual Service Providers	Journal of Marketing
Witteman, C., et al. (2009)	Assessing Rational and Intuitive Thinking Styles	European Journal of Psychological Assessment
Hicks, J.A, et al. (2010)	Positive Affect, Intuition, and Feelings of Meaning	Journal of Personality and Social Psychology
Kemmelmeier, M (2010)	Authoritarianism and its relationship with intuitive-experiential cognitive style and heuristic processing	Personality and Individual Differences
Salas, E., et al. (2010)	Expertise-Based Intuition and Decision Making in Organizations	Journal of Management
Sparks, J.R. & Pan, Y. (2010)	Ethical Judgments in Business Ethics Research: Definition, and Research Agenda	Journal of Business Ethics

Source: Author (2010)

Figure 3.1 portrays the two operational systems in CEST (Pittman & Zeigler, 2007), the rational (cognitive) and experiential (emotional). The four basic needs function in the system of checks and balances at the emotional and rational levels. If one need is fulfilled, at the expense of another, other needs become more insistent, moderating the strength of the first need.

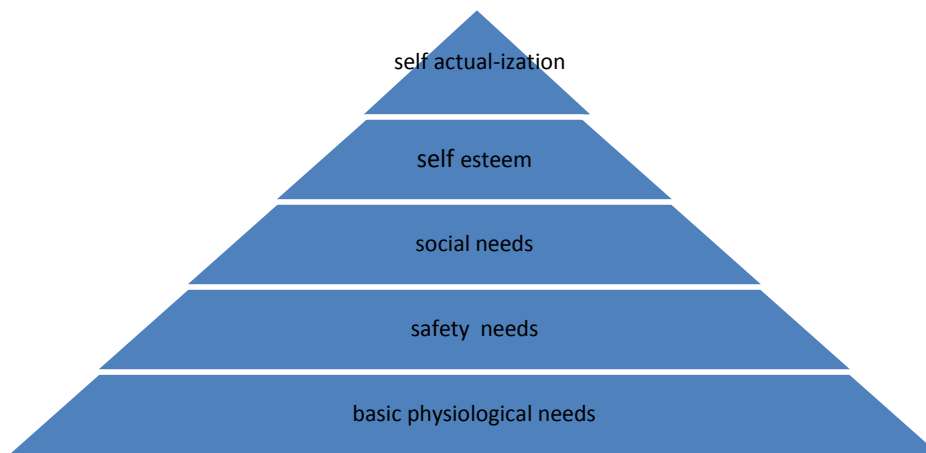
Figure 3.1 Cognitive-Experiential Self-Theory



Source: Pittman & Zeigler (2007)

The basic needs of pleasure/pain (CEST) are compared to the basic physiological needs in Maslow's Hierarchy (Figure 3.2). The individual needs as expressed by Epstein are related to coherent meaning and self-enhancement in comparison to Maslow's level of self-esteem and self-actualization. At the social or group level the CEST Theory indicates the need to maintain relatedness, while Maslow's Theory equates this to a sense of belongingness. Table 3.3 outlines three levels in both Maslow's Hierarchy and the CEST Theory as proposed by Epstein (2003).

Figure 3.2 Maslow’s Hierarchy of Needs



Source: Maslow (1943)

Table 3.3 Basic Human Needs

Levels of Analysis (Maslow and CEST)

	Basic/Biological	Individual	Social Group/Societal
Cognitive Experiential Self Theory	Pleasure/Pain	Coherent Meaning Self-Enhancement	Maintain relatedness
Maslow’s Hierarchy	Physiological Safety	Self-Esteem Self-Actualization	Belongingness

Source: Pittman and Zeigler (2007)

3.10 CEST Theory and Tourist Behaviour

Individuals travel to satisfy the individual need of self-enhancement (self-esteem, self-actualization) or to maintain a sense of relatedness (belong to a group). According to Gnoth, et al. (2000) an awareness of the affective state impacts the need to travel which restores self-assurance and esteem. Despite this, emotions have been given little attention in the tourism literature.

Cook, et al. (2010) stress Maslow's Hierarchy of Needs can be applied to the tourist industry. At the group level, a sense of belongingness (CEST – maintain relatedness) can be achieved by tourists through group tours with people having similar interests and/or backgrounds or in trips undertaken to explore one's ancestral background. On an individual basis, a tourist's level of self-esteem (CEST – coherent meaning) can be increased with the traveller going to exotic places and being exposed to new cultures. Educational tours and learning about new cultures and languages can motivate travel to a cultural or heritage site and fulfill the need for self-actualization (CEST – self-enhancement).

According to CEST when a person responds to an emotionally significant event (such as a cultural event) the experiential system searches its memory banks for related events. If the feelings are positive, the person will respond favourably to this event (repeat visit) because the person wants to reproduce those feelings. If the feelings are negative, the person will seek to avoid reproducing those feelings. The person is trying, by using reasoning, to rationalize why they are experiencing those feelings. Epstein (2003) postulates, the experiential system is more responsive than the rational system to imagery and to other concrete representations than the rational system, whereas the rational system is more responsive than the experiential system to abstract representations. The experiential system can override the rational system, leading people to 'behave against their better judgement'.

3.11 Destination Image Formation

The source and frequency of marketing information and impact on cognitive-affective motivational factors in destination image formation is the focus of the current research.

Advertising themes can be developed to appeal to these motivations to enhance destination image and subsequent selection among the tourist audience.

The study of destination image is recently new, spanning only the past three decades. However, it has become one of the most popular areas of study in the tourism research literature (Pike, 2002). The literature reveals that few studies have addressed the role of affective perceptions in destination image. In Pike's (2002) study 142 destination image papers from 1973-2000 were reviewed and found only 6 showed an explicit interest in affective images. In a later study of Pike and Ryan (2004) the topic of destination image and affective perceptions are addressed. These authors stress that destinations must engage in the fundamentals of strategic marketing by matching internal resources with environmental opportunities and position themselves effectively to reinforce positive images, correct negative images and create new images in the minds of target audiences. Cognition is the sum of what is known about a destination – its physical attributes while affect represents an individual's feelings about the destination.

Image can be defined as a set of beliefs, ideas, and impressions that people have of a place or destination. It is a valuable concept in understanding the selection process among tourists. Destination image has been gaining much attention in current tourism literature (Baloglu & McCleary, 1999; Baloglu, 1999; Das, et al., 2007; Kim & Yoon, 2003; Lin, et al., 2007; Pike & Ryan, 2004). It is important to know the factors influencing image formation to identify target markets so decisions can be made which image to promote to which segment of the market. In the research of Kim & Yoon (2003); Pike & Ryan (2004); Baloglu & McCleary (1999); Lin et al. (2007), the cognitive/affective components in destination image formation are examined.

Beerli & Martin (2004) assert that brand image of a destination plays a key role to influence consumer behaviour in the tourism sector. Thus, the emotional interpretation of image destination is the result of two interrelated variables: the cognitive or the individual's own knowledge about the destination and the affective or the individual's feelings towards the destination. Branding is used by destinations to: create an image, to allow for tourist association, to increase destination visibility and to distinguish itself from competitors. Scotland (2002), had undertaken an emotional approach in their advertising campaign, focusing on the emotional attachment of visitors to Scotland, emphasizing how the brand "makes me look and feel" and also the rational components of "what the product does for me" (Page & Connell, 2006).

Alcaniz et al. (2009) confirm the importance of the cognitive component of a destination's image. The image tourists hold of the destination impacts their future behaviour to visit, revisit or recommend to others. They further argue this study could be replicated at other destinations, but advised to include the affective component of image, in order to analyze overall image and tourist behaviour intentions.

A tourist's intent to visit a destination can be predicted by a combination of cognitive and affective evaluations of destination image determined by the type and variety of marketing information sources used (word-of-mouth, advertisement and non-promotional), socio-psychological travel motivations (relaxation/escape and knowledge) and to some extent demographic variables (Baloglu, 1999). Travel professionals should pay attention to their promotional information and destinations must tailor their image and positioning efforts to meet specific travel motivational needs. It is important for marketers and researchers to predict or explain consumer/tourist behaviour so effective tourism marketing and communication strategies can be developed.

Baloglu & McCleary (1999) determine how images of destinations are developed in the absence of actual visitation. Tourist motivations, socio-demographics and various information sources influence destination image (Figure 3.3). Image construct of a place has both perceptual/cognitive and affective evaluations and these constructs are interrelated.

Tourists are motivated to travel to certain destinations and as Cooper et al. (2008) postulate; these are inner urges which initiate travel demand. Images consisting of beliefs, ideas and impressions related to the destination are formed by the tourist.

Figure 3.3 Destination Image Formation



Source: Baloglu and McCleary (1999)

Motivation (benefits sought) is defined as socio-psychological forces to understand tourist image formation and destination selection. The components of cognition and affection will be tested in this research to determine destination selection among a distinct group of tourists. Stimulus factors described as information sources will be provided prior to the visit through the use of print material (brochure) and word-of-mouth (information provided by tour guide). As Holbrook (1978) posits information sources do influence the cognitive (but not affective) component in image formation. Cognitions play an intervening role between information sources and the affective

component. Therefore, the variety and type of information sources used will significantly influence cognitive evaluations.

The following diagram (Figure 3.4) portrays the personal and stimulus factors which will be examined in this thesis in relation to destination image formation by tourists, of the Aboriginal Cultural Site, the Glooscap Heritage Centre, Millbrook, Nova Scotia.

Figure 3.4 Destination Image/Selection Variables for Glooscap Heritage Centre



Source: Baloglu & McCleary (1999), revised by Author (2010)

The buyer (tourist) decision process (Figure 3.5) is similar to the AIDA (awareness, interest, desire, action) model used by marketers to influence consumers in their buying decisions (Pike & Ryan, 2004). Cognition is the sum of what is known about a destination, derived from a previous visit or from other marketing sources, focusing on the tangible physical attributes. Affect usually becomes apparent during the evaluation stage of the destination selection process (Cooper et al., 2008).

Figure 3.5 Tourist Decision Process



Source: Cooper, et al. (2008)

According to Baloglu & McCleary (1999) destination image is more likely influenced by affect and serves as an intervening variable between cognitive evaluations and overall image. They argue that destination image is formed as a result of both consumer characteristics and stimulus factors. The decision (destination) choice is the intent or action component (conation) while the post-purchase behaviour stage is what the tourist is experiencing (pleasure/displeasure) after the visit. As Baloglu & McCleary (1999) posit, numerous researchers across various fields and disciplines agree that image is formed as a result of two major forces: the external stimulus (information sources and previous experience) and personal factors (social and psychological) of the perceiver. Their findings reveal that affect and to a lesser extent cognition have a strong influence on image. These attributes and tourists' motivation must be taken into account by marketers in order to become more effective in positive image formation and attracting tourists to their destinations.

Oliver (1980) emphasized the importance of tour operators in providing a pleasant experience for visitors. Tourist satisfaction/dissatisfaction is the result of confirmation/disconfirmation between expectations and performance of product or service. As Baloglu & McCleary (1999) postulate providing an enjoyable experience for tourists has a major effect on the development of positive images for non-visitors and the willingness to recommend. Therefore, word-of-mouth recommendations from friends and relatives, is an important source for destination image formation and selection.

Baloglu & McCleary (1999) suggest the elements that form destination image are multi-dimensional. They argue that variety of information and types of sources have a positive impact on image while age and income have an inverse effect. Tourists' socio-

demographic characteristics influence perceptions/cognitions about a destination. Feelings towards destinations are formed from these perceptions and tourists' socio-psychological motivations. Together these form the overall image of a destination. Affect has a stronger influence on destination formation than cognition, so marketers should take both destination attributes and tourists' motivations into account.

3.12 Objectives and Hypotheses

The main objective of this thesis is to examine tourists' motives in destination image formation dependent on the unique characteristics or place-specific attributes of the chosen Aboriginal Cultural Heritage Park located in the First Nation's community of Millbrook, Nova Scotia. Representatives of local Mi'kmaw communities recognize the potential that Aboriginal cultural tourism ventures can offer their people in terms of economic development, employment, and the generation of wealth within their community as well as promoting an authentic portrayal of Mi'kmaw history and culture (Pyke, et al., 2008).

As identified in the previous model (Figure 3.4), personal and stimulus motivational factors will be evaluated. These components, in particular the source and frequency of current marketing information and identification of cognitive-affective motivational constructs as outlined in the CEST model, will be replicated in Aboriginal cultural tourism to produce an overall destination image. The target audience will be domestic and international tourists who visit the Glooscap Heritage Centre via motorcoach, as part of their scheduled tour. The time spent at this particular site will be approximately ½ hour to one hour.

In a study conducted by Lin, et al. (2007) the authors emphasize the two image components of cognition and affection vary across destinations. They argue that while some attributes are universally important, others are only important for specific destinations. Marketers must consider the characteristics of their target markets and tailor their image and products to specific socio-demographic and motivation segments.

This thesis will focus on a distinct destination and advance the body of literature exploring the influence of marketing information on motivation and decision image formation of an Aboriginal cultural tourist site. Tourists are motivated by the attributes of the destination which are capable of providing the values of the individual's desired states. Therefore, tourists will have a more positive cognitive-affective image of the destination when the information source evokes emotions and provides beliefs (perceptions) which coincide with their benefits sought.

Subsequently, the following hypotheses are proposed:

H1: The source and variety (amount) of marketing information influenced the overall image of the Glooscap Heritage Centre.

H2: Sociopsychological motivations provided by the marketing information source influenced the image formation of the Glooscap Heritage Centre.

H3: Cognitive evaluations provided by the marketing information source influenced image formation of the Glooscap Heritage Centre.

H4: Affective evaluations provided by the marketing information source influenced the image of the Glooscap Heritage Centre.

H5: Destination image is jointly formed by the tourist's motivational, cognitive and affective evaluations of the Glooscap Heritage Centre.

3.13 Summary

Consumer behaviour, and the constructs of cognition and affect, as documented by Seymour Epstein (1973) and later revisited by tourism researchers, forms the groundwork for this thesis. Motivation and the desire to fulfill unmet needs, as depicted in the seminal work of Maslow (1943), is paramount to understanding decision making among consumers.

The study of destination image formation has appeared in tourism academic journals only in the past few decades. This realm of research has recently become more prevalent in tourism research as promoters and marketers of vacation destinations realize the importance of portraying a positive image to the visiting public. The psychological attribute of cognition and impact on tourist behaviour has been documented in the tourism literature, however there has been a more recent focus on understanding affect and its influence on visitor motivation. According to Gnoth (1997), emotional states in the tourism literature are important because tourists seek pleasure-seeking and/or displeasure-removal activities. Affect appears to be an energizer for travel behaviour or at least travel behavioural intention. However, little research in the tourism literature has used affect to understand motivation. Some researchers have stressed that by studying the combined elements of cognition and affect a better understanding of tourist behaviour in relation to destination image formation will be uncovered.

A review of the tourism literature reveals limited collaborative use of motivation, cognition and affective constructs to explain tourist behaviour. Researchers in

Aboriginal Cultural Tourism have argued that motivation better explains decision making among visitors than do demographics (Chang, 2006). In an effort to further understand destination image formation in the Aboriginal context, empirical research on the impact of motivation, cognition and affect, influenced by external stimuli prior to visitation, will be documented and an analysis presented in the following chapter.

Chapter 4

Methodology

4.1 Introduction

This chapter provides an overview of management research paradigms, a context for the research, justification of the research methods employed to achieve the stated objectives, the data collection techniques utilized, the design and pre-testing of the questionnaire, development of the final questionnaire, the target audience in the study, and sample size.

As with any research it is important to determine research methodologies before data collection commences. It is necessary to then defend the chosen course of action. The results drawn from primary data collection in the thesis are objective, valid and generalizable conclusions. The process engaged in allowed the researcher to devise a way of proceeding to achieve the purpose of the thesis. A review of other research methods and methodologies in destination image formation research were examined. An evaluation of their suitability to the thesis and an established methodology to achieve the current research objectives was determined and defended.

The importance and complex nature of destination image formation is discussed in Chapter 3. Motives, cognition and affect factors impacting tourist behaviour have been the focus of tourism research for the past few decades. Motivation has been used to explain consumer behaviour (Maslow, 1943; Epstein, 1973) by several researchers. Tourism studies have examined motivation in relation to tourist behaviour (Crompton, 1979b; Mannell and Iso-Ahola, 1987; Dunn Ross and Iso-Ahola, 1991; Fodness 1994; and Gnoth, 1997). Cognition and affect in tourist image formation has been examined by del Bosque and Martin (2008), Chang (2006), Gnoth (1997), Crompton & McKay (1997) and Oliver (1993). It has been suggested that in order to determine the complex

formation of destination image, the influence of psychological factors on tourist behaviour must be understood. Participants in this study were surveyed to determine what variables of motivation, cognition and/or affect contained in promotional sources impacted their image/impression of the Glooscap Heritage Centre.

The chapter begins with an overview of the dominant philosophies in social science research – the positivist and constructivism research paradigms. The positivist approach takes a more structured stance using quantitative surveys as the primary technique for data gathering. The constructivist paradigm adopts a less structured methodology using qualitative interviews as a means to collect primary information. In his analysis of 142 destination image papers from 1973 to 2000 Pike (2002) concluded that the majority of papers (114) used structured techniques and less than half (63) reported using qualitative methods at any stage of the research. Since that time questionnaires and quantitative statistical techniques have been used by several authors to measure destination image (Kim & Perdue, 2011; Byon & Zhang, 2010; del Bosque & Martin, 2008; Lin et al., 2007; Beerli & Martin, 2004). It has been argued by some researchers, that a combination of both structured and unstructured methodologies to capture all components of destination image should be used (Echtner & Ritchie, 2003).

According to Baloglu and Sahin (2011) the inherent problem with using structured questionnaires is the inability for participants to provide more valid destination traits. The attributes are pre-determined by the researcher and may not express participants' unique views. In this thesis a review of the tourism literature was conducted to determine common destination attributes used in destination image studies. Interviews were scheduled with managers to assess these components from the literature and to determine if unique destination attributes should be added to the survey. This part of

the research was undertaken in an effort to make the attributes as encompassing as possible when describing features of the site. It would not be feasible to conduct qualitative interviews with tourists, due to time constraints imposed by coach tour operators.

Prior to the commencement of any research, an understanding of research paradigms is needed. This will shape the methodologies necessary to ensure that information gathered validates findings from which conclusions may be reached. Section 4.2 provides a theoretical background on research paradigms, methodology and methods which may be considered in social research. The choice and justification for the epistemology, paradigm, methodology and methods adopted in the thesis is provided in the following section.

4.2 Management Research Paradigms

The relationship between data and theory is a hotly debated topic among philosophers. If the researcher does not consider philosophical issues or positions which are central to the research design, then the quality and outcome of research activity will be compromised. According to Easterby-Smith, et al. (2011) a researcher must understand philosophical issues for several reasons. It will help to clarify research designs; helps the researcher identify which designs will work and which ones will not; it may help the researcher identify or create designs outside his or her past experience; and it may suggest how to adapt research designs according to constraints of subject or knowledge structures.

A comparison is provided between theoretical research perspectives and the approach adopted in the thesis. Table 4.1 demonstrates the interrelationship between the epistemological stance, theoretical perspective, methodology and methods.

Table 4.1 Perspectives and Methodologies

Epistemology	Theoretical perspectives	Methodology	Methods
Objectivism	Positivism	Experimental research	Sampling
Constructivism	Interpretivism	Survey research	Statistical analysis
Subjectivism	Critical inquiry	Ethnography	Questionnaire
	Feminism	Phenomenological research	Observation
	Postmodernism	Grounded theory	Interview
		Heuristic inquiry	Focus groups
		Action research	Document analysis
		Discourse analysis	Content analysis

Source: Crotty (1998)

Table 4.2 illustrates the research approach adopted in the current thesis.

Table 4.2 Perspectives and Methodologies for Current Thesis

Epistemology	Theoretical perspectives	Methodology	Methods
Objectivism	Positivism	Experimental research	Sampling
		Survey research	Statistical analysis
			Questionnaire

Source: Author (2012)

4.2.1 *Epistemology*

“Epistemology provides a philosophical background for deciding which kinds of knowledge are legitimate and adequate” (Gray, 2009, p. 17). The researcher should consider epistemology in the outset. The research approach and methods used will influence whether the objective ‘truth’ can be measured and generalized to a larger population. With the objectivism perspective, the researcher is attempting to discover the objective truth. Objectivism is closely linked to the theoretical perspective of positivism. The constructivism approach rejects the view of human knowledge. Meaning is constructed by subjects in different ways, even in relation to the same phenomenon. Constructivism is closely linked to the theoretical perspective of interpretivism. In contrast to constructivism is subjectivism. Meaning is not constructed by the interplay of subject and the outside world, but is inflicted by the subject. Subjects impose meaning, but do so from the unconsciousness; from dreams, religious beliefs (Gray, 2009).

The research epistemology adopted in this thesis is an objective stance. The researcher is not a participant in the research, but takes on the role of objective observer. An attempt is made to measure the objective ‘truth’ and generalize findings to the larger population.

4.2.2 *Theoretical Perspectives*

There are two contrasting views of how social research should be conducted; positivism and social constructionism (Table 4.3).

Table 4.3 **Contrasted Research Paradigms**

	Positivism	Social constructionism
The observer	must be independent	is part of what is being observed
Human interests	should be irrelevant	are the main drivers of science
Explanations	must demonstrate causality	aim to increase general understanding of the situation
Research progresses through	hypotheses and deductions	gathering rich data from which ideas are induced
Concepts	need to be defined so that they can be measured	should incorporate stakeholder perspectives
Units of analysis	should be reduced to simplest terms	may include the complexity of 'whole' situations
Generalization through	statistical probability	theoretical abstraction
Sampling requires	large numbers selected randomly	small numbers of cases chosen for specific reasons

Source: Easterby-Smith, et al. (2011)

The research design adopted in the thesis is similar to the positivist paradigm. Table 4.4 provides an overview of the approach taken in the current study.

Table 4.4 Current Research Paradigm

	Positivism	Current Study
The observer	must be independent	Is not directly involved in research; surveys are distributed to participants
Human interests	should be irrelevant	Interviews are used only as information source and not to directly influence findings Surveys do not allow for participants to express personal beliefs or expand upon attributes
Explanations	must demonstrate causality	An attempt is made to determine impact of promotional material on image formation between tourist group exposed/not exposed to information source
Research progresses through	hypotheses and deductions	Implications from findings to support proposed hypotheses
Concepts	need to be defined so that they can be measured	Literature review provided definitions for concepts in study; i.e. motivation, cognition, affect
Units of analysis	should be reduced to simplest terms	Questionnaire with no open ended questions
Generalization through	statistical probability	SPSS analysis
Sampling requires	large numbers selected randomly	Large number randomly chosen from visitors during peak tourist season

Source: Author (2012)

As demonstrated in Table 4.4, characteristics of the positivism paradigm and the approach taken in the current research are very similar and will be expanded upon later in the chapter.

4.2.3 Methodology

As pointed out by Tribe (2001), methodology is a procedure undertaken to ensure the research method resulted in a valid conclusion. Methodology would include sampling, sampling error, questionnaire design, and a statistical presentation to ensure a particular technique has scientific validity. Table 4.5 summarizes the elements of methodologies for both the positivism and constructivism research position.

Table 4.5 Methodological Implications of Each Paradigm

Elements of methodologies	Positivism	Social constructionism
Aims	Discovery	Invention
Starting points	Hypotheses	Meanings
Designs	Experiment	Reflexivity
Techniques	Measurement	Conversation
Analysis/interpretation	Verification/falsification	Sense-making
Outcomes	Causality	Understanding

Source: Tribe (2001)

The main strength of the positivist paradigm is due to gathering data using quantitative methods which can be fast and economical using statistical analysis. On the negative side, these methods tend to be inflexible, not very effective in understanding processes and are not helpful to generate theories. The social constructionist paradigm uses qualitative data gathering which understands peoples' meanings and data gathered is seen as natural. Data collection can take time, analysis and interpretation may be difficult, low credibility due to 'subjective' opinions and it may be difficult to control the pace, progress and end points of the study. The methodology will be influenced by the theoretical perspectives and in turn, by the researcher's epistemological stance. According to Gray (2009) the choice of research methodology is influenced by whether the researcher is inclined towards a positivist or constructionist perspective. It will also be influenced by the researcher's attitude towards the way theory should be used – deductive approach (beginning with a theoretical model) or inductively (models should emerge from the data). The theoretical perspective and methodologies adopted in the current thesis are presented in Table 4.6.

Table 4.6 Methodological Implications of Current Thesis

Elements of methodologies	Positivism	Current Study
Aims	Discovery	Discover the impact of motivation, cognition and affect in promotional information on image formation of a Mi'kmaw Heritage site
Starting points	Hypotheses	Upon completion of the literature review, five hypotheses were developed
Designs	Experiment	The effects of promotional material (independent) on image formation (dependent)
Techniques	Measurement	Quantitative questionnaire
Analysis/interpretation	Verification/falsification	SPSS analysis utilized
Outcomes	Causality	What impact did exposure/non-exposure to promotional material have on image formation

Source: Author (2012)

4.2.4 Experimental and quasi-experimental research approaches

Experimental research design is comprised of two steps: the planning stage and the operational stage (Table 4.7). In a true experimental design the researcher has control over who, what, when, where and how the experiment will be conducted. If any of these elements is weak or lacking, the study is said to be a quasi-experiment. In this thesis a quasi-experimental design was adopted. The tasks undertaken at each stage are presented in Table 4.7.

In quasi-experimental designs it may not be possible to randomly assign participants, but subjects are chosen from a larger group. In the current study groups of tourists were randomly chosen from the total number of coach tour travellers visiting the Glooscap Heritage Centre during the peak tourist season. To ensure every group would have the opportunity to be included in the study, a tour schedule was reviewed and a list representative of tourists booked with each tour company (Caravan, Atlantic and Grand

Circle) was compiled. After each cluster was determined as potential participants, all visitors in these groups were approached to complete the questionnaire. Randomization is one of the strengths of experimental design because it improves internal validity of the research (Gray, 2009).

Another difference between the two designs is that in an experiment variables are manipulated; in quasi-experimental studies we can only observe categories of subjects and the influence of an independent variable. One of the strengths of the quasi-experimental design is that it is similar to the experimental approach because it can support causal inferences. In the real world, scientific experiments are not feasible to conduct because it may not be possible to replicate social or behavioural conditions in a laboratory setting. Instead, a quasi-experimental design is used where the researcher finds groups of people in their natural settings. A comparison of behaviour is made between two groups – those who experienced a phenomenon and those that did not. Observation in a field setting might be preferable to a laboratory because the advantage of realism outweighs the loss of control. The experiment attempts to support or refute developed hypotheses using a quantitative measurement scale. Quasi-experimental research allows for control of variables using quantitative measurement of outcomes and findings can be generalized to a similar population (Gray, 2009).

Table 4.7 Stages in the Planning and Operation of an experimental and quasi-experimental research project

Stages in experiment or quasi-experiment	Stages in current thesis
<u>Planning Stage</u>	
1. Identify issue or question of interest	Impact of factors (motivational, cognitive-affect) in promotional material on image formation of a Mi'kmaw Heritage site
2. Review relevant literature and theories	Extensive tourism literature review and assessment of related behavioural theories
3. Develop questions and hypotheses	Five hypotheses developed
4. Identify independent and dependent variables	Independent variable: attributes in promotional material; Dependent variable: destination image/impression formation
<u>Operational Stage</u>	
5. Conduct the study	Tourists visiting destination were surveyed
6. Use descriptive statistics to describe data	SPSS program utilized
7. Use inferential statistics to evaluate hypotheses	Statistical calculations to determine significant relationships
8. Accept or reject hypotheses	Findings determine if hypotheses were supported
9. Prepare formal report for publication or presentation	PhD thesis

Source: Keppel et al. (1992), (in Gray, 2009), revised by Author (2012)

In Table 4.7, stages in the current study are compared to steps of the quasi-experimental approach. Once the literature review was completed, hypotheses were formulated and independent and dependent variables determined. Tourists visiting the Glooscap Heritage Centre as part of their scheduled motorcoach excursion were approached prior to tour commencement and asked to fill out a survey. Primary data was coded into SPSS and statistical analysis performed to determine differences in the behaviour of one group (tourists exposed) to the other tourist group that had not experienced (not exposed) the event or situation (promotional source). Findings from the study can be generalized to a related population.

4.2.5 *Methods*

According to Tribe (2001) method is defined as a way of approaching a research question; a technique. A method can be suggested by the question itself such is the case when survey use is suggested as the procedure for testing a hypothesis. As Gray (2009) mentions the choice of research methods will be influenced by the chosen research methodology.

In the current study, a sampling method was employed where tourist groups were randomly chosen from the total number of coach visits scheduled for the time period of August, September and October, 2011. Tourist groups visiting the Glooscap Heritage Centre were approached prior to visitation and asked to fill out a questionnaire (Appendix 1). Two groups emerged in this study: those tourists exposed to promotional sources and those tourists who did not receive similar marketing information about the site.

Information obtained from management/promoters of The Glooscap Heritage Centre was pivotal in providing constructs used in development of the research questionnaire. Adjustments/additions to measured elements of motivation and cognition reviewed with host community personnel were considered when designing the questionnaire. Demographic information surrounding the tourist group and the best time to survey participants was determined at this stage of the thesis.

Primary data from tour operators provided further demographical information about the research tourist group. A discussion of previous site experience by these intermediaries allowed for a better understanding of what coach tour visitors would encounter at the destination. Information from both site personnel and tour operators was used in conjunction with the tourism literature and surveys to develop an understanding of what

impact the motivational, cognitive-affective attributes portrayed in promotional information had on destination image formation of The Glooscap Heritage Centre.

Both qualitative and quantitative methods for gathering primary data have extensively been used in research on destination image formation. The following section compares and contrasts both approaches. Justification for the methodology taken in the thesis and support from other studies on image formation is presented.

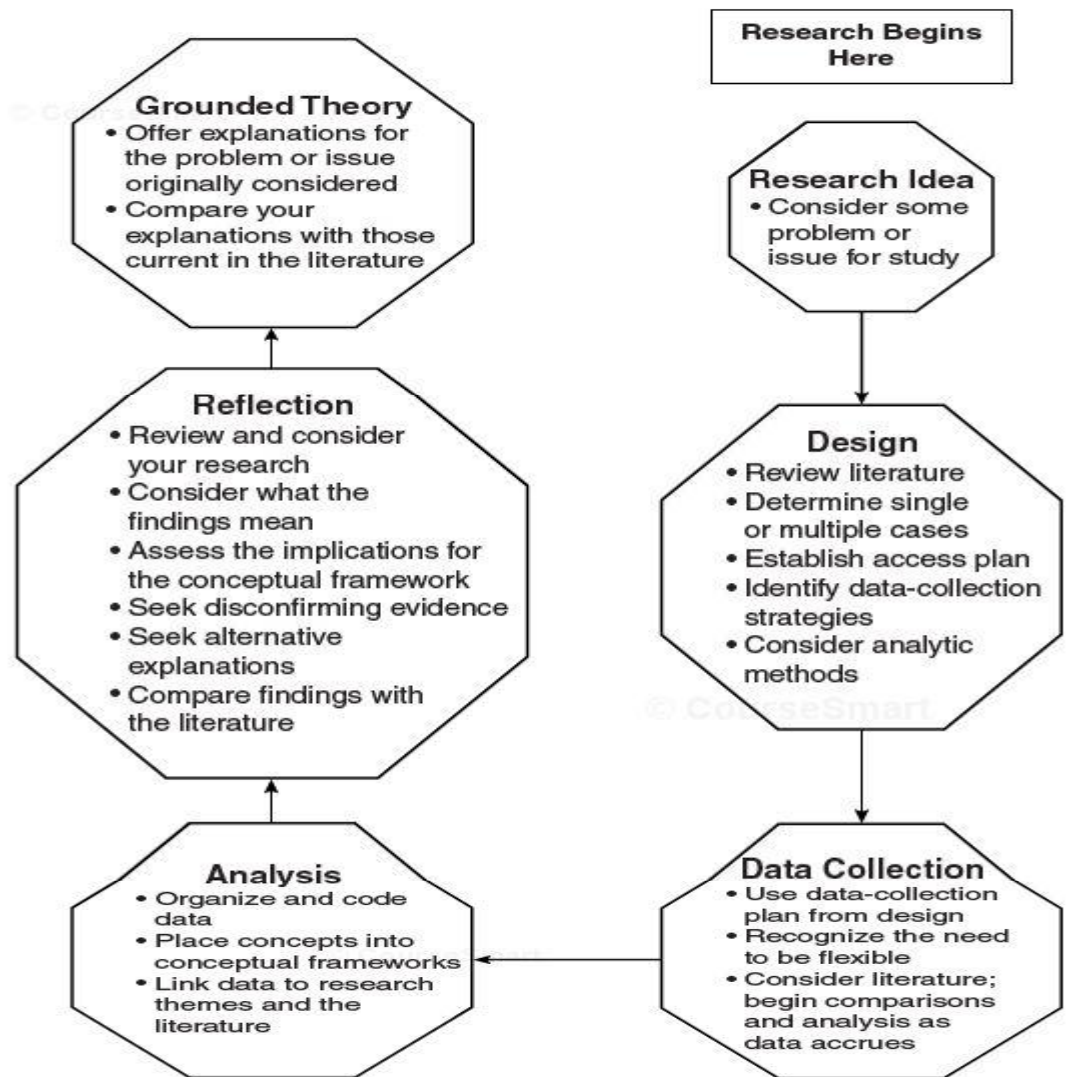
4.3 Case Study Methodology

According to Yin (2009) and Baxter & Jack (2008), the case study method is used when the research questions ask how and why, when there is a focus on contemporary events and when the researcher has no control over behavioural events. Case studies contribute to our knowledge of individuals, groups, organizations and related phenomenon. They are a common research method used in psychology, business, anthropology, and sociology. In all of these situations, there is the need to understand complex social situations.

As Berg (2009) posits case studies are used to generate theory and have scientific value; theory (grounded) can be uncovered as a result of data gathering and the interpretations of this data made through a case study. Figure 4.1 illustrates the development of grounded theory using the case study method.

Figure 4.1

Developing Grounded Theory Using Case Study Method



Source: Berg (2009)

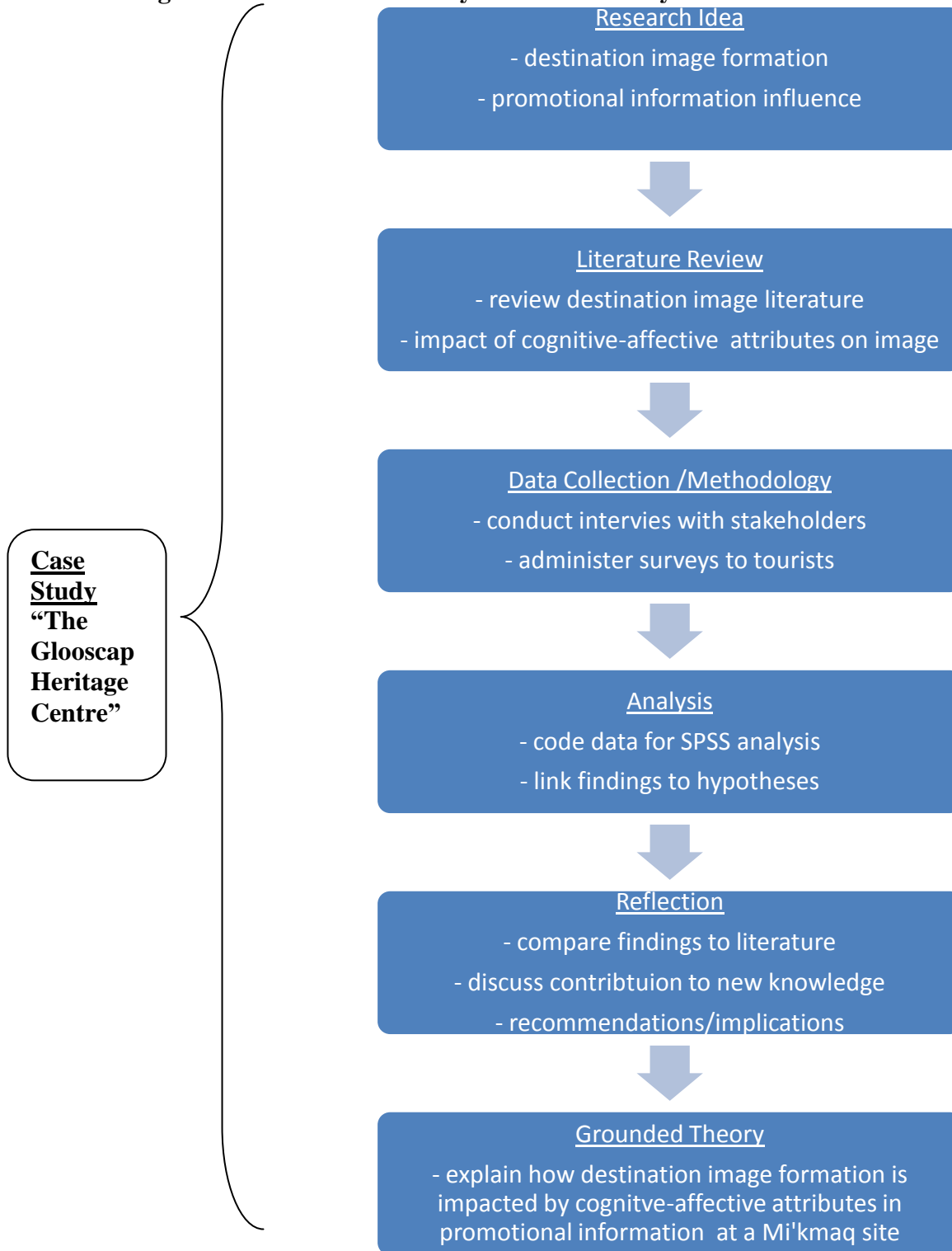
Schmiechen and Boyle (in Butler and Hinch, 2007) mention that case studies are viewed as an important research tool, enhanced if they are designed to provide comparable analytical models and an integrated knowledge base. “Identification of the primary drivers of business performance and sustainability in various Aboriginal contexts, could lead to the development of a nationally applicable ‘diagnostic tool’ for achieving better business outcomes for existing and future Aboriginal tourism development” (p. 69).

4.3.1 Rationale for the Case Study Methodology

The case study methodology was a very appropriate tool to adopt for this study. In Figure 4.2 the steps outlined in Berg's (2009) diagram above are compared to stages in the current thesis. The researcher intended to study groups of tourists in a social setting to determine the impact of promotional information on their behaviour – destination image formation.

Mi'kmaw tourism within the Aboriginal communities of Nova Scotia is at varying levels. As a result, a determination on an appropriate site where a reasonable amount of primary data could be collected which would answer the research questions was required. The researcher was aware that The Glooscap Heritage Centre received a significant number of motorcoach visitors during the summer months, from the United States and other parts of Canada. The site was also selected due to the wide variety of products and services it made available to tourists. Based on these findings, a case study methodology was chosen as the most appropriate research tool to implement in the thesis.

Figure 4.2 Grounded Theory in Current Study



Source: Berg (2009), revised by Author (2011)

The case study methodology has been successfully adopted in several studies on destination image formation (Table 4.8).

Table 4.8 Case Study Methodology in Destination Image Formation

Author	Case Study Site
del Bosque and Martin (2008)	Cantabria, Spain
Alcaniz, et al. (2009)	Peniscola, Spain
Lin, et al. (2007)	Theme Parks in Taiwan
Das, et al. (2007)	Varanasi, Uttar Pradesh, India
Berli and Martin (2004)	Lanzarote (Canary Islands, Spain)
Hui and Wan (2003)	Singapore
Leisen (2001)	New Mexico
Baloglu and McCleary (1999)	Turkey, Greece and Spain

Source: Author (2011)

Therefore, in order to answer the research objectives (Chapter 1) the following questions will be addressed:

- RQ1 What type and amount of promotional information has influenced destination image formation by tourists visiting this Aboriginal heritage site?
- RQ2 To what level are tourists cognitively (rationally) and affectively (emotionally) involved with promotional information for this Aboriginal heritage site?
- RQ3 To what level does motivation, cognitive and affective attributes of promotional information impact destination image formation of this Aboriginal destination?
- RQ4 What new information on tourist motivation, consumer involvement and target segmentation will add to the current literature on Aboriginal cultural tourism?

RQ5 What are the stated implications from this study for researchers, managers and marketers of Aboriginal cultural sites or events?

4.4 Research Methodology

The following sub-sections provide a brief description of the study area and target group along with a discussion of the instrument adopted in this research to gather primary data.

4.4.1 Research Study Area

The Province of Nova Scotia (NS) is home to 13 Mi'kmaw (Aboriginal First Nations) communities, namely: Millbrook, Acadia, Bear River, Annapolis Valley, Glooscap, Indian Brook, Pictou Landing, Paq'tnkek, Chapel Island, Eskasoni, Membertou, Wagmatcook, and We'koqma'q (Waycobah) with a total population of approximately 20,000 people (Province of Nova Scotia, 2011). Five of these communities are located on Cape Breton Island and are within an hour car drive from the island's only city – Sydney (near Membertou) (Map 4.1).

Map 4.1 Map showing location of 13 Mi'kmaq Communities in Nova Scotia



Source: <http://www.gov.ns.ca/abor/Aboriginal-people/community-info/> (2011)

Millbrook First Nations, the study site for the thesis, is located on the mainland of NS, adjacent to the town of Truro. It is under the leadership of Chief Laurence Paul and council of 12 members. This small Mi'kmaq reserve of approximately 700 residents has been involved in community economic development for approximately 15 years. Infrastructure has been built in the community; contracts with well-known companies in aerospace, and software engineering have been secured. Thirty-two hectares of land have been allocated for lease and as a result several partnerships established with outside businesses. A Power Centre area has been developed which includes a 50-room hotel, a multiplex theatre, sit-down and drive-through restaurants, a recreational vehicle retailer, a service centre, a call centre, an aquaculture facility and a heritage centre, the Glooscap Heritage Centre. According to Chief Paul, “job creation creates a

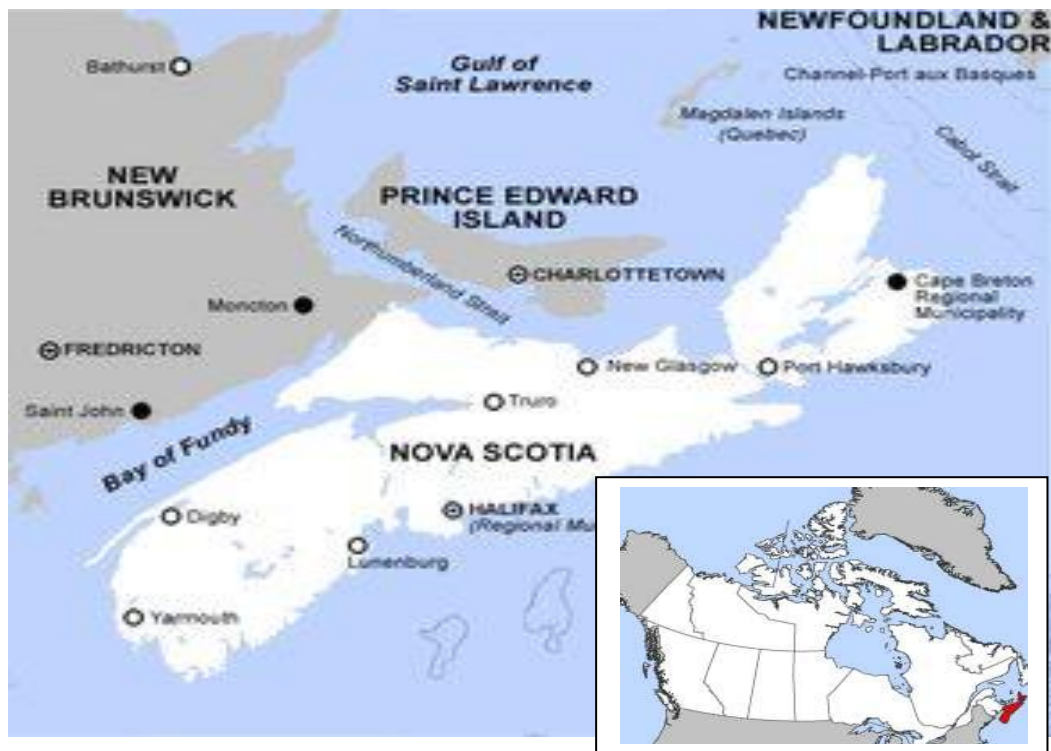
better standard of living for our residents. The Power Centre has created employment and wealth not only for Millbrook but the surrounding community. With continued partnerships and development of the Power Centre, our community is striving to become self sufficient” (Millbrook First Nation, 2011). In comparison to the other twelve Mi’kmaw communities in Nova Scotia, Membertou, located on Cape Breton Island, has been very progressive in economic development. This site is the second most visited Mi’kmaw tourist destination mainly by passengers aboard cruise ships visiting Sydney during the peak season months of September and October. Tourists have an opportunity to visit the restaurant, heritage and cultural displays and gift shop – Petroglyphs, presently housed at Membertou’s state of the art Trade and Convention Centre (Brown & Pyke, 2006; Scott, 2004) .

Over the past number of years, tourist traffic at Millbrook has grown in the form of travellers who visit the restaurants, stay at the hotel, take part in the medicine hiking trail or visit the Glooscap Heritage Centre. The heritage centre is open to the public year round. The centre has a competitive advantage in terms of its convenient location along the main highway (the Trans-Canada) which runs through all provinces within Canada. Management at the Glooscap Heritage Centre have been able to arrange tours through established tour operators which currently schedule motorcoach tours from the United States and various parts of Canada. The Centre houses a tourist information booth, a gift shop, a museum with several Mi’kmaw exhibits, a 75 seat movie theatre, and an outside area with a 12 metre high statue of Glooscap, a Mi’kmaw legend. At tour commencement visitors are shown a 17 minute video about Mi’kmaw culture and history, and exposed to storytelling, singing and drumming. Several interpreters at the

facility are available to explain the exhibits and answer any questions the tourists may have.

Map 4.2 highlights the location of the province of Nova Scotia. The Glooscap Heritage Centre (Appendix 3), Millbrook, (located near the town of Truro) Nova Scotia, Canada, will be the focus area of this research.

Map 4.2 Map showing study area – Millbrook Reserve near Truro, Nova Scotia



Source: Author (2011)

4.4.2 Research Target Sample

Participants included motorcoach travellers from other parts of Canada and various areas of the United States. According to management at the Glooscap Heritage Centre, “seventy-four buses are scheduled for this time period (August to October) representing 3170 passengers” (Pictou, 2011). In the thesis, empirical research will form the basis for conclusions to determine what motivational, cognitive and affect factors portrayed in

promotional information impact tourist destination image formation in the absence of actual visitation or experience to this Aboriginal cultural site. Accordingly, target segments will be identified so future marketing initiatives can be streamlined to impact decision making in destination image formation, site selection, satisfaction levels and subsequent visits among tourists.

4.4.3 Research Instrument

This research involves a face-to-face questionnaire using a Likert scale administered to tourists visiting the research area (Glooscap Heritage Centre) during the peak tourist season, August to October, 2011.

The survey was divided into three main sections:

Section 1: Importance of promotional information source in destination image formation

Section 2: Impact of motivational and cognitive attributes portrayed in promotional information in destination image formation

Section 3: Impact of affective components portrayed in promotional information in destination image formation

Section 4: Demographical information

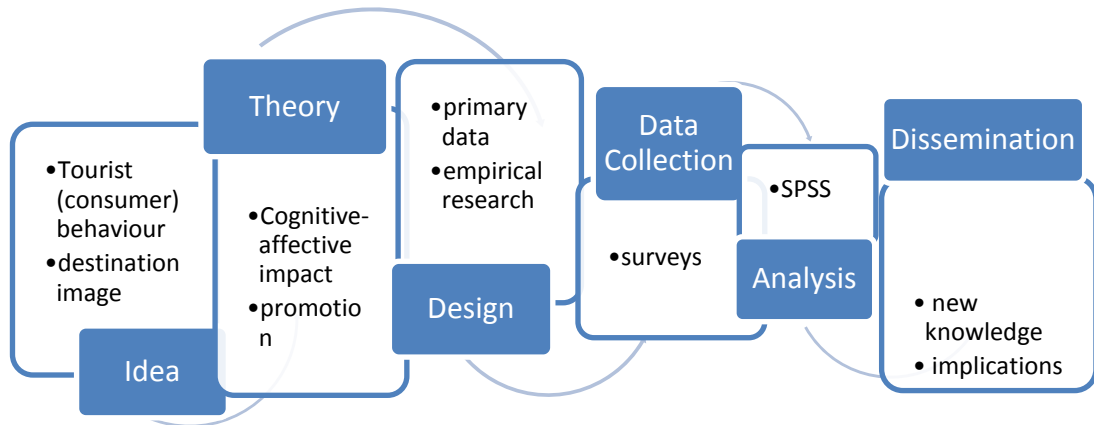
The questionnaire also contained one screening question related to previous experience with this site.

4.5 Research Approach

Berg (2009) emphasizes the research approach begins with the formulation of an idea. The literature is then reviewed to find relevant studies and the research questions or hypotheses are developed. As illustrated by the spiraling effect below, the research ideas flow into questions which are fluid and may change and shift as the research

unfolds. The text box associated with each heading in Figure 4.3 outlines tasks the researcher has undertaken at each stage in the research approach.

Figure 4.3 The Research Approach



Source: Berg (2009), revised by Author (2011)

Step 1 – Generation of an Idea

The initial idea for this thesis was based in marketing with a focus on Aboriginal cultural tourism. The marketing aspect was then narrowed to one of the four “Ps” – advertising/promotion. The researcher was then interested to know how effective promotion could be to influence image of a destination by tourists. As a result, in this step, the researcher began by developing the initial research idea into a question: “What impact does promotional information have on destination image formation of an Aboriginal site or attraction”? The question was later redesigned to include specific attributes which may be present in promotional information and how these elements impact destination image formation. As Berg (2009) mentions the research idea should flow into a potential research question and can shift and change as the research unfolds.

Step 2 - Literature Review – Theory Development

Once the research question is formulated the next step is to examine what others have thought and researched about the topic. This section involved an extensive literature review which contained a compilation of studies on destination image formation, the cognitive and affective impact on destination image formation in mainstream and Aboriginal tourism advertising.

The initial search was one where the variables used in consumer behaviour were linked or compared to those in the tourism literature. Mill and Morrison (1992) recognize that the needs of a traveller are physical (physiological and safety needs), psychological (belonging, esteem, and self-actualization) or intellectual (to know and understand; aesthetics). In Table 4.9 they link the relationship of needs and motives referenced in the tourism literature.

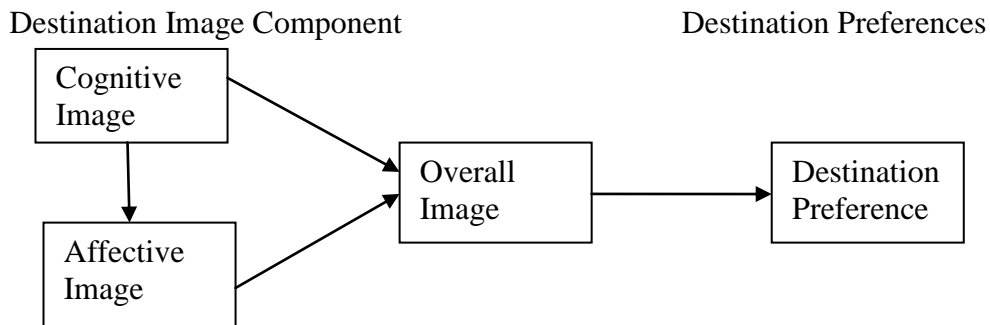
Table 4.9 Needs and Tourism Motives

Need	Motive	Tourism Literature
Physiological	Relaxation	Escape, relaxation, relief of tension, sunlust, physical, mental relaxation of tension
Safety	Security	Health, recreation, keep oneself active and healthy
Belonging	Love	Family togetherness, enhancement of kinship relationships, companionship, facilitation of social interaction, maintenance of personal ties, interpersonal relations, roots, ethnic, show one's affection for family members, maintain social contacts
Esteem	Achievement, status	Convince oneself of one's achievements, show one's importance to others, prestige, social recognition, ego-enhancement, professional/business, personal development, status, prestige
Self-actualization	Be true to one's own nature	Exploration and evaluation of self, self discovery, satisfaction of inner desires
To know and understand	Knowledge	Cultural, education, wanderlust, interest in foreign areas
Aesthetics	Appreciation of beauty	Environmental, scenery

Source: Mill & Morrison (1992)

Results of the findings summarized in Table 4.9 were used as reference in preparation for the interview stage and development of the questionnaire. The idea was to develop a master list of motivational attributes that theoretically measure destination image formation. According to Lin, et al. (2007) tourists' perception and destination choice are influenced by both cognitive and affective attributes (Figure 4.4). The authors proposed an integrated model of destination image formation and its influence on tourists' destination preference.

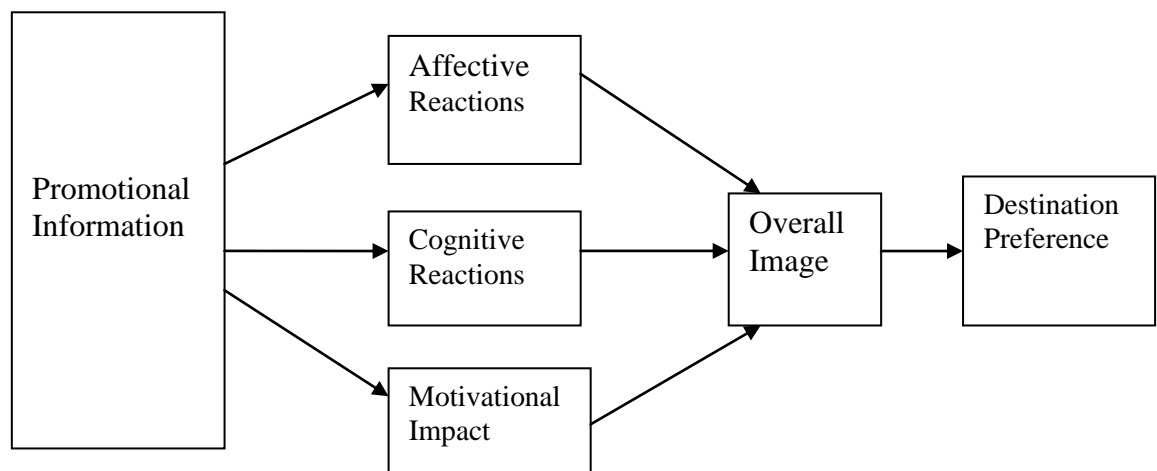
Figure 4.4 Proposed Integrated Model



Source: Lin et al. (2007)

This thesis will also use an integrated approach to address the importance of motivation, affect and cognition in destination image formation (Figure 4.5).

Figure 4.5 Proposed Integrated Model



Source: Author (2011)

At this literature review stage a determination was made to search for a single word, set of words or phrases. The initial phase of the literature review involved an exhaustive search of many of the prominent journals in marketing, tourism, and research methods including those listed in Table 4.10. Although the research area contains articles specific to each discipline, overlap between categories did exist. For example, an article

in the tourism literature on destination image formation, also made reference and provided support for the research methods employed.

During this phase the research question becomes more refined and a look at what others have said and researched about the topic takes place. The researcher must consider if there is an interesting angle that would distinguish your research from others (Berg, 2009).

The research question was reformatted to include the impact of attributes (motivation, cognition-affect) on destination image formation of an Aboriginal tourist attraction. The focus was also narrowed to include “promotional information” and influence “prior to site visitation” of tourists with “no previous experience”. The final research question was considered to be: “What impact does motivational, cognitive-affective attributes in promotional information have on destination image formation of an Aboriginal tourist destination?”

Table 4.10 Prominent Journals Accessed

Research Area	Journal Title
Marketing	Journal of Vacation Marketing
	Journal of the Academy of Marketing Science
	Journal of Consumer Research
	Marketing Intelligence & Planning
	Journal of Business Research
Tourism	Annals of Tourism Research
	International Journal of Contemporary Hospitality Management
	International Journal of Tourism Research
	Journal of Travel Research
	Journal of Travel and Tourism Marketing
	Tourism Analysis
	Tourism Management
Psychology	Journal for the Theory of Social Behaviour
	American Psychologist
	Imagination, Cognition and Personality
	Motivation and Emotions
	Journal of Personality and Social Psychology
Methodology	Qualitative Research
	The Qualitative Report

Source: Author (2011)

In addition to the preceding peer reviewed journals, the following databases were investigated: Academic Search Premier; Business Source Premier; ABI/Inform;

JSTOR; PsycInfo; Sage Journals Online; Science Direct; Wiley On-line Library; and Web of Science.

Articles were selected from the prominent journals using the following selected search terms:

- destination image formation
- motivational impact on destination image formation
- cognitive impact on destination image formation
- affective impact on destination image formation
- cognitive-affective impact on destination image formation
- motivational impact in promotional information
- cognitive impact in promotional information
- affective impact in promotional information
- cognitive-affective impact in promotional information
- promotion in Aboriginal tourism
- cognitive impact of promotion in Aboriginal tourism
- affective impact of promotion in Aboriginal tourism

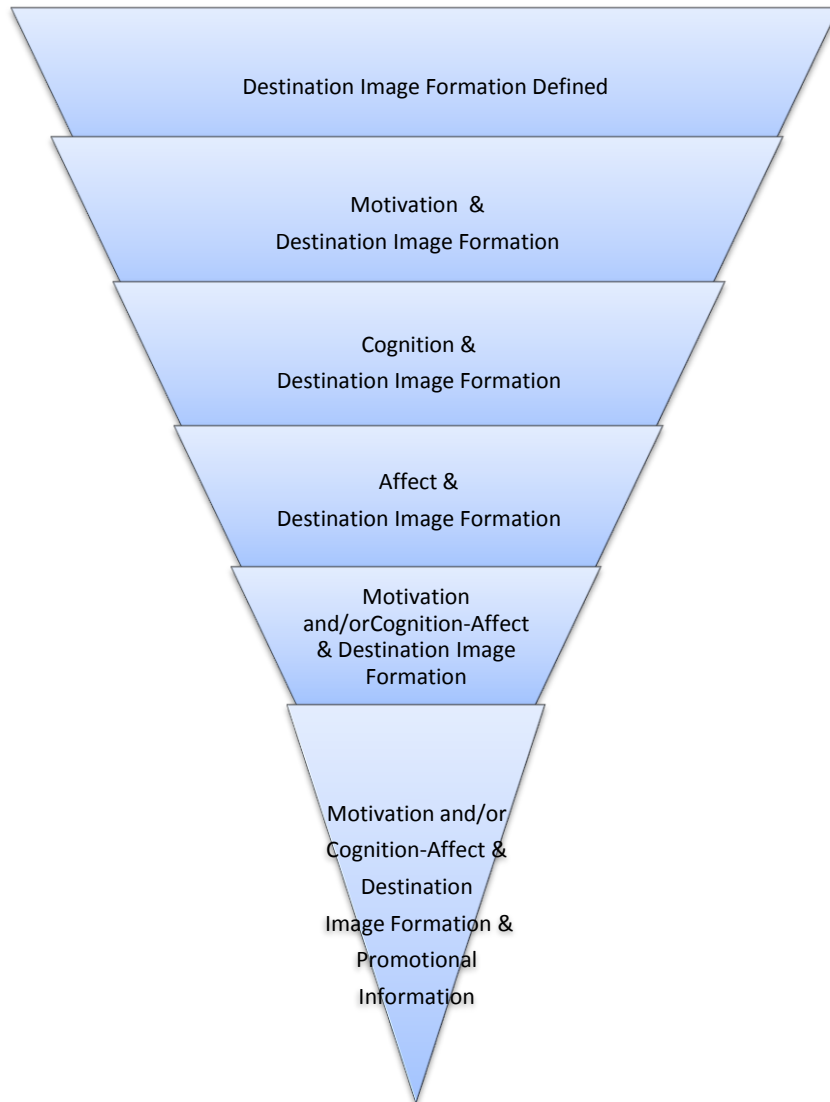
When exploring the above-noted databases, the searches had the following conditions: citation, abstract and title. The key Boolean search terms used in this study are listed below:

- Destination image
- Destination image “AND” motivation
- Destination image “AND” cognition
- Destination image “AND” affect
- Destination image “AND” cognition “AND” affect

- Advertising/Promotion “AND” cognition
- Advertising/Promotion “AND” affect
- Advertising/Promotion “AND” cognition “AND” affect “AND” destination image
- Advertising/Promotion “AND” Aboriginal “AND” destination image
- Aboriginal advertising/promotion “AND” cognition
- Aboriginal advertising/promotion “AND” affect

Search terms selected for this aspect of the research, were key words supplied by authors of some of the relevant articles. The searches were limited to only those articles which were considered scholarly or peer-reviewed. The actual selection of an article by the researcher was determined after the title and abstract were read. If it was deemed relative, then the article was selected for further review. To gain a better understanding of the importance of terms in the literature, the frequency of search terms was noted. Those articles with like terms were grouped together in identifiable categories using an on-line research management tool, RefWorks. The grouping of articles is depicted in Figure 4.6. An inverted pyramid is used to demonstrate the volume of articles found and categories used. The literature review revealed that Aboriginal promotional (motivation and/or cognition-affect in promotion) articles were quite limited and so were not included as a separate category in the figure below.

Figure 4.6 Article Categories in RefWorks



Source: Author (2011)

Step 3: Research Design

In this step Berg (2009) suggests that the research question be restated as a problem statement with several researchable questions. These questions are developed as the researcher conducts a literature review and begins to think about the important issues and how they can be addressed.

To restate the current research question, the statement was reworked to read as follows:

“This research proposes to address the factors contained in promotional information on destination image formation of an Aboriginal tourist attraction”.

Several research questions which flow from the problem statement are:

1. What factors in promotional information impact destination image formation?
2. Is one factor more influential than the other, or do they equally impact destination image formation?
3. Does the type or amount of promotional information have varying effects on destination image formation?
4. Does influence of attributes contained in promotional information impact destination image formation in mainstream cultural tourism and Aboriginal cultural tourism in the same way?

Operationally defining a concept

According to Berg (2009) a researcher must define the term to mean what they want it to mean throughout the research. This process clarifies the meaning of the construct for readers so they can appraise how effectively the concept works in your study. Once the concept is defined it must be measured during the research process using scale and

rating to determine how much or to what degree the concept exists. Quantitative surveys can be adopted to accomplish this task.

The term which must be defined in the current study is “destination image”. This has been described by several authors over the course of many years. As Gallarza, et al. (2002) emphasize, there are as many definitions as there are scholars devoted to its conceptualization. These authors argue that although this area has significant contributions, there is still a need for a better understanding of the destination image concept. One concept adopted by several destination image researchers is that defined by Crompton (1979a) as: “An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination” and later portrayed by Gartner (1993) as: “Destination images are developed by three hierarchically interrelated components: cognitive, affective and conative”. Both definitions imply destination image is a mental construct however the latter definition is most applicable to the current study which contains attributes to be investigated by the researcher. The extent to how much or to what degree these concepts exist was measured using a self-administered questionnaire.

Step 4: Data Collection

At this phase a decision is made on how the study will be conducted. As Berg (2009) mentions there are certain questions that need to be answered at this stage of the research: What types of information will be gathered and what forms of data gathering techniques will be used? Will a single method of data collection be utilized or in combination with others (data triangulation)? Are the data collection strategies appropriate for the research questions being asked? How will the data be organized and analyzed? When does the data gathering begin and for how long? Where will the

research take place and among what groups of people (size, sample, setting)? These questions were used as reference in the following section.

Types of Information and Data Collection Strategies

Research using both quantitative and qualitative methods has become more common in recent years (Bryman, 2006; Jenkins, 1999; O’Leary & Deegan, 2002; Echtner & Ritchie, 2003). Bryman (2006) suggests that quantitative and qualitative research can be combined at different stages of the research: formulation of research questions; sampling; data collection; and data analysis.

Jenkins (1999) supports the idea that good quality research in destination image should incorporate two phases of research. The first one is a qualitative phase using an unstructured methodology to find the constructs relevant to the study group or area. The second phase builds on the constructs uncovered in the first phase and quantitatively measures destination image according to the constructs. O’Leary & Deegan (2002) posit that unstructured or qualitative methodologies are more conducive to capturing unique features and auras. Echtner & Ritchie (2003) emphasize that the most complete measure of destination image should include both types of methodologies: standardized scales contained in questionnaires to measure perceptions of functional and psychological attributes, in conjunction with open-ended questions used in interviews to capture the holistic impressions and unique features of the destination. A list of ‘types of methodologies’ compiled by these authors, indicate that almost all researchers have used either semantic differential or Likert type scales in the measurement of destination image.

In this study the research approach adopted was centred on Echtner and Ritchie’s (2003) model of destination image research. A preliminary stage of qualitative research was

carried out with site personnel and trade intermediaries to determine and understand attributes applicable to this destination and the population being studied. These findings were used to develop a quantitative questionnaire which was administered to tourists visiting the study site.

4.6 Quantitative and Qualitative Methodologies

Bryman (2006) conducted a content analysis of 232 social science articles which revealed that qualitative semi-structured interviews accounted for the vast majority of methods employed. O’Leary and Deegan (2002) argue that by incorporating a preliminary phase of qualitative research, attributes obtained by this method are appropriate to the target population and can provide the organizational context for the study. Jenkins (1999) agrees that qualitative research provides the constructs relevant to the market being studied. If this methodology is not adopted the research may contain categories reflective of the researchers’ opinion or based solely on those found in the literature. According to Berg (2009) in the semi-structured interview approach there are pre-determined questions to be asked, but the interviewer is allowed the freedom to digress; probe for more information.

Qualitative methods are developed first in the research because it is preliminary in a basically quantitative research study. As Martin and del Bosque (2008) mention qualitative research contributes to quantitative research by helping to explain and provide a deeper explanation of the quantitative findings. This method facilitates the development of conclusions and marketing management implications from the research. The salient attributes of the destination can be identified through this method. These characteristics are considered critical in understanding the variables which influence the psychological components of motivation, cognition and affect and are measured using

the quantitative method. Qualitative research allows the researcher to identify the socio-demographic profiles of the tourists in the study, as well as the best time period for data collection.

The quantitative method permits the researcher to focus on a sample to learn something about the larger population. Surveys allow for verification of factors and generalization of the findings to similar target groups and sites. It is an efficient and economical means of gathering data about peoples' knowledge, attitudes, beliefs and expectations (Echtner & Ritchie, 1993).

The advantages and disadvantages of using structured or unstructured methodologies in destination image research are outlined in Table 4.11. Both research methods have limitations, however both techniques have been repeatedly adopted by tourism researchers and resulted in findings which have positively contributed to the existing body of literature on destination image formation.

Table 4.11

Quantitative and Qualitative Methodologies

	Structured	Unstructured
Description	<ul style="list-style-type: none"> • various common image attributes are incorporated into a standardized instrument • respondent rates destination on each of the attributes, resulting in an “image profile” 	<ul style="list-style-type: none"> • the respondent is allowed to freely describe his or her impression of the destination. Sorting is then used to determine the “image dimensions”
Techniques	<ul style="list-style-type: none"> • usually a set of semantic differential or Likert type scales 	<ul style="list-style-type: none"> • focus groups • open-ended • survey questions • content analysis
Advantages	<ul style="list-style-type: none"> • easy to administer • simple to code • results easy to analyze using sophisticated statistical techniques • facilitates comparisons between destinations 	<ul style="list-style-type: none"> • conducive to measuring the holistic components of destination image • reduces interviewer bias • reduces likelihood of missing important image dimensions or components
Disadvantages	<ul style="list-style-type: none"> • does not incorporate holistic aspects of image • attribute focused – forces the respondent to think about the product • the completeness of structured methods can be variable – it is possible to miss dimensions 	<ul style="list-style-type: none"> • level of detail provided by respondents is highly variable • statistical analysis of the results are limited • comparative analysis are not facilitated

Source: Echtner & Ritchie (1991)

4.6.1 *Rationale for Qualitative Methodology*

A qualitative approach was implemented when semi-structured interviews were conducted with management at the heritage centre and tour operators who included this visit as part of their itinerary. The manager and employees at the study site are Mi'kmaq, a tribe of Aboriginals of First Nations descent. Notzke (1999) posits that semi-structured interviews were used successfully when interviewing Aboriginal tourism leaders. She has conducted extensive research and has a personal affiliation with First Nations communities in Southern Alberta, Canada. As Pyke, et al. (2008) point out, this less structured format of interviewing provides for open dialogue and storytelling which is customary among First Nations people. In this study, the qualitative methodology was adopted as a means to capture and understand the holistic components of the destination and what unique features it offered to tourists.

Semi-structured phone interviews were carried out with tour operators so the researcher could have a better understanding of the tourist group and to appreciate the tour operators' evaluation of experience with the heritage site. The tour operators were located in another city which was a 5 hour car drive from the researcher's home town. According to McDaniel and Gates (2009), phone surveys are still popular for data collection because they are inexpensive and have the ability to produce a high-quality sample. One disadvantage with using this instrument is the inability to conduct in-depth interviews or a long interview with many open-ended questions. Due to the small number of participants and limited number of survey questions, the researcher felt that phone interviews were a convenient and inexpensive data collection technique and would appropriately obtain the required information.

In both instances, the semi-structured approach provided flexibility and gave respondents the opportunity to elaborate answers, using examples or stories of their own experiences and ability to provide feedback they may have received from tourists.

4.6.2 *Rationale for Quantitative Methodology*

Quantitative research is conceived as priority and data was gathered using a self-administered survey made available to tourists prior to tour commencement. This method focused on data collection and analysis to determine the influence of promotional attributes in destination image formation. The structured methodology was deemed appropriate for the current study because the attributes impacting destination image, contained in promotional information could be coded and a semantic scale used to rate constructs. Due to time restraints imposed by the tour operators, gathering data quantitatively using surveys was perceived to be the most appropriate tool. The questionnaire could be readily administered and completed within a reasonable period of time. This research instrument was utilized because of the appropriateness of statistical analysis to answer the current research questions. “This type of research tool provides statistical procedures including cluster analysis, factor analysis, principal components analysis and multiple dimensional scaling” (Jenkins, 1999, p. 12).

Questionnaire design, development stages, survey constructs, measurement tools and pre-test results are provided in the following section. Qualitative information obtained from interviews with intermediaries and promoters of the destination provided site attributes and tourist information critical for questionnaire development. A literature review offered more generic attributes and measurement scales, previously employed by researchers examining influence of motivational cognitive-affective factors on destination image formation.

4.7 Questionnaire Design

Once questionnaire attributes were extracted from the literature and drawn from key organizational input obtained from management at the study site, the focus of the research moved towards gaining a better understanding of the views of the target population. Specifically, the focus was to gain an appreciation of tourists' understanding of the importance attached to each factor in destination image/impression formation. The questionnaire (Appendix 1) was designed in parts corresponding to the objectives of the research: a first part contained questions relating to how the source and variety of marketing material influenced the destination image of the Glooscap Heritage Centre; a second part captures how motivational and cognitive evaluations influence the destination image of the Glooscap Heritage Centre; a third part identifies how affective evaluations influence image formation of the Glooscap Heritage Centre; and a fourth part categorizes the sample according to socio-demographic characteristics (Table 4.12). There was an opening survey question related to visitation so those with previous experience could be excluded from the study.

Table 4.12 Questionnaire Sections and Constructs

Section	Issues or Topic Items
Section A	Promotional sources received Importance of each source in image formation
Section B	Motivational attributes in promotional information Cognitive attributes in promotional information Importance of each attribute in image formation; rated using scale
Section C	Affective attributes listed; chosen and ranked
Section D	Demographical Information

Source: Author (2011)

Section A – Promotional Sources

The literature review and information obtained from management at the study site formed the basis for the factors adopted in this section. Eight promotional sources were listed, with an “other” category made available. A three-column table was constructed for this question: first column listed promotional sources; second column listed yes/no response choices; third column contained the rating scale used to rank importance of promotional source in image/impression formation.

Marketing promotional information is used to inform perspective customers about a product, service, place, idea, or person. The use of a combination of marketing tools is referred to as promotion mix or marketing communications mix and has a specific blend of tools: advertising, public relations, personal selling, sales promotion and direct-marketing. The company uses these to persuasively communicate customer value and build customer relationships (Kotler, et al., 2011). As McCartney, et al. (2008) suggest, various sources of information have varying degrees of influence on travel behaviour depending on the location. Innovative and creative public relations and promotional campaigns with attractive destination-selection messages and imagery will cut through the clutter of destination promotional material. According to Hsu (2003) promotional material aimed at senior motorcoach travellers, should prominently promote price and value, flexible travel itineraries and the hiring of professional and interesting tour guides. These factors must receive the most attention and ought to be promoted in all marketing materials because satisfaction with these factors, influence overall happiness with the tour. Hard features such as hotels and restaurants may be incorporated into the advertising, but soft features have more of an impact on image and satisfaction (Hsu, 2003).

Hueng (2003) argues that the use of the Internet and Web sites continues to grow as an important source of information for travellers, predominantly Western countries. Tourists from those countries have higher levels of annual income and education, and more likely to use the Internet for online purchase of travel products.

4.7.1 Promotional Tools Used by The Glooscap Heritage Centre

The promotional tools utilized by the Glooscap Heritage Centre, include: print advertising; website; outdoor advertising; personal selling; direct marketing; and social networking sites.

Print Advertising:

- written advertisements and pictures appear in the Province of Nova Scotia tourist brochure, pamphlets and catalogue
- in-house brochure and rack card inserts provide print and pictorial images of the centre

Website:

- interactive website describes location of centre, history of Mi'kmaw culture, and the legend of Glooscap; videos; photos; information on tours and events, programs, exhibits, the gift shop, available meeting spaces (www.glooscapheritagecentre.ca)

Outdoor Advertising:

- large signage with name of centre and Mi'kmaw logo located two kilometres from centre on major highway and one sign is situated outside the main entrance (Appendix 2)
- 40 ft. (12 metre) statue of Glooscap located outside centre and visible from highway (Appendix 4)

Personal Selling:

- employees at the centre – greet tour groups; provide singing, drumming, act as interpreters, operate on-site gift shop and visitor information centre
- tour operator – provides information about site and develops itinerary for tour
- tour guide – travels on motorcoach for duration of trip, introduces and provides some background information on centre prior to arrival

Direct Mail:

- a monthly electronic newsletter outlines current events taking place at the centre.
(www.glooscapheritagecentre.ca)

Social Media:

- the centre's website provides links for social networking sites such as Facebook, YouTube, Flickr and access to archived or a "sign-up" for monthly electronic newsletter (www.glooscapheritagecentre.ca)

Section B – Motivational and Cognitive Attributes

The motivational and cognitive attributes were combined into one question to avoid a lengthy questionnaire and risk a low participation rate. A three-column table was utilized. The first eleven items listed were motivational constructs, while the remaining ten were classified as cognitive attributes.

In this study psychological motivations were compiled based on the literature review and qualitative interviews with site management. As Baloglu and McCleary (1999), Berrli and Martin (2004) mention, psychological motivations can be physical, social or cultural in nature. Some motivational constructs in this study included: alleviate stress

and tension, escape the everyday routine, enjoy this time with family and friends and seek adventure.

The cognitive components underlying destination image formation were extracted from a study by Martin and del Bosque (2008) based on the research of Fakeye and Crompton (1991) and Echtner and Ritchie (1993) to include such attributes as: natural environment, cultural heritage, tourist infrastructures, or atmosphere. Some constructs were also developed with input from management at the research study site.

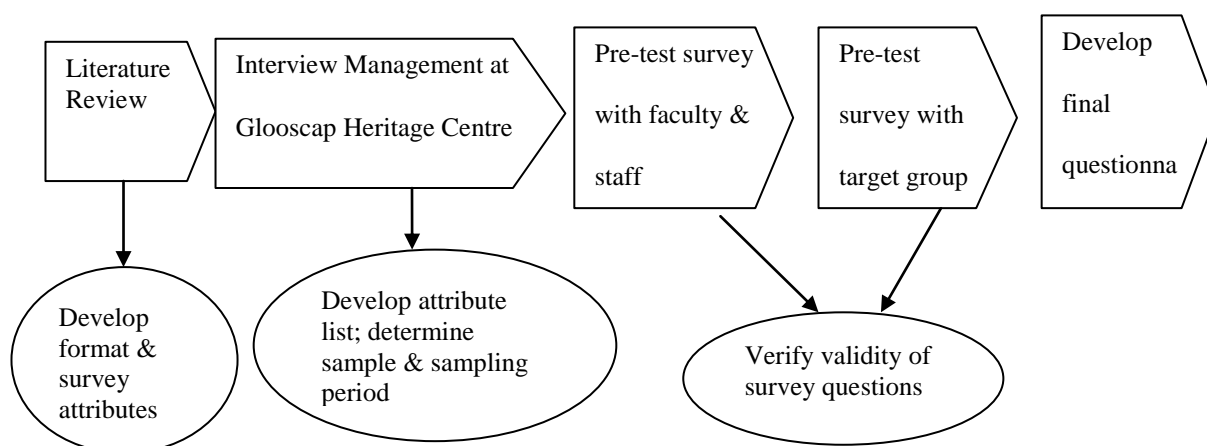
Section C – Affective Attributes

Based on affective terms and scales adopted in previous research on destination image formation, the table for this section was constructed. The table was sectioned into seven columns: the first column listed four negative affective attributes while the last column contained four positive affective attributes. Five columns in the middle provided a ranking scale from 1 (negative) to 5 (positive). According to Jenkins (1999) these types of scales are usually used to rate image attributes in tourism research and have been used by other authors (Martin & del Bosque, 2008; Baloglu & Brinberg, 1997; Kim & Richardson, 2003) to measure impact of affective constructs in destination image formation.

Section D – Demographical Information

Demographical information is the integral part of any survey and was intended to provide the researcher with a more accurate picture of the group under study. The final questionnaire development is chronicled below (Figure 4.7).

Figure 4.7 Questionnaire Development Stages



Source: Author (2011)

4.7.2 Questionnaire Pre-test

The survey instrument was pretested with faculty members across several disciplines such as marketing, management, tourism and psychology and one librarian involved with business research. All participants were employed at Cape Breton University (5) or London Metropolitan University (2). The survey was also pre-tested with ten tourists who visited the target site prior to study commencement. The purpose of the sample questionnaire was to test the validity of the questions, layout and design. As Berg (2009) mentions, pre-testing allows the researcher to identify any poorly worded questions, questions that might be considered offensive, or questions that might have revealed the researcher's bias. The tourist population for the pre-test represents the entire segment of those visitors who have been exposed to some form of promotional information about the Glooscap Heritage Centre and will be visiting this site as part of their scheduled motorcoach tour. Sample participants were also asked to write any concerns or comments directly on the survey. The survey was revised and finalized based on the results of the pretesting procedures.

4.7.3 *Measurement of Variables*

Section A – Promotional Sources

This section of the survey asked respondents to indicate (from a list of nine) the promotional source received (dichotomous question: yes/no answer) and rate the importance of each in image impression/formation on a 5-point Likert scale; not at all important, not very important, neutral, somewhat important, very important. This type of measurement is useful when the researcher is attempting to obtain peoples' opinions or attitudes on certain issues. The Likert scale is popular because of its power and simplicity and ease of composition (Alreck & Settle, 2004). The scale anchors used were very important/not at all important.

Section B - Motivational and Cognitive Attributes

A list of eleven motivational constructs and ten cognitive attributes was provided and participants were required to circle yes/no to indicate if the promotional information for this site indicated a place where they would be exposed to certain experiences. They were also asked to rate the importance of each factor in forming their impression/image of this site on a 5-point Likert scale; not at all important, not very important, neutral, somewhat important, very important. The scale anchors used were very important/not at all important.

Section C – Affective Attributes

The affective evaluations of destinations were measured using a semantic-differential scale consisting of four affective image attributes (boring-exciting, distressing-relaxing, gloomy-funny, unpleasant-pleasant). These constructs were used to capture the affective image that individuals had of the place before visitation. Participants were asked to rate on a 5-point scale what they thought was the strongest/most important

message the promotional information conveyed.

4.7.4 *The Rating Process*

When using the attributes to measure destination image held by tourists, there are two important aspects of the rating process. The place can be evaluated according to certain attributes; this rating is called the evaluative perception. Secondly, the respondent rates the importance of each attribute on a scale from “very important” to “not at all important”. This second rating is called the “construct preference” (Jenkins, 1999). Both scales were adopted in the current research when respondents were asked to indicate promotional source, motivational and cognitive constructs and importance of each in forming their impression/image of the destination. This rating allowed the researcher to understand the image held by tourists and provided opportunity for the assigning of weights that were considered important by the target group.

Section D – Demographical Information

The final section of the questionnaire contained eight questions: four multiple-choice questions with 5 to 8 exhaustive, mutually exclusive variables provided related to marital status, employment, income, residency; one open-ended question on age; three questions (descent, sex, dependents) were dichotomous in nature . There were no qualitative responses required on this survey due to time constraints imposed by motorcoach tour operators and also the nature of questions asked could be appropriately categorized and analyzed using a quantitative methodology. The majority of constructs from this section were extracted from the tourism literature and revised by the researcher. One question on “First Nations” descent was requested by management at the study site.

4.8 Sampling Techniques

The empirical study was carried out at The Glooscap Heritage Centre, located on a Mi'kmaw native reserve, Millbrook, in the province of Nova Scotia, Canada. Two sampling techniques, most relevant to the current study were employed. A non-probability convenience sample was utilized in this study because, as outlined by Berg (2009) the subjects were close at hand, easily accessible and they appropriately fit the given study. Tourists in this study were scheduled to visit the heritage centre as part of their tour itinerary. The researcher was made aware of the date, time and tour bus company visits by means of a printed motorcoach schedule provided by management at the study site. Random sampling was also adopted which begins with a list of every element in the full population to be studied. Once the list is constructed, the size of the sample is determined (Berg, 2009).

Three major tour companies visited the study site during peak season. Tourists travelling on all motorcoaches were considered possible study participants. A random sample covering the tour schedule for August, September and October, 2011 was utilized, where each tour group was represented and each had an opportunity to be included in the study.

4.9 Sample Description

Only those tourists who had not previously visited this site or had no prior experience with The Glooscap Heritage Centre were included in the current study. Tourists travelling on scheduled motorcoach tours visiting the destination, from various parts of the United States and Canada, during the peak season of August, September and October, 2011 were considered the target population. The number of travellers who visited the centre during this period was 2360. Motorcoach tour groups were randomly

selected from each of the three tour companies: Caravan Tours, Atlantic Tours and Grand Circle Tours. Tourists on each of these chosen motorcoachs were given the opportunity to participate in the study. A statistical survey calculator was used to determine that if a confidence level of 95% for total number was expected, with a confidence interval of 5, then 331 completed surveys would be required in this study (Raosoft, 2004). The objective at this stage of the research was to reach this calculated number of participants, representative of each tour group identified in the study.

4.9.1 Data Collection

The hypotheses were tested based on a self-administered questionnaire made available to tourists as they gathered in a 75 seat theatre prior to tour commencement. As mentioned by McDaniel and Gates (2009), self-administered surveys are still widely used, especially in central locations where the researcher has access to a captive audience. Respondents were provided a brief explanation on how to fill out the questionnaire. Once administered, this type of questionnaire requires no direct involvement or input by the researcher. This is one of the survey's major disadvantages, as no one was present to provide further explanations or to clarify responses to open-ended questions.

The questionnaire developed for the current study contained only one open-ended question, to indicate participant's age, which would require no additional clarification. The tourist group was provided a verbal introduction regarding intention of the survey, and participants were instructed to complete all questions, choosing variables they considered to be most important. An introductory paragraph was printed at the beginning of the survey indicating the reason for this study and why tourist participation was important; the researcher's name, title and university where employed; the name and contact information of the researcher's home supervisor and name and contact

information of the Chair of the Research Ethics Board at Cape Breton University (CBU); and a sentence indicating that participation in the study was on a volunteer basis and considered anonymous. The surveys were administered and collected within a 5 to 6 minute time span.

4.10 Summary

This chapter has referenced the research approach utilized in the study. The formulation of the initial thesis idea was presented, the rationale for data collection methods adopted was provided, and reference is made in the literature to validate the research paradigms presented at this stage of the thesis. Steps in the questionnaire design and reasons given as to why the study site and target population were chosen for this research are mentioned. Chapter 5 will outline the quantitative research findings. Results from the SPSS analysis (Step 5) will be presented and discussed in context to the proposed hypotheses.

Chapter 5

Data Analysis

5.1 Introduction

The primary aims of this thesis are to determine promotional factors which impact image formation of an Aboriginal (Mi'kmaw) tourist destination. Secondary and primary data sources are examined to support these research objectives. The literature review focused on several areas: Aboriginal cultural tourism, impact of motivation, and cognitive-affective factors in promotional sources on destination image formation. Several models in consumer and tourist behaviour were examined and drawn upon in the analysis. What is lacking in the tourism literature, and more specifically, Aboriginal cultural tourism is any allusion to Epstein's CEST theory (2003) of the rational and emotional systems to explain tourist behavior. Baloglu and McCleary (1999) determine how images of destinations are developed in the absence of actual visitation. As suggested by these researchers, personal factors of motivation, socio-demographics and stimulus factors of various information sources influence destination image formation. This thesis reformulates the theory of Baloglu and McCleary (1999) and draws upon Epstein's CEST theory of human behaviour (2003) to further explain tourists' image formation in relation to an Aboriginal (Mi'kmaw) cultural destination, the Glooscap Heritage Centre.

The tourism literature review revealed limited studies on Aboriginal cultural tourism and factors impacting image formation prior to visitation. Furthermore, there is no study which examines the motivational, cognitive and affective components in marketing information sources and influence on image formation of a Mi'kmaw heritage site. Thus, in order to conduct a thorough assessment of promotional factors

impacting destination image formation of the study site in this thesis, it was necessary to undertake primary research.

The current study involved the administration of a questionnaire to tourists previous to visiting the Glooscap Heritage Centre. To assess the relationship between variables of motivation, cognition-affect and tourist behaviour, it was necessary to employ quantitative surveys as the main basis for gathering data. The most complete measure of destination image should include standardized scales contained in questionnaires to measure perceptions of functional and psychological attributes (Echtner & Ritchie, 2003).

To have a better understanding of the components of the destination, qualitative semi-structured interviews were carried out with the manager/promoter of the Glooscap Heritage Centre and tour operators involved with scheduling coach visits to the tourist site. Open-ended questions were used to capture the holistic impressions and unique features of the destination. According to Echtner and Ritchie's (2003) destination image research, it is necessary to incorporate a preliminary stage of qualitative research so that the attributes applicable to the destination and population being studied can be understood and used in the development of the quantitative questionnaire.

5.2 Analysis of the Questionnaire

The software package for Social Sciences, SPSS 19.0 was used to compute all data analysis from the tourist questionnaires. A filter question was asked of respondents to determine prior visitation to the site. Only those respondents with no previous experience were included in the study. As mentioned by Baloglu and McCleary (1999), little empirical research has focused on image formation in the absence of previous

experience with the destination. Gartner (1993) argues it is important to consider that the initial image formation stage before visitation is the most important phase. Therefore, those respondents who answered yes, to the first question; *Have you ever visited the Glooscap Heritage Centre before?*, were eliminated from the study. A total of 328 surveys were administered, all surveys were completed; 6 were removed due to previous participant experience at the study site; another 13 were discarded due to incomplete data, resulting in 309 completed surveys. Accordingly, the SPSS dataset contained 309 cases, with 75 variables.

Pearson chi-square tests measured the null hypothesis and in the current study determined whether a particular promotional piece had an impact on destination image formation. This statistical calculation determines the level of confidence between two variables which would also be found in the population. Its associated level of $p \leq .05$ is at a confidence level of 95% (Bryman, et. al, 2009). A null hypothesis (Ho) is developed which states there is one variable that does not impact the other. A Chi-square test is used to test the p of Ho and to identify whether observed values differ significantly from expected values. Social scientists have generally accepted that if the calculated value is less than or equal to .05 then the result is considered significant. This indicates there is a less than 1 in 20 probability that a certain outcome occurred by chance. The result is considered marginally significant if it falls between .05 and .10 (George & Mallery, 2012). If the null hypothesis (Ho) is rejected at a confidence level of 95% then the alternative H₁ hypothesis is accepted indicating there is a difference between the subgroups of the independent variables (Field, 2005).

Cronbach's alpha was used to establish the relationship of items within the grouped constructs of motivation, cognition and affect. This test of reliability determined whether or not the elements are related and grouped appropriately. According to George and Mallery (2012) the closer the alpha is to 1.00, the greater the internal consistency of items in the instrument being assessed; all items are measuring the same thing. Independent T-tests were calculated to compare the means of two different samples. The two samples share some variable of interest, but there is no overlap between the groups. In this study the difference between tourists exposed and those not exposed to marketing information sources and destination image/impression formation was examined. Also, in the statistical analysis descriptives were calculated to determine the value placed on measured constructs by respondents.

Information gathered in a study is considered relevant if it supports the proposed objectives (hypotheses) of the research. According to Bryman, et al. (2009) the research is valid if it can be generalized to the total population. In this thesis the positivist paradigm has been drawn upon which indicates a quantitative method is adopted and findings from a large sample are generalized to a similar population.

5.3 Respondents' Profile

The image of some places differs depending on a person's gender and age (Walmsley and Jenkins, 1993); marital status, age and occupation (Baloglu, 1997); level of education (Stern and Krakover, 1993); tourists' country of origin (Chen and Kerstetter, 1999) and country of origin, social class, gender, age and level of education (Beerli and Martin, 2004). According to previous studies on destination image formation, socio-demographic variables related to gender, age, level of education, social class and

country of origin have been adopted (Jenkins, 1999; Beerli and Martin, 2004; Martin and del Bosque, 2008). The socio-demographic variables in this study refer to gender, age, marital status, employment, income and place of residence. Although, the influence of socio-demographics was not examined in relation to destination image formation, the researcher was interested to know the make-up of the tourist group. Future marketing campaigns undertaken by the destination would be influenced by this knowledge. Tourist groups are not homogeneous and so marketing initiatives need to be customized according to the unique characteristics of the population and destination. Tourists have been segmented in the literature according to benefits (Frochot, 2005; Backman, et al. , 1995; Cha, et al., 1995; Dewar, et al., 2001; Jang, et al., 2002), nationality (Lee, et al., 2004), expenditures (Mok & Iverson, 2000), cultural exploration (Crompton, 1979b; Crompton & McKay, 1997; Lee, 2000), and psychographic characteristics (Alcaniz, et al., 2009; Beerli & Martín, 2004; Chen & Chen, 2010).

Table 5.1 provides a summary of the respondents' socio-demographic profile. The entire sample consisted of 309 respondents; 41% male and 59% female. The age range for participants was between 21 and 86; the average age was 66. The majority of respondents were residents of the United States (74%), while 12% indicated they were from Canada, with the remaining respondents residing in Europe (5%). The majority of income earners averaged between \$50,000 and \$74,999 annually (32%), followed by those earning between \$25,000 and \$49,999 (28%). Most respondents identified they are currently retired (71%), while 26% are still employed. Of the respondents who had children (77%), 86% replied they do not have children living at home.

Table 5.1 Respondent Demographic Profile: Residence, Employment Status and Income
N= 309
% of Total Sample

RESIDENCE	
United States	73.8%
Canada	12.0%
Europe	4.8%
Other	9.4%
EMPLOYMENT	
Employed	25.7%
Retired	71.4%
Homemaker	1.3%
Student	0.6%
Unemployed	1.0%
INCOME(Can.\$)	
<25,000	5.3%
25,000-49,999	28.4%
50,000-74,999	31.7%
75,000-99,999	14.8%
100,000-124,999	10.3%
125,000-149,999	2.1%
150,000-174,999	4.1%
>175,000	3.3%

Source: Primary Research

The socio-demographic profile in Table 5.1 provides the researcher pertinent information about the target audience. As Chang (2006) points out demographic variables do not provide adequate profiles of those who visit Aboriginal sites or attractions. This author concludes that tourists visiting Aboriginal cultural festivals are somewhat heterogeneous and have varying degrees of interest in a cultural experience. As a result, different marketing strategies need to be employed. In this thesis the main objective was to determine how effective current sources of promotional information were in image formation about the Glooscap Heritage Centre. Tourists were segmented according to their belief the site provided certain experiences related to the

motivational, cognitive or affective constructs contained in promotional information. There were eight sources of information made available to potential tourists. The following section provides statistical findings from the tourist surveys and relationships to the literature on destination image formation.

5.4 Promotional Source and Destination Image Formation

Marketers use various forms of material to inform, persuade or remind the target market about their products and services. The influence of promotional sources in image formation has been examined by Um and Crompton (1990), Fakeye and Crompton (1991), Gartner (1993) and Baloglu & McCleary (1999). According to Leisen (2001) organic images of a destination are formed from non-tourism specific sources such as history, newspaper reports, or television reports. While organic images are beyond the control of the destination, induced images using colorful brochures, information available to travel agencies, websites and other activities marketers might choose to promote the destination can be utilized. Research has demonstrated that tourist information is a valuable concept in understanding destination image of tourists. Promotion is recognized by many as a critical element in tourism marketing (Molina, et al. 2010). According to MacKay and Fesenmaier (1997), advertising and promotion of destinations is an important strategy for positioning and image formation. Information sources are widely considered to be a potential influence on the formation of pre-visit destination image (Frias, et al. 2011). Four promotional sources in this thesis (brochures, travel agents, tour operators, travel guides) were adopted from a study on destination image formation by Martin and del Bosque (2008) and Baloglu and McCleary (1999) while the remaining attributes (website, direct mail, educator, social media) were site specific and included in the questionnaire after consultation with the destination managers/promoters. In this thesis knowledge of promotional source was

imperative in understanding where pre-visit tourists obtained information about the destination and the influence of each on image formation.

Question 1: From where did you receive promotional materials/information and could you rate how important it was in forming your impression of the Glooscap Heritage Centre?

For Question 1 frequencies for each promotional source were calculated and a mean rating of impact on image formation was determined. Table 5.2 provides a summary of these frequencies (% who received this source) and a mean rating from 1-5 (not at all important to very important) of the impact each source had on image/impression formation.

**Table 5.2 Impact of Promotional Source on Destination Image Formation
N=309
% of Total Sample**

Promotional Source	Ranking of each source	Source Received (%)	Mean Rating in Image Formation (Scale range: 1-5)
Tour Guide	1	81.6*	4.08
Tour Operator	2	52.8	4.12
Brochures	3	29.1	4.33
Travel Agent	4	19.4	3.98
Website	5	09.4	3.90
Other	6	05.2	4.20
Direct Mail (i.e. Newsletter)	7	03.2	3.90
Educator	8	03.2	4.00
Social Media (i.e. facebook, twitter)	9	01.6	3.60

**All respondents were exposed to the tour guide, however not all self-identified themselves in this way. The overall mean rating for impact of promotional source on image formation is 4.01.
Source: Primary Research*

To test the first hypothesis: *the source and variety (amount) of marketing information greatly influenced the overall image of the Glooscap Heritage Centre*; Chi-square tests and t-tests were used to examine whether or not receiving a particular promotional source impacted image formation. To examine for the variety (amount) of marketing information received and impact on image formation, t-tests and correlations were calculated to determine if the relationship between these elements was significant.

At this research stage it was decided to utilize only the top four promotional sources received in any further analysis. As Table 5.2 documents, the remaining five information sources did not exhibit high exposure scores by the target audience. The website (9.4%), other (4.8%), direct mail (3.2%), educator (2.9%) and social media (1.6%) were eliminated from the study due to the low percentage of tourists exposed to these forms of marketing information. The majority of respondents are seniors and do not readily use the internet (website, 9.4%) as a means to buy or search for information about a product or service. As suggested by Weber and Roehl (1999) those who do not use the internet for information search or to purchase travel products are over 55 years of age with lower incomes. The remaining four sources were suggested to be included by the manager/promoter of the Glooscap Heritage Centre. These are the centre's newly adopted forms of communication and so it was not surprising to learn the low exposure rates mentioned by respondents.

From Table 5.2 it is clear to see the majority of tourists (81.6%) were exposed to information provided by the tour guide. The mean rating of importance of this source on image formation was 4.08. Tour guides are present on all coach tours, providing information to tourists prior to arrival at each destination. Due to the fact that tourists

do make contact with tour operators who arrange the coach tour travel package, this source of marketing information was rated second at 46.3% and had a mean rating of 4.12 in importance to image formation. Approximately 30% of tourists mentioned exposure to brochures and a mean rating of 4.22 indicated it was important in formation of impression/image. Printed material is made available to tourists in the visitor information area located outside the entrance to the Glooscap Heritage Centre. Travellers are free to browse and examine any of the printed promotional information made available. The fourth rated media was the travel agent (17.2%) with a mean rating of impact on image formation of 3.98. Some tourists would arrange their vacation plans through a travel company. Interacting with a travel agent would be most appropriate for those who choose to book their coach tour in this manner. These four marketing information sources were ranked by respondents as somewhat important to very important in forming their image/impression of the Glooscap Heritage Centre. As suggested by Echtner and Ritchie (2003) individuals can have an image of a destination prior to visitation. The various accuracies and inaccuracies of the existing destination image could be more effectively addressed in the design of promotional strategies. According to Escalas (2004) print advertisements (brochures) are the least likely medium to evoke absorbing the individual into the story in the ad. Consumers can generate positive emotions and fewer critical thoughts when they 'feel the experience'. Audio and visual advertising are much better suited to engaging the individual into the event. The Glooscap Heritage Centre has the potential to better utilize the other avenues of promotion (tour operator, tour guide, travel agent) so tourists can envision themselves as part of the experience. Therefore, marketers of this site should consider the research results when deciding on marketing sources and the influence it has on tourist behaviour.

Elements contained in promotional material impact image formation. As Echtner and Ritchie (2003) posit destination image can include ratings on functional (tangible) characteristics such as price and climate; psychological (intangible) traits of friendliness and safety; and on unique features or holistic impressions made by the destination. In this thesis a scale to measure the impact of motivation, cognition and affect in image formation was adopted from a study by Martin and del Bosque (2008). It is necessary to understand the role of psychological characteristics in image formation so marketers can improve the positioning of their destinations in the target markets. Based on the promotional source's message, the next section is divided into the following phases:

1) types of motivational, cognitive and affective constructs; 2) tourist segments according to these factors; and 3) impact of these factors on image formation.

5.5 Motivation, Cognition and Affect in Image Formation

Question 2: Based on the promotional information provided, do you believe the Glooscap Heritage Centre is a place where you can....; rate the importance of each factor in forming your impression of this site.

This survey question contained eleven motivational and ten cognitive attributes. Respondents were required to rate the importance of each factor from 1 (not at all important) to 5 (very important) in their impression/image formation of the destination. When consumers are intent on satisfying a need they will pay more attention and become involved (motivated) in gathering information they feel is relevant to achieving their goals (Solomon, et al. 2008). Crompton (1979b) suggests that the socio-psychological motives of tourists offer insights into tourist destination selection and can be used as a segmentation variable in the development of product and promotion strategies. McIntosh (2004) examined tourists' experience of Maori culture in New Zealand so tourist motivation and product development can be better understood. She

stresses few studies have adopted a motivational segmentation approach pertaining to Aboriginal tourism. According to Notzke (2004) motivational dimensions are a powerful communication tool for tourism stakeholders who can offer quality cultural events without infringing on the authenticity and cultural integrity of Aboriginal culture and heritage.

An extensive literature review was conducted to develop the lists of attributes generally used to measure the impact of motivation and cognition on destination image formation. Factors such as natural environment, cultural heritage, tourist infrastructure, or atmosphere relate to the cognitive constructs of destination image. These attributes have been measured using structured techniques (Fakeye & Crompton, 1991; Etchner & Ritchie, 2003; Martin & del Bosque, 2008). Some factors were adopted in the current study, but tailored to suit characteristics most applicable to the current study site. In a study by Martin and del Bosque (2008) the total number of measured attributes was 32 (18 cognitive factors; 14 motivational elements) and 31 in destination image research by Baloglu and McCleary (1999); (17 motivational elements; 14 cognitive constructs). Due to limited time with tourists, the researcher sought to compile a more condensed list of constructs, and to not use sub-headings as mentioned by previous authors. In relation to the message portrayed by promotional sources of the Glooscap Heritage Centre, several elements uncovered in the literature could be eliminated due to irrelevancy to the current destination (i.e. cognitive elements - attractive beach, pleasant weather, beautiful landscape; motivational constructs – getting away from crowds, developing close friendships). On the questionnaire each motivational and cognitive element was listed in one question and grouped accordingly (first eleven attributes were motives; next ten constructs related to cognition). To ensure reliability among grouped constructs, Cronbach's alpha, used repeatedly in tourism research (Baloglu &

McCleary, 1999; Homburg, et al., 2006; Martin & del Bosque, 2008; Byon & Zhang, 2010) was performed. Semi-structured interviews with management/marketers of the Glooscap Heritage Centre determined additional attributes unique to the destination which may not have been revealed during the related literature examination. As suggested by O'Leary and Deegan (2002), Jenkins (1999), Berg (2009) and Martin and del Bosque (2008) factors obtained by this method are appropriate to the target population, can provide the organizational context for the study and allow a deeper explanation of the quantitative findings. These characteristics are considered critical in understanding the variables which may influence psychological components and are measured using a quantitative method. Qualitative research allows the researcher to identify the socio-demographic profiles of the tourists in the study, as well as the best time period for data collection. In this study an understanding of destination attributes, tourist characteristics and the best time to administer surveys was needed prior to questionnaire development. Semi-structured interviews are the most commonly used method in qualitative research (Bryman, 2006).

Question 3: In your opinion, what do you think is the strongest/most important message the promotional information conveys of the Glooscap Heritage Centre (from 1-5).

The next survey question (above) contained affective elements. These constructs were developed on the basis of a literature review (Baloglu & Brinberg, 1997; Kim & Richardson, 2003; Martin & del Bosque, 2008). Using a semantic-differential scale, participants were asked to indicate the strongest/most important message the promotional information conveyed about the destination (boring-exciting, distressing-relaxing, gloomy-funny, unpleasant-pleasant). According to Jenkins (1999), these types of scales to rate image attributes, are commonly used in tourism research. Several tourism studies have focused on the cognitive elements influencing image formation

(Echtner & Ritchie, 2003; Fakeye & Crompton, 1991). More current research has studied the combined effects of cognitive and affective tourist evaluations of the destination (Baloglu & McCleary, 1999; Byon & Zhang, 2010; Martin & del Bosque, 2008; Kim & Richardson, 2003). Because tourism is all about the search for pleasure, Gnoth and Zins (2009) assert that researchers and marketers of tourism need to have an understanding of tourist emotions.

To the researcher's knowledge no previous study exists which includes the impact of motivational elements in promotional sources on image formation. Several tourism studies suggest the importance of psychological factors on tourist behaviour, however an examination of promotional influence and motivation has not been undertaken. The following sections provide statistical results of the relationship between the elements of motivation, cognition and affect in information sources and impact on image formation.

5.5.1 Promotional Information and Motivation

As suggested by Baloglu and McCleary (1999) pre-visit image is formed by two major factors: stimulus factors (information sources) and personal factors (psychological – motivations). Tourist information sources add value by satisfying tourists' interests and needs. Motivations form feelings towards the destination so marketers need to incorporate significant motivators into communications. Advertising themes can be developed to appeal to tourists' motivations. In tourism, promotion is an active way of getting information to tourists (Molina, et al. 2010). This research suggests that if formal information sources appeal to travellers' motivations (benefits sought), then positive feelings and accordingly a positive image of the destination will be formed.

Table 5.3 provides a ranking (Column 1) of the percentage of respondents who believed, based on promotional information received, the center would provide certain

experiences (Column 2). The average rating of importance (Column 3) in image/impression formation for each construct is also provided.

Table 5.3 **Motivational Constructs and Impact on Destination Image Formation**
N= 309
% of Total Sample

Motivational Construct	Ranking of attribute	Presence of attribute (%)	Rating of importance (1-5)
Explore Cultural Heritage	1	81.70	4.35
Learn about cultures & ways of life	2	80.40	4.35
Discover a new place	3	71.70	4.15
Rest/relax	4	46.60	3.82
Integrate yourself into life/activities of local people	5	45.00	3.84
Meet new people	6	43.80	3.69
Escape the everyday routine	7	43.50	3.67
Enjoy this time with family & friends	8	43.50	3.83
Alleviate stress & tension	9	41.60	3.46
Get close to nature	10	35.40	3.72
Seek adventure	11	31.40	3.63

The overall mean rating for importance of motivational constructs on image formation is 3.86.
Source: Primary research

According to Table 5.3 over 80% of respondents felt the promotional information received presented the Glooscap Heritage Centre as a place to explore cultural heritage and to learn about culture and new ways of life. Over 70% felt it was portrayed as a new place to discover. These top three attributes received mean scores of 4.15 or higher in image formation. Approximately 50% of respondents indicated the promotional source depicted this destination as a place to rest/relax. Between 40% and 45% felt the centre was where you could integrate yourself into the lives and activities of local people, a place to meet new people, where you could escape the everyday routine, a time to enjoy with family and friends and as a place to alleviate stress and tension. Respondents (35.4%) indicated this destination was a place to get close to nature, while 31.4% viewed it as an opportunity to seek adventure. These lower ranked attributes

received mean scores of less than 4 in impact of image formation. Overall, participants rated motivational attributes presented by promotional sources as somewhat important (3.86) in their image/impression formation of the Glooscap Heritage Centre. These findings imply the necessity to continue promoting the destination as a cultural centre where people can discover a new place and learn about novel ways of life.

5.5.2 Promotional Information and Cognitive Constructs

As suggested by Holbrook (1978) and Baloglu and McCleary (1999) the type of information source received influences the formation of the cognitive component of image formation. Tourists process external information in order to form their own beliefs (cognitions) about the destination. When advertising context primes a cognitive attribute (i.e. visit a gift shop) implications for product evaluations will be enhanced (Yi, 1990). Um and Crompton (1990), Fakeye and Crompton (1991) emphasize cognitive evaluations in image formation are developed by various information sources.

To further test Hypothesis 1, it was necessary to examine the impact of cognitive constructs in promotional information on image formation. Column 1 in Table 5.4 provides a ranking for the impact of these constructs. Respondents were required to indicate if the promotional source received portrayed the site as a place where they could engage in certain activities (Column 2). Participants were then requested to rank (1-5) the importance of each factor (Column 3) in forming their impression/image of the Glooscap Heritage Centre.

**Table 5.4 Cognitive Constructs and Impact on Destination Image Formation
N=309
% of Total Sample**

Cognitive Construct	Ranking of Attribute	Impact of Construct (%)	Rating of importance (1-5)
Visit cultural attractions	1	78.90	4.31
See interesting cultural activities	2	68.60	4.22
Experience cultural authenticity	3	68.60	4.32
Learn about local customs	4	68.60	4.31
Meet friendly and hospitable people	5	54.30	4.03
Visit a gift shop	6	47.80	3.42
Experience a peaceful place	7	46.60	4.05
Visit a safe place	8	43.89	4.10
Get good value for the money	9	38.80	3.86
Visit a restaurant	10	17.40	2.94

The overall mean rating for impact of cognitive constructs in image formation is 3.96.

Source: Primary research

Approximately 80% of participants mentioned the promotional source depicted the Glooscap Heritage Centre as a place to visit a cultural attraction. Between 54% and 70% of respondents, believed the promotional source showed this site as a place to see cultural activities, to experience cultural authenticity, to learn about local customs and a chance to meet friendly and hospitable people. These four attributes received a mean rating of importance higher than 4. Approximately 40% to 50% of respondents said the destination was portrayed as a place where you could visit a gift shop, as a peaceful place and as good value for the money. These constructs received mean scores between 3.42 and 4.10, respectively. The cognitive construct having the least impact on image formation was to visit a restaurant (17.4%, mean of less than 3). Overall, the mean ranking by tourists for impact of promotional cognitive constructs on image formation was somewhat important (mean 3.96). It is not surprising to find that respondents rated

the constructs related to culture and cultural authenticity higher than other attributes. These images are well portrayed in the promotional sources utilized by the heritage centre. Coach tour guides provide a verbal presentation of the destination before visitors arrive at the centre. Printed material presents the centre as a place to discover Mi'kmaw heritage and Glooscap legends. Brochures outline the multi-media presentation; ancient artifacts; quill and beadwork display (Appendix 6); and mention visitors can learn Mi'kmaw words. The ability to visit an on-site gift shop is provided by both sources. Overall, the cognitive constructs are presented well by the marketing sources. Some elements not given a high rating should be considered by promoters of this centre. Getting good value for the money may be stressed more or to increase tourist traffic, promotion of the on-site restaurant could be considered by marketers of the destination.

5.5.3 Promotional Information and Affective Constructs

Kim & Richardson (2003) argue that information about an environment is first interpreted and made meaningful cognitively and then used to categorize the emotional state. According to the early study of Russell (1980), interpretation of information rather than information itself produces an affective state. In tourism contexts, the affective qualities of places might become more important than the objective properties of the destination. Affective variables contained in promotional sources related to image formation in the current study were measured and overall ratings are provided below.

Table 5.5 demonstrates the impact of affective constructs on destination image formation. Column 1 provides a ranking of constructs based on percentage of respondents' belief of what was the strongest/most important message conveyed by the

promotional information (Column 2). A mean rating of each construct is presented in Column 3. In all cases respondents indicated they were exposed to at least one information source.

Table 5.5 Affective Constructs and Impact on Destination Image Formation
N=309
% of Total Sample

Affective Constructs	Ranking of construct	Presence of Construct (%)*	Rating of construct (1-5)**
Unpleasant/pleasant	1	90.60	4.37
Distressing/relaxing	2	77.80	4.10
Boring/exciting	3	76.70	4.07
Gloomy/funny	4	52.20	3.61

**The strength of 'presence of construct' was determined using the combined valid percent (≥ 4 ; somewhat positive to positive) for affective elements regardless of promotional source received.*

***The overall mean rating for impact of affective constructs on image formation is 4.04*

Source: Primary research

Frequencies for each of the four affective variables were calculated. The affective construct identified as being present in promotional information and having the most impact on image formation was unpleasant/pleasant (90.6%) with a mean rating of 4.37. The next most influential element was distressing/relaxing (77.8%); mean rating of 4.10. This was followed by the component of boring/exciting; mean rating of 4.07. The factor least present in promotional information and having the most insignificant impact on image formation was gloomy/funny; mean rating of 3.61. As implied by the findings in Table 5.5, the majority of respondents felt the Glooscap Heritage Centre was conveyed in promotional sources as a pleasant and relaxing place. According to marketing information, tourists felt the site was exciting to some degree, but the centre was not portrayed as a fun place to visit. Overall, respondents mentioned the depiction of the centre ranged from somewhat positive to positive on all four affective

components. This rating was used to determine the strength of affective variables deemed present (rating of ≥ 4) in whatever respondents mentioned as the source they received. It is essential for managers and marketers of this site to understand how this attribute can be incorporated into messages conveyed about the destination and the importance of affective (emotional) appeal in forming a positive image. One controllable aspect in advertising is the use of visuals. Destination image can be managed through an understanding of target market background and strategic selection of visuals which can have an emotional appeal in image formation (MacKay and Fesenmaier, 1997). Chang, et al. (2005) conclude that an emotional appeal in the advertisement, using dancers dressed in costumes (originality) to endorse Aboriginal culture is most effective and would also reflect authenticity.

5.6 Promotional Sources and Image/Impression Formation

Pearson chi-square tests were used to determine if any statistical differences existed in image/impression formation between those respondents who received and those who did not encounter promotional information about the Glooscap Heritage Centre. This statistical calculation has been performed by such destination image researchers as Beerli & Martin (2004), Kim & Yoon (2003) and Byon & Zhang (2010) to determine if significant relationships exist between variables (p values). As a result the dependent variable is image formation, while the independent variables are elements of motivation, cognition and affect contained in promotional information. The top four promotional sources obtained and each aspect of motivation, cognition and affect on image formation for both tourist groups are discussed in the following sections. A value of $\leq .05$ suggests a statistical significant relationship exists between the two measured variables; those exposed/not exposed to information by the promotional source and their

impression/image the Glooscap Heritage Centre is a place where certain experiences will be provided.

Note: In the following sections of the analysis, the two tourist groups referenced are:

1) those tourists (respondents) *exposed* to the information source; and 2) those tourists (respondents) *not exposed* to the information source.

5.6.1 Tour Guide and Motivation

According to Baloglu & McCleary (1999) tour guide information is considered 'professional advice' and is an induced source of promotion. In tourism, this means of promotion is an active and open way of getting information for tourists (Molina, et al. 2010). Personal contact with tour guides has a decisive influence on the perception and image of a given tourist destination. As argued by Nolan (1976) tour guides are among the most used and appreciated sources of tourist information.

Tour guides are the main source of information for visitors to the Glooscap Heritage Centre (Table 5.2). The high exposure rate (81.6%) is not surprising, given the tour guide is present on all coach tours. They provide an overview of the destination's offerings and elements of the tour. Column 1 in Table 5.6 below gives a ranking (1 to 11) of the experiences respondents believed the Glooscap Heritage Centre would provide during their visit. Column 2 provides percentages of those tourists exposed to information material and thought the centre is a place where certain events would be encountered. Column 3 presents the percentage of respondents not exposed to this promotional source, but believed the listed activities existed at the destination. Significance values of these comparisons are given in Column 4.

Table 5.6

Motivational Impact of Tour Guide
N=309
% of Total Sample

Motivational construct	Ranking of element	Exposed to tour guide (%)	Not exposed to tour guide (%)	Sig. (p)
Explore cultural heritage	1	84.5	70.2	.011*
Learn about culture	2	82.5	71.9	.067**
Discover new place	3	73.4	63.2	.121
Rest/relax	4	47.6	36.8	.140
Integrate into life of locals	5	47.2	33.3	.057**
Meet new people	6	43.7	38.6	.486
Escape routine	7	43.7	36.8	.348
Enjoy time with family/friends	8	42.9	42.1	.917
Alleviate stress/tension	9	41.7	35.1	.361
Get close to nature	10	35.7	28.1	.272
Seek adventure	11	30.6	29.8	.914

*significant relationship

**marginally significant relationship

Source: Primary research

As mentioned in Table 5.6, between 82% and 85% of tourists exposed to the tour guide's presentation, suggested the motivational facets of explore cultural heritage and learn about culture and ways of life could be experienced at the destination. Between 70% and 72% of respondents not exposed to this marketing source mentioned these experiences would be present at the centre. A significant relationship exists ($p = .011$) between the two tourist groups. This implies that those exposed to the tour guide, believed more strongly they could explore cultural heritage at the destination. Thus, the tour guide was effective in presenting the centre as a place where tourists would be exposed to this experience. Learn about culture was the second rated attribute for what could be provided by the centre. A marginally significant value of $p = .067$ suggests the difference between the groups is likely enough to show it may not be completely real and may be due to chance. Between 50% and 73% of respondents in contact with the tour guide and among 33% to 63% not exposed to this source, expected the Glooscap Heritage Centre would be a new place to discover ($p = .121$), a place to

rest/relax ($p = .140$) and where you could integrate yourself into the life and activities of local people ($p = .057$). Among 31% to 44% of respondents afforded tour guide information and between 30% and 39% not exposed to this source mentioned the centre could provide the remaining six elements: meet new people ($p = .486$), escape the everyday routine ($p = .348$), enjoy this time with your family and friends ($p = .917$), alleviate stress and tension ($p = .361$), get close to nature ($p = .272$) and seek adventure ($p = .914$). These statistical values $>.05$ imply there is no relationship between beliefs that these experiences are offered by the center and whether or not tourists were exposed to information from the tour guide.

Promoters of this site would be pleased to know that the key motivational attributes of culture presented by the tour guide are having a positive impact on image formation. However, if managers/marketers are interested in raising the level of awareness on the remaining elements, then a detailed examination of how the centre is currently being promoted by tour guides would need to be undertaken.

5.6.2 Tour Guide and Cognition

The first column in Table 5.7 provides a ranking (1 to 10) of tourists who believed these cognitive elements would be present at the Glooscap Heritage Centre. Column 2 demonstrates the percentage of respondents who received information from the tour guide and believed the centre provided the listed experiences. Column 3 depicts the proportion of tourists not subjected to the tour guide's presentation, but still consider the destination to be a place where they could witness these events. Significance values of these comparisons are given in Column 4.

Table 5.7

Cognitive Impact of Tour Guide
N=309
% of Total Sample

Cognitive construct	Ranking of element	Exposed to tour guide (%)	Not exposed to tour guide (%)	Sig.
Visit cultural attractions	1	80.2	73.7	.279
Learn about local customs	2	72.6	45.6	.000*
Experience cultural authenticity	3	70.6	59.6	.107
See cultural activities	4	70.6	57.9	.062**
Meet friendly people	5	56.7	42.1	.045*
Visit a gift shop	6	50.0	35.1	.042*
Experience a peaceful place	7	48.4	33.3	.039*
Visit a safe place	8	47.2	24.6	.002*
Get good value for money	9	39.7	29.8	.166
Visit a restaurant	10	16.3	14.0	.677

* *significant relationship* ***marginally significant relationship*

Source: Primary research

As shown in Table 5.7, between 40% and 80% of respondents exposed to information by the tour guide believed the centre would provide the listed experiences. Among 30% to 74% not supplied tour guide information, thought these factors existed at the destination. It is shown that exposure to the tour guide had a significant effect on image formation in that those who saw the tour guide were more likely to view the cultural and heritage center as a place where one could learn about local customs ($p < .001$), meet friendly people ($p = 0.045$), visit a gift shop ($p = .042$), and visit a safe place ($p = .002$). See cultural activities reached marginal significance ($p = .062$). The cognitive construct, visit cultural attractions was ranked first in belief by either tourist group that the site would provide this component. However, there is no significant relationship between tourists exposed (80.2%) and those not afforded (73.7%) the tour guide's message, and conviction the centre is a cultural attraction ($p = .279$). This non-significant relationship between the two visitor groups suggests respondents believed this experience would be present, despite any influence from the tour guide. Otherwise, the tour guide may not have clearly presented this site as a place where

tourists can discover Mi'kmaw culture and heritage. This is interesting to note and must be considered by promoters of the destination in future marketing endeavours.

5.6.3 Tour Guide and Affect

Column 1 in Table 5.8 provides a ranking for each affective attribute respondents felt was portrayed by the promotional information of the Glooscap Heritage Centre. Column 2 indicates the number of tourists exposed to tour guide's information and the mean rating of attribute portrayed by the marketing source. Column 3 summaries the number of respondents not exposed to the tour guide's presentation and a mean rating of the strongest/most important message conveyed. Significance values of these comparisons are given in Column 4.

Table 5.8 **Affective Impact of Tour Guide**
N=309

Affective construct	Ranking	Exposed to tour guide(n)*	Not exposed to tour guide(n)*	Sig.
		Mean	Mean	
Unpleasant – pleasant	1	217 4.37	48 4.40	.824
Boring – exciting	2	196 4.04	31 4.29	.123
Distressing – relaxing	3	183 4.07	33 4.30	.135
Gloomy – funny	4	154 3.52	26 4.15	.001**

* The number (n) of respondents varies and was used instead of percentage of the total sample (N=309). Surveys where only the tour guide was selected as important in image formation (or ranked higher than other sources) were used in this portion of the analysis.

** significant relationship

Source: Primary research

The findings demonstrated in Table 5.8 imply the majority of affective variables are not well portrayed by the tour guide. The aspect of unpleasant-pleasant is ranked first in terms of the number of respondents (70%) who were exposed to the tour guide. A mean rating of 4.37 suggests the promotional message about the Glooscap Heritage Centre presented by the tour guide about the site was somewhat pleasant. The respondents not

exposed to the tour guide's message (16%), felt the site was a somewhat pleasant place to visit (mean 4.40). A non-significant statistical value between the groups of $p = .824$ is evidence that the respondents' opinion of the place as either pleasant or unpleasant were in no way affected by the tour guide

The affective variable of boring-exciting was deemed relevant by 63% of respondents subjected to the tour guide's presentation. A mean rating for this group of 4.04 implies tourists felt promotional information presented this site as somewhat exciting. Those not offered this information source (10%) also deemed the destination in the same manner (mean 4.29). A non-significant value of $p = .123$ exists between the two tourist groups and the factor boring-exciting conveyed by the promotional source. The fact that non-exposed participants rated it as more exciting (mean 4.29) implies that the tour guide was actually making it appear more boring (mean 4.04). The affective element ranked third by those exposed (59%) to the tour guide's description is distressing-relaxing (mean 4.07). A mean rating of 4.30 for distressing-relaxing suggests participants not exposed to this marketing element (11%) deemed the site as somewhat relaxing, more so than respondents exposed to this presentation. This implies that exposure to the tour guide may have made respondents view the place as less relaxing; although, still quite relaxing. For the final affective factor of gloomy-funny, a total of 50% of respondents suggested this element was present (mean 3.52). Eight percent of respondents not exposed to the tour guide's information, suggested the site would be a gloomy-funny place to visit (mean 4.15). A statistical p value of .001 recommends there is a significant relationship between the two tourist groups. Those exposed to the tour guide's message were more influenced in their image of the Glooscap Heritage

Centre as a gloomy place (mean 3.52), in contrast to respondents not subjected to this information source who viewed it as a somewhat fun place to visit (mean 4.15).

Overall, the tour guide is not impacting image formation on an emotional level. Promoters of the site should be made aware of the important role this information source can have on image formation. The presentation of information by the tour guide must be more attractive, relevant and more influential; it should be a pleasant experience for tourists. All contacts between tourist service providers should be directed to the satisfaction of their expectations (before, during and after the visit), because this will determine destination image by the tourist (Molina, et al. 2010). Most tourists visiting the Glooscap Heritage Centre are exposed to information presented by the tour guide. As a result, the destination should be better utilizing this marketing source to project a positive image about the site. The tour guide verbally presents attributes of the site and tour particulars to visitors. As Escalas (2004) posits, this audio and visual advertising medium has the ability to ‘absorb consumers into the story’ and ‘feel the experience’. This would evoke affective responses and reduce critical thinking especially where the target market is doubtful of the product. In this study the tour guide has the ability to lessen insecurity among first-time visitors or tourists not familiar with Mi’kmaw culture. However, the tour guide’s presentation is not motivational; only one of eleven factors reached a significant level. Cognitive information from this source was relevant in relation to five of ten elements. While, affectively the destination was perceived to be presented on only one of four constructs (but not positively, as mentioned above). These results imply that the message presented by tour guides could be better employed to portray a more positive image of the Glooscap Heritage Centre.

5.6.4 Tour Operator and Motivation

As Baloglu & Mangaloglu (2001) mention tour operators significantly influence the image that travellers hold about a destination. In this way they contribute to the induced image tourists have in their information search with regard to travel plans. Tour operators have proven to be a valued source of tourist information. The direct personal contact has an influence on the perception and image of a tourist destination (Molina et al., 2010).

In this study, the tour operator was rated third in relation to exposure by the tourist group. Table 5.9 demonstrates the relationship between the two tourist groups and influence of tour operator information on image/impression formation. Column 1 provides a ranking of what was most likely to be offered by the centre amongst only those exposed to the tour operator. Column 2 summarizes the percentage of respondents exposed (Column 3 – not exposed) to this information source and said the destination was a place to experience the factors listed. Significance values of these comparisons are given in Column 4.

Table 5.9

Motivational Impact of Tour Operator
N=309
% of Total Sample

Motivational construct	Ranking	Exposed to tour operator (%)	Not exposed to tour operator (%)	Sig.
Explore cultural heritage	1	84.0	79.5	.295
Learn about culture	2	82.2	78.8	.445
Discover new place	3	73.6	69.2	.388
Rest/relax	4	47.2	43.8	.549
Integrate into life of locals	5	47.2	41.8	.335
Meet new people	6	46.6	38.4	.142
Escape routine	7	43.6	41.1	.662
Enjoy time with family/friends	8	42.9	42.5	.932
Alleviate stress/tension	9	42.3	38.4	.477
Get close to nature	10	35.0	33.6	.795
Seek adventure	11	31.3	29.5	.726

Source: Primary research

Table 5.9 provides relative frequencies in yes responses between tourists exposed and not exposed to the tour operator and impact of motivational elements in information provided about the centre. Between 31% and 84% of respondents encountered the tour operator, and alluded to motivational elements influencing their image/impression of the Glooscap Heritage Centre. Respondents not in receipt of this information but felt these factors could be experienced at the site, ranged from 30% to 80%. These values advise the tour operator had little impact on image/impression formation of the destination. Both tourist groups believed the Glooscap Heritage Centre could offer these experiences. Consequently, there were no statistical significant differences between the respondent groups.

5.6.5 Tour Operator and Cognition

Table 5.10 mentions the cognitive aspects listed on the survey question. Column 1 provides a ranking for respondents exposed to this information source and belief the centre would provide these factors. Column 2 illustrates the percentage of respondents

in receipt of the tour operator’s message about the Glooscap Heritage Centre and thought the experiences would be present at the destination. A proportion of respondents not granted this promotional information and believed the centre could provide such elements, is listed in Column 3. Significance values of these comparisons are given in Column 4.

Table 5.10 **Cognitive Impact of Tour Operator**
N=309
% of Total Sample

Cognitive construct	Ranking	Exposed to tour operator	Not exposed to tour operator	Sig.
Visit cultural attractions	1	79.8	78.1	.719
Learn about local customs	2	72.4	62.3	.059*
Experience cultural authenticity	4	71.8	65.1	.204
See cultural activities	3	69.9	66.4	.509
Meet friendly people	5	55.8	52.1	.506
Experience a peaceful place	8	47.9	43.2	.407
Visit a gift shop	7	44.8	50.0	.359
Visit a safe place	6	42.3	43.8	.790
Get good value for money	9	39.9	35.6	.441
Visit a restaurant	10	16.0	15.8	.962

**marginally significant relationship*

Source: Primary research

As outlined in Table 5.10, only one of the ten cognitive variables learn about local customs demonstrated a marginally significant relationship between those exposed (72.4%) and those not exposed (62.3%) to the tour operator’s information and influence of construct on image formation ($p = .059$). These findings suggest the tour operator is presenting (in a somewhat convincing manner) the destination as an opportunity to learn about local customs. There were no other significant patterns among the remaining nine cognitive elements. Promoters of the centre should keep these findings in mind when distributing marketing material to tour operators. They could use this information

source as a means to raise awareness while presenting a positive image about the Glooscap Heritage Centre among potential tourists.

5.6.6 Tour Operator and Affect

Table 5.11 demonstrates the affective constructs in the tour operator’s message and impact on image/impression formation. In Column 1 a ranking is applied to the number of respondents exposed to this information source (in descending order). The amount of respondents who received information from the tour operator and mean rating of the affective attribute are provided in Column 2. Column 3 supplies the quantity of respondents not exposed to the tour operator’s message, along with the mean rating for portrayal of affective construct of the destination. The final column (4) offers the significant values of these comparisons.

Table 5.11 Affective Impact of Tour Operator
N=309

Affective construct	Ranking	Exposed to	Not	Sig.
		tour operator (n)*	exposed to tour operator (n)*	
		Mean	Mean	
Unpleasant – pleasant	1	142 4.37	123 4.38	.866
Boring – exciting	2	128 3.98	99 4.20	.044**
Distressing – relaxing	3	126 4.06	90 4.17	.339
Gloomy – funny	4	108 3.53	72 3.74	.128

* The number (n) of respondents varies and was used instead of percentage of the total sample (N=309). Surveys where only the tour operator was selected as important in image formation (or ranked higher than other sources) were used in this portion of the analysis.

** significant relationship

Source: Primary research

As shown in Table 5.11, 41% of respondents exposed to the tour operator’s message gave a mean rating of 3.98, while those not exposed (32%) had a mean rating of 4.20 suggesting a somewhat less positive (exciting) portrayal of the Glooscap Heritage

Centre was provided by this information source. There is a significant relationship between the tour group exposed/not exposed and influence of this attribute in image formation ($p = .044$). The other three affective variables, unpleasant-pleasant ($p = .866$), distressing-relaxing ($p = .339$) and gloomy-funny ($p = .128$) received non-significant ratings. In these instances, it was irrelevant if the tourist group was exposed/not exposed to the tour operator's message in relation to their image/impression of the destination.

As pointed out by Baloglu & Mangalolu (2001) travel intermediaries are not likely to promote a destination for which they have a weak image. This may be true in relation to the Glooscap Heritage Centre. Findings from this study imply the destination does not have an effective program for tour operators and therefore an inability to promote a positive image of the site to this travel intermediary. The motivational, cognitive and affective constructs perceived present in this promotional source had little impact on image formation between the tourist groups (those exposed/those not exposed to the tour operators' message). Therefore, if the destination wants to effectively employ this information source to project a positive image among tourists, a concerted effort must be undertaken to foster this relationship. As Molina et al. (2010) mention personal experiences of tourists with tour operators, travel agents and tour guides have a decisive influence on image of a tourist destination.

5.6.7 Brochure and Motivation

According to Beerli & Martin (2004) formal sources of information like brochures have an influence on image formation in a tourist destination. Molina et al. (2010) suggest that image generated by tourist brochures is firmly related to actual destination image

and are a valued source of information. Their research results indicate a relationship exists between overall destination attractiveness and the image induced by brochures.

Table 5.12 provides a summary of the third most viewed promotional source by tourists (29.1%) visiting the Glooscap Heritage Centre. Printed material is accessible at the visitor's information area, located prior to the entrance of the museum, exhibits and theatre. Before tour commencement visitors have the ability to explore and read any available written material.

Column 1 in Table 5.12 provides a ranking (1 to 11) of the experiences respondents believed the Glooscap Heritage Centre would provide during their visit. The percentage of respondents exposed/not exposed to this promotional source is listed in Columns 2 and 3 respectively. Column 4 demonstrates the p values of these comparisons.

It is interesting to mention that even though this source of promotional information was the third most viewed by respondents, the motivational construct presented by the brochure had more impact on destination image/impression formation than information provided by the number one ranked source, the tour guide.

Table 5.12**Motivational Impact of Brochure****N=309****% of Total Sample**

Motivational construct	Ranking	Exposed to brochure (%)	Not exposed to Brochure (%)	Sig.
Explore cultural heritage	1	88.9	79.0	.040*
Learn about culture	2	87.8	77.6	.040*
Discover new place	3	76.7	69.4	.199
Rest/relax	4	58.9	40.2	.003*
Integrate into life of locals	5	57.8	39.3	.003*
Enjoy time with family/friends	6	55.6	37.4	.003*
Alleviate stress/tension	7	53.3	35.2	.003*
Escape routine	8	52.2	38.4	.025*
Meet new people	9	52.2	38.8	.030*
Get close to nature	10	43.3	30.6	.032*
Seek adventure	11	41.1	26.0	.009*

*significant relationship

Source: Primary research

The percentage of tourists in receipt of the brochure and believed the site was a place to explore cultural heritage was 88.9% (not exposed 79%), $p = .040$; followed by learn about culture (exposed 87.8%; not exposed 77.6%), $p = .040$; discover a new place (exposed 76.7%; not exposed 69.4%), $p = .199$. Fifty-nine percent of brochure recipients implied the promotional source depicted the site as a place to rest/relax (not exposed 40.2%), $p = .003$. The elements of integrate yourself into the life and activities of local people (exposed 57.8%, not exposed 39.3%), $p = .003$; enjoy this time with your family and friends (exposed 55.6%, not exposed 37.4%), $p = .003$; alleviate stress and tension (exposed 53.3%, not exposed 35.2%), $p = .003$; escape the everyday routine (exposed 52.2%, not exposed 38.4%), $p = .030$; meet new people (exposed 52.2%, not exposed 38.8%), $p = .030$; get close to nature (exposed 43.3%, not exposed 30.6%), $p = .032$; and seek adventure received the lowest ratings of 41.1% (exposed) and 26% (not exposed), $p = .009$.

There were significant relationships between respondents who received the brochure and those that did not and impact of motivational factors, except discover a new place ($p = .199$) on image formation (exposed 76.7%, not exposed 69.4%). Overall, the brochure excellently portrayed motivational factors deemed important among the target audience. There is a significant statistical difference between the two groups of tourists and impact of ten of eleven motivational elements on image formation ($p \leq .05$). The Glooscap Heritage Centre should continue to employ this source of promotion, using print and graphics to illustrate what is available for tourists.

5.6.8 Brochure and Cognition

Table 5.13 provides a summary of cognitive elements tourists believed to be present in brochures promoting the Glooscap Heritage Centre. Tourists' contact rate to the brochure is ranked in Column 1. Column 2 (respondents exposed to the brochure) demonstrates the percentage of tourists who believed they would encounter certain experiences at the centre. Column 3 lists the proportion of tourists not exposed to the brochure, but who felt the centre would provide the factors listed. Significance values of these comparisons are given in Column 4.

Table 5.13

Cognitive Impact of Brochure
N=309
% of Total Sample

Cognitive construct	Ranking	Exposed to brochure (%)	Not exposed to brochure (%)	Sig.
Visit cultural attractions	1	78.9	79.0	.983
Learn about local customs	2	77.8	63.5	.015*
Experience cultural authenticity	3	72.2	67.1	.380
See cultural activities	4	71.1	67.1	.494
Meet friendly people	5	64.4	49.8	.019*
Visit a safe place	6	55.6	37.9	.004*
Visit a gift shop	7	54.4	44.3	.104
Experience a peaceful place	8	53.3	42.5	.081**
Get good value for money	9	52.2	32.0	.001*
Visit a restaurant	10	23.3	12.8	.021*

* *significant relationship* ***marginally significant relationship*

Source: *Primary research*

Between 23% and 79% of respondents were exposed to brochure promotional information. Within this group of tourists, five cognitive constructs of learn about local customs (exposed 77.8%; not exposed 63.5%), $p = .015$; meet friendly people (exposed 64.4%; not exposed 49.8%), $p = .019$; visit a safe place (exposed 55.6%; not exposed 37.9%); $p = .004$; get good value for money (exposed 52.2%; not exposed 32.0%), $p = .001$ and visit a restaurant (exposed 23.3%; not exposed 12.8%), $p = .021$ received significant values.

There was a marginal relationship between the tourist groups (exposed 53.3%; not exposed 42.5%), and the element of experience a peaceful place ($p = .081$). There were non-significant relationships between the respondent groups and the aspects of visit cultural attractions ($p = .983$); visit a gift shop ($p = .104$); experience cultural authenticity ($p = .380$); and see cultural activities ($p = .494$). These findings suggest that for five of the ten cognitive constructs, the statistical relationship was significant,

while the remaining three components were non-significant. As a result, it can be concluded that for the majority of cognitive elements, the brochure is impacting image formation in a statistically significant manner.

As suggested by MacKay & Fesenmaier (1997), attributes of picture elements are linked to type of image projected. Market segments unfamiliar with the destination utilize primarily cognitive evaluations of textual information to form an impression. In this research the brochure impacted image formation among first-time visitors with seven of ten cognitive constructs. Learn about local customs is visually and textually portrayed in the brochure and received a statistical significant rating ($p = .015$). However, attributes associated with culture did not reach significant levels, which is something to be considered by promoters of this heritage site. Overall, primary research findings suggest the Glooscap Heritage Centre is effectively employing brochures to project a positive image among travellers unfamiliar with the destination.

5.6.9 Brochure and Affect

Table 5.14 demonstrates the affective impact the brochure had on image formation. Column 1 shows a ranking of exposure rate to the brochure. The percentage of tourists who received a brochure along with the mean rating of the strongest/most important message the promotional information conveyed, is provided in Column 2. Column 3 mentions the percentage of respondents not exposed to brochure, but felt the destination would provide these elements. The last column (4) presents the significant values of these comparisons.

Table 5.14**Affective Impact of Brochure
N = 309**

Affective construct	Ranking	Exposed to brochure (n)*	Not exposed to brochure (n)*	Sig.
		Mean	Mean	
Unpleasant – pleasant	1	83 4.51	182 4.31	.056**
Distressing – relaxing	2	69 4.25	147 4.03	.083**
Boring – exciting	3	71 4.15	156 4.04	.331
Gloomy – funny	4	60 3.73	120 3.55	.164

* The number (n) of respondents varies and was used instead of percentage of the total sample (N=309). Surveys where only the brochure was selected as important in image formation (or ranked higher than other sources) were used in this portion of the analysis.

** marginally significant relationship

Source: Primary research

As indicated by Table 5.14 affective elements in the brochure were portrayed moderately well. A marginally significant relationship exists between those exposed (27%) and those not exposed (59%) to the brochure and impact of affective construct on image formation ($p = .056$). A mean rating of 4.51 (exposed) and 4.31 (not exposed) signifies the brochure is presenting the site as a pleasant place to visit. The element of distressing-relaxing is having a marginally significant impact ($p = .083$) on image formation between those exposed (22%) and those not exposed (48%) to the brochure. The mean rating of 4.25 (exposed) in comparison to 4.03 (not exposed) indicates the brochure is presenting the destination as a somewhat relaxing place to visit. There are non-significant differences between the tourist groups and the elements of boring-exciting ($p = .331$) and gloomy-funny ($p = .164$), suggesting the brochure did not influence destination image in relation to these constructs. Respondents indicated the place was somewhat exciting and funny, despite any influence from information contained in the brochure.

Based on these findings, it can be implied that the affective variable present in brochures is having a moderate impact on image formation in relation to two of four components. MacKay and Fesenmaier (1997) posit that familiar market segments mainly employ affective evaluations of visual information to form destination image. The emotional feelings associated with experiencing the destination could be incorporated into promotional material designed for the unfamiliar market segment. Their findings may suggest why the brochure did not have a more affective impact in image formation among first-time visitors to the Glooscap Heritage Centre. Promoters of this site should consider employing additional textual (emotional) information in the brochure as those unfamiliar with this destination have an increased need for more information.

5.6.10 Travel Agent and Motivation

These travel intermediaries have multiple and critical functions in destination marketing efforts: 1) they provide information to travellers and 2) develop and promote destination packages (Baloglu & Mangaloglu, 2001). The image they have of the destination influences how they perform these vital roles for suppliers in the distribution of the 'product'. As a result, the image tourists have about a destination is affected by information provided by the travel agent.

In this research, the travel agent was rated last (fourth) in relation to exposure by the tourist audience (19.4%). Table 5.15 outlines the significant levels of relationship between the two tourist groups and the influence of the motivational element presented in this information source. Column 1 provides a ranking of the percentage of tourists (Column 2) exposed to the travel agent's information and impression the experience would be encountered at the centre. The portion of respondents not exposed to this

promotional information source, but felt the site would provide the listed experiences, is given in Column 3. Significance values of these comparisons are given in Column 4.

Table 5.15 **Motivational Impact of Travel Agent**
N=309
% of Total Sample

Motivational construct	Ranking	Exposed to travel agent (%)	Not exposed to travel agent (%)	Sig.
Learn about culture	1	85.0	79.5	.335
Explore cultural heritage	2	76.7	83.1	.243
Discover new place	3	66.7	72.7	.353
Rest/relax	4	46.7	45.4	.858
Escape routine	5	46.7	41.4	.456
Integrate into life of locals	6	45.0	44.6	.953
Alleviate stress/tension	7	45.0	39.4	.424
Enjoy time with family/friends	8	41.7	43.3	.854
Meet new people	9	40.0	43.4	.635
Get close to nature	10	36.7	33.7	.668
Seek adventure	11	33.3	29.7	.585

Source: Primary research

As the data from Table 5.15 implies there is no statistical significant relationship between the tourist groups and influence of motivational construct on image formation ($p > .05$). It can be concluded that respondents felt they would be exposed to these experiences, regardless of any information provided by the travel agent.

5.6.11 *Travel Agent and Cognition*

Column 1 in Table 5.16 provides a ranking of exposure by tourists to the travel agent and presence of cognitive constructs. Column 2 mentions the percentage of respondents exposed to the travel agent's information, who felt the destination would provide these experiences. Those not provided the travel agent's message, but felt the site would offer the events listed on the survey question is presented in Column 3. The significant values of relationship are contained in Column 4.

Table 5.16 Cognitive Impact of Travel Agent
N=309
% of Total Sample

Cognitive construct	Ranking	Exposed to travel agent (%)	Not exposed to travel agent (%)	Sig.
Visit cultural attractions	1	83.3	77.9	.355
Learn about local customs	2	70.0	67.1	.663
See cultural activities	3	66.7	68.7	.764
Experience cultural authenticity	4	60.0	70.7	.109
Meet friendly people	5	48.3	55.4	.323
Visit a safe place	6	45.0	42.6	.733
Visit a gift shop	7	46.7	47.4	.920
Experience a peaceful place	8	46.7	45.4	.858
Get good value for money	9	36.7	38.2	.831
Visit a restaurant	10	18.3	15.3	.559

Source: Primary research

As documented in Table 5.16 this marketing information source had no significant impact on cognitive evaluations of the destination. The relationship between those exposed and those not exposed to the travel agent’s information in relation to the ten cognitive elements and impact on image formation was non-significant ($p > .05$).

5.6.12 Travel Agent and Affect

Table 5.17 demonstrates the relationship between tour groups exposed/not exposed to the travel agent and response to affective attributes contained in this information source. Ranking of exposure to affective constructs by respondents in receipt of the travel agent’s message is provided in Column 1. Column 2 presents the percentage of tourists who encountered the travel agent and a mean rating for each affective element (from 1 to 5). Column 3 indicates the percentage of respondents not exposed to a travel agent and the mean score of the affective element (1 to 5) believed to be provided by the destination. The final column (4) summarizes the significant values of these comparisons.

Table 5.17**Affective Impact of Travel Agent
N=309**

Affective construct	Ranking	Yes (n)*	No (n)*	Sig.
		Mean	Mean	
Unpleasant – pleasant	1	54 4.24	211 4.41	.239
Boring – exciting	2	44 3.80	183 4.14	.051**
Distressing – relaxing	3	39 4.10	177 4.10	.995
Gloomy – funny	4	35 3.60	145 3.61	.935

* The number (n) of respondents varies and was used instead of percentage of the total sample (N=309). Only those surveys where both travel agent and affective elements were selected by respondents were used in this portion of the analysis.

** marginally significant relationship

Source: Primary research

As mentioned in Table 5.17, the only affective element to show a marginal significant relationship between the tourist groups is boring-exciting ($p = .051$). Fourteen percent (14%) of respondents received this information source and indicated the site to be somewhat exciting (mean 3.80). Those not exposed to information from the travel agent (59%) viewed the site as more exciting than the exposed group (mean 4.14). Other values of $p = .239$ (unpleasant-pleasant), $p = .995$ (distressing-relaxing) and $p = .935$ (gloomy-funny) suggest there is no difference between the tourist groups and influence of affective variables by the travel agent on image formation ($p > .05$). These findings suggest the travel agent may be presenting the site more on the side of boring or as not a very exciting place to visit.

Results presented in Table 5.17 may be due to the minimal marketing information provided by travel agents. Consequently, this source lacks influence in destination image formation. As pointed out by Baloglu and Mangaloglu (2001) travel agents will not promote a destination for which they have limited information and therefore a weak image. If marketers of the Glooscap Heritage Centre are interested in increasing

promotion among travel agents, this marketing source must be provided the necessary material and encouraged to raise awareness among tourists. An assessment of current promotional efforts by this source should be carried out to improve image. The destination must ensure it is included in tour packages developed and sold by this intermediary.

5.7 Variety (Amount) of Promotional Information

Molina, et al. (2010) and Baloglu & McCleary (1999) posit that the variety (amount) of information sources has an influence on positive destination image formation when they are used as promotion tools. Therefore, marketers should find ways to make tourists use multiple sources. As suggested by Gursoy and McCleary (2004) the more information sources available about a destination, the more likely tourists will increase intentional learning which leads to increased familiarity and expertise. The search becomes more focused on specific attributes rather than on general information. This will reduce costs and necessity for extensive external information search by the traveller. Current research findings support these studies suggesting that as the number of promotional sources increases, so too did the positive image respondents formed of the destination.

The later part of Hypothesis 1 states: *...variety (amount) of marketing information greatly influenced the overall image of the Glooscap Heritage Centre.* Statistical relationships were calculated (p values) to determine if the variety (amount) of promotional information received had an impact on image formation.

5.7.1 Variety (Amount) of Promotional Sources and Motivation

Table 5.18 indicates whether there is a significant relationship between the variety (amount) of promotional information received and the influence of motivational

constructs on image formation. Row 1 (yes) demonstrates the mean amount of promotional material received for those who responded that they do believe the center offers the particular motivational experience. Row 2 (no) provides the average number of promotional pieces obtained and belief the site would not offer this encounter. Values indicating whether or not the difference in mean promotional materials received between these groups is significant are provided in row 3.

5.18 Impact of Variety (Amount) of Promotional Sources on Motivation

Concept	Stress & tension	Rest/relax	Escape routine	Seek adventure	Get close to nature	Meet new people	Enjoy time with family & friend	Life of locals	Learn culture & ways of life	Explore cultural Heritage	Discover a new place
Yes	2.28	2.28	2.28	2.26	2.24	2.23	2.22	2.21	2.15	2.12	2.12
No	1.90	1.87	1.88	1.97	1.96	1.93	1.93	1.93	1.65	1.77	1.88
Sig.	.004*	.002*	.004*	.041*	.044*	.028*	.028*	.031*	.002*	.037*	.101

**significant relationship*

Source: Primary research

As shown in Table 5.18 the amount of information tourists received impacted image/impression formation of the Glooscap Heritage Centre in relation to the motivational elements. The variety of promotional material received had a significant effect on 10 of 11 of the respondents' judgement of whether or not the center offered a particular experience. In all but one motivational construct, significance values ($p \leq .05$) suggest that the more sources received, the more respondents believed the site would provide the factors listed.

A 0.41 increase in the average number of promotional sources respondents received impacted belief that the centre would be a place to rest/relax ($p = .002$). Seeing as how those that responded that the center was not a place to rest/relax had received on average only 1.87 sources of promotion and those that responded yes received

significantly more promotional material on the average (2.28), it may be inferred that being exposed to more promotional material impacted image formation in a positive way. Consistent with this result, those that received more information material (2.15) on average mentioned it was a place to learn about culture (not learn about culture, 1.65; $p = .002$). Respondents who believed they could explore cultural heritage (2.12), in relation to those who did not believe they would encounter this element received less material on average (1.77; $p = .037$). The difference in the amount of promotional material received between those that said yes or no to the center as a new place to discover was found to be non-significant ($p = .101$). In this case it may be that image formation with regard to this item, was not greatly affected by an increase in promotional material.

The findings suggest that tourists' perception of the Glooscap Heritage Centre as a place where these motivational experiences would be encountered increased with the number of promotional items received.

5.7.2 *Variety (Amount) of Promotional Sources and Cognition*

The impact of cognitive elements and variety (amount) of marketing information received on image formation is documented in Table 5.19. Row 1 provides a mean for the number of promotional pieces received and belief (yes) the centre provides the elements listed. Respondents who understood the destination would not provide (no) the elements and average number of sources received is provided in Row 2. Values indicating whether or not the difference in mean promotional materials received between these groups is significant are provided in row 3.

Table 5.19 Impact of Variety (Amount) of Promotional Sources on Cognition

Attribute	Visit restaurant	Get good value for the money	Visit safe place	Learn local customs	Visit peaceful place	Meet friend-ly people	Visit gift shop	Cultural authentic	See cultural activity	Visit cultural attraction
Yes	2.37	2.32	2.31	2.24	2.21	2.19	2.18	2.12	2.11	2.10
No	2.00	1.90	1.86	1.67	1.92	1.90	1.94	1.91	1.92	1.88
Sig.	.036*	.002*	.001*	.000*	.026*	.029*	.072**	.100**	.136	.157

* significant relationship

**marginally significant relationship

Source: Primary research

The element learn about local customs and relationship between respondents who believed the centre would provide this construct (yes) and those that did not feel it would be present (no) was $p = .000$. Due to the fact that those who responded the centre was not a place to learn about local custom, had on average only 1.67 sources of promotion and those that responded yes received significantly more promotional material on the average (2.24), it may be inferred that being exposed to more promotional material impacted image formation in a positive way. Consistent with these finding, the difference in promotional material received of 1.86 (no group) to 2.31 (yes group) and belief the destination is safe place to visit had a p value of .001. A significant relationship ($p = .002$) suggests that an average increase of .42 in promotional information impacts the belief that the centre provides good value for the money (1.90 to 2.32). There is a marginally significant relationship between the constructs of visit a gift shop ($p = .072$) and experience cultural authenticity ($p = .100$) and increase in promotional material. There is a non-significant relationship between, see cultural activities ($p = .136$) and visit cultural attraction ($p = .157$) and an increase in marketing information and belief the elements are present at the centre. Overall, these findings imply that an increase in the number of promotional sources had an impact in the majority (6 of 10 constructs) of instances and whether respondents believed the element would be present at the destination. In two situations an increase in the number of information sources received had no significant impact on image formation.

5.7.3 Variety (Amount) of Promotional Sources and Affect

Table 5.20 presents the correlations between the amount of promotional sources received and each of the four affective ratings. On a bi-polar scale (1-5) participants were asked to rate the affective variable from negative (boring, distressing, gloomy, unpleasant) to positive (exciting, relaxing, funny, pleasant) in relation to what they believed was present in the marketing material. Row 1 identifies the percentage of respondents who rated the centre on that scale. Row 2 provides Pearson's correlation (r) to indicate the strength of relationship between the amount of promotional material received and the rating on each of the four scales. Values indicating whether or not these correlations are significant are given in row 3.

Table 5.20 Impact of Promotional Variety (Amount) on Affect (%)

Attribute	Boring/exciting	Distressing/relaxing	Gloomy/funny	Unpleasant/pleasant
%	73	70	58	86
Pearson corr.	-.121	.002	-.077	.008
Sig.	.068*	.974	.303	.901

*marginally significant relationship

Source: Primary research

There was a marginally significant relationship between the number of promotional pieces received and impact of the affective attribute, boring-exciting on image formation ($p = .068$). Pearson's correlation (r) suggests the direction and strength of the relationship. An r of $-.12$ with a p of $.068$, indicates there is a small negative correlation between the amount of sources received and ratings on the scale. This could mean that the more sources respondents received the more boring they rated the place. This is a small correlation though and the $p = .068$ tells that it may or may not appear by chance. There were no correlations between the remaining affective elements and amount of promotional material received.

These findings imply that evaluation of affective elements in promotional material did not impact image formation, as the number of promotional sources received increased. However, when the variety (amount) of marketing information increased so too did the impact of motivational and cognitive factors on image formation. As a result, Hypothesis #1 is partially supported.

The empirical work of Holbrook (1978) suggests that information sources do influence the cognitive component of image, but not the affective element. Cognitive constructs play an intervening role between information sources and the affective factor. Message content is evaluated through cognitive response, such as perceived credibility, confidence and enjoyment. These evaluations seem to exert a positive influence on affect. However, as Chang, et al. (2005) mention there is better advertising effectiveness when an emotional appeal is used in Aboriginal advertising compared to using a rational appeal. Originality and authenticity reflected in advertising media are preferred by tourists. Promoters of the Glooscap Heritage Centre must consider these findings when developing their overall marketing campaign.

5.8 Correlation of Grouped Variables

To test the four remaining hypotheses, it was necessary to assess relatedness among the grouped variables of motivation, cognition and affect. Using Cronbach's Alpha a determination of correlation among these clusters was calculated (Table 5.21). An instrument is deemed reliable if it produces the same results each time if administered to the same person in the same setting. In the social setting, tests are considered reliable if they produce similar results regardless of who administers them and regardless of which forms are used (Bryman, et al. 2009). This measurement has been used by several

destination image researchers (Hui & Wan, 2003; Baloglu & McCleary, 1999; Homburg, et al., 2006; Martin & del Bosque, 2008; Byon & Zhang, 2010) to measure the internal consistency of items within each factor. Eleven motivational elements were contained in the first grouping; the second set consisted of ten cognitive attributes; a third cluster was designed with four affective constructs.

Table 5.21 Reliability of Grouped Constructs

Attributes	Cronbach's Alpha	Number of constructs
Motives	.885	11
<ul style="list-style-type: none"> • alleviate Stress & Tension • escape the everyday routine • discover a new place • explore cultural heritage • learn about culture and ways of life • meet new people • integrate yourself into the life and activities of local people • rest/relax • enjoy this time with your family and friends • get close to nature • seek adventure 		
Cognition	.875	10
<ul style="list-style-type: none"> • visit cultural attractions • see interesting cultural activities • experience cultural authenticity • learn about local customs • get good value for the money • meet friendly and hospitable people • experience a peaceful place • visit a gift shop • visit a restaurant • visit a safe place 		
Affect	.806	4
<ul style="list-style-type: none"> • boring/exciting • distressing/relaxing • gloomy/funny • unpleasant/pleasant 		

Source: Primary research

The construct reliability coefficient of all elements exceeds the critical value of .70. This calculation indicates these factors are highly correlated and so are appropriately grouped together. Therefore, the measurement model is reliable and meaningful to test

the relationship among each group of components and can be referenced in future related research (Field, 2005).

5.8.1 *Grouped Motivational Elements and Image Formation*

To test the second hypothesis of the thesis: *socio-psychological motivations provided by the marketing information source influenced the image formation of the Glooscap Heritage Centre*; t-test calculations were employed. The researcher was interested to know if motivation as an independent variable had an influence on image formation. The image of a destination is highly related to benefits sought (motivation) of tourists (Baloglu & McCleary, 1999). As suggested by these researchers motivation directly impacts image so advertising themes should be developed to effectively create and maintain a positive image by appealing to tourists' motives.

Table 5.22 documents the relationship between the promotional sources and impact on motivation and image formation. Column 1 provides both the total number of respondents subjected to the information source that believed the site would provide these experiences (yes) and also those who were subjected to the source and did not indicate they could encounter the motivational elements at the destination (no). Overall mean scores (between 0-11) in relation to how many yes and no answers were indicated on the 11 motivational items are provided in Column 2. Significance values of these comparisons are given in Column 3.

Table 5.22 Promotional Sources and Motivation

Promotional Source	N/%	Mean	Sig.
Brochure			
No	219 (71%)	5.12	.000*
Yes	90 (29%)	6.68	
Travel Agent			
No	249 (81%)	5.56	.882
Yes	60 (19%)	5.63	
Tour Operator			
No	146 (47%)	5.36	.323
Yes	163 (53%)	5.76	
Tour Guide			
No	57 (18%)	4.86	.118
Yes	252 (82%)	5.73	

**significant relationship*

Source: Primary Research

The average rating given for the total motivational construct items was significantly higher among those participants who had received the brochure ($p < .001$). A difference in the means of over 1.5 indicates that the brochure did have a positive impact on image formation in relation to motivations. The tour guide's presentation and impact on motivational element was non-significant ($p = .118$). However, the mean rating for respondents who indicated the tour guide presented the site on a motivational level was 5.73, while the group who thought this presentation did not contain these elements was 4.86. Being exposed to this promotional source did not influence image in terms of motivational constructs. The difference in the means was in a positive direction and it looked like the tour guide may have been having a positive impact on these constructs, but did not reach significance. Information provided by the tour operator ($p = .323$) and travel agent ($p = .882$) had no significant impact on destination image formation in relation to motivational constructs. From these findings it can be suggested that Hypothesis #2 is partially supported, with brochures having the most impact on motivation in relation to image formation.

5.8.2 *Grouped Cognitive Elements and Image Formation*

The third hypothesis: *cognitive evaluations provided by the marketing information source influenced the image formation of the Glooscap Heritage Centre*, were examined using t-test calculations. Table 5.23 documents the relationship between the promotional sources and impact on cognitive constructs. Column 1 provides the number of respondents who received the promotional source and felt the cognitive elements were presented (yes) and those who did not believe these constructs were portrayed (no) by the marketing information. Overall mean scores (between 0-10) in relation to how many yes and no answers were indicated on the 11 motivational items are provided in Column 2. Significance values of these comparisons are given in Column 3.

Table 5.23 Promotional Sources and Cognition

Promotional Source	N/%	Mean	Sig.
Brochure			
No	219 (71%)	4.96	.007*
Yes	90 (29%)	6.03	
Travel Agent			
No	249 (81%)	5.29	.882
Yes	60 (19%)	5.22	
Tour Operator			
No	146 (47%)	5.12	.442
Yes	163 (53%)	5.40	
Tour Guide			
No	57 (18%)	4.16	.004*
Yes	252 (82%)	5.52	

**significant relationship*
Source: Primary Research

As documented in Table 5.23 there is a significant relationship between respondents in receipt of the brochure and impact on cognitive constructs ($p = .007$). The mean rating for brochure recipients indicating these variables were present was 6.03 and for those recipients suggesting the elements were not provided by the brochure was 4.96. A

difference of 1.1 implies the brochure had a positive impact on image formation in relation to cognitive elements. The majority of respondents (252) in comparison to 57 felt cognitive elements in the tour guide's presentation impacted their image ($p = .004$). The mean rating for those mentioning the elements existed was 5.52. For participants suggesting the cognitive constructs were not present, the mean rating was 4.16. The mean difference of 1.4 suggests the tour guide is having a positive impact on image formation in relation to cognitive factors. The tour operator ($p = .442$) and the travel agent ($p = .882$) had no significant effect on the cognitive facet.

5.8.3 *Grouped Affective Factors and Image Formation*

To test the fourth hypothesis: *affective evaluations provided by the marketing information source influenced the image of the Glooscap Heritage Centre*; t-test calculations were employed.

Table 5.24 documents the relationship between the promotional sources and impact on affective constructs. Column 1 provides the number of respondents who received the promotional source and felt the affective elements were presented (yes) and those who did not believe these constructs were portrayed (no) by the marketing information. Overall mean scores received for each affective variable is provided in Column 2. Significance values of these comparisons are provided in Column 3.

Table 5.24 Promotional Sources and Affect

Promotional Source	N*	Mean	Sig.
Brochure			
No	115	15.74	.057***
Yes	58	16.57	
Travel Agent			
No	139	16.14	.242
Yes	34	15.53	
Tour Operator			
No	68	16.34	.211
Yes	105	15.81	
Tour Guide			
No	22	17.36	.012**
Yes	151	15.82	

*The number (n) was used instead of percentage due to variation from N=309.

**significant relationship

***marginally significant

Source: Primary Research

The average rating given for the total affective construct items was marginally significant among those participants who had received/not received the brochure ($p = .057$). A difference in the means of .73 indicates the brochure did have a positive impact on image formation in relation to affect. A significant relationship exists among respondents exposed/not exposed to the tour guide's message and impact of affective factor ($p = .012$). In this instance, the mean rating for those mentioning the elements existed was 15.82. For respondents suggesting the affective constructs were not present, the mean rating was 17.36. The mean difference of 1.54 suggests the tour guide is having a negative or no impact on image formation in relation to affective factors. Affective elements presented by the tour operator ($p = .211$) and the travel agent ($p = .242$) had little to no effect on destination image formation. Therefore, Hypothesis #4 is partially supported.

These findings imply that the marketing information sources adopted by the Glooscap Heritage Centre must be better utilized. As suggested by Baloglu and McCleary (1999)

different types of information sources have varying degrees of effect on cognition and affect. In this thesis even though the tour guide's information is rated first by tourists in image formation, overall the brochure is having more of an impact. The results will provide managers of this destination with a better understanding of the influence each promotional source is having on image formation. Promoters must take measures to ensure information about the Glooscap Heritage Centre is more accessible and accurately portrayed to potential tourists.

5.9 Impact of Motivation, Cognition and Affect on Image Formation

Hypothesis #5 proposes that: *destination image is jointly formed by the tourist's motivational, cognitive and affective evaluations of the Glooscap Heritage Centre*". Table 5.25 below demonstrates the relationship between the entire promotional sources received by respondents and the elements of motivation, cognition and affect indicated as being present. Feelings towards a destination are influenced by psychological motivations. Significant motivators such as knowledge, prestige, and social motivations directly impact image. These perceptions can be influenced by the variety (amount) and type of information (Baloglu & McCleary, 1999). Several schools of thought surrounding the relationship between cognitive and affective evaluations and image formation can be found in the literature. Some researchers suggest that cognition plays an intervening role on affective evaluations in image formation (Baloglu & McCleary, 1999). Others argue an independent relationship can exist between the two constructs (Zajonc, 1980) while some imply that affect is more powerful than cognition in forming impressions (Homer, 2006).

Column 1 provides the relationship between total promotional sources and each construct of motivation, cognition and affect considered present in the promotional sources. Column 2 demonstrates the overall motive constructs present while cognitive factor totals are contained in Column 3. Pearson correlations (r) and significance values are given for each relationship between promotional total and each total of motivation, cognition and affect deemed present in promotional information about the Glooscap Heritage Centre.

Table 5.25 Correlation between promotional constructs

Attribute		Promo. Total	Motive Total	Cognitive Total
Motive Total	Pearson	.200		
	Corr. Sig.	.000*		
Cognitive Total	Pearson	.193	.854	
	Corr. Sig.	.001*	.000*	
Affective Total	Pearson	-.061	-.074	-.093
	Corr. Sig.	.422	.335	.225

**significant relationship*
Source: Primary research

As documented in Table 5.25, there is a significant relationship between the elements of motivation and promotion total ($p = .000$). The correlation coefficient of .2 suggests a high correlation does not exist, even though it is indeed a significant one. The relationship between cognition and promotional total is significant at .001. A correlation of .193 indicates there is a positive correlation between these constructs. The relationship between affect and promotional total is non-significant ($p = .422$) and no correlation existed ($r = -.061$) among the variables. The elements of motivation and cognition with a high correlation of .854 demonstrate that the two variables are not

independent of each other and so both are having an impact on image formation. This suggests that cognitions and motives are very similar. What one thinks of the place on the cognitive element is a strong predictor of how that person will view the destination in relation to motivational aspects. The construct of affect does not correlate with the motivational ($p = .335$) or cognitive elements ($p = .225$). Therefore, it can be assumed that affect is having an independent effect on image formation apart from motivation and cognition.

The relationship of independence between cognition and affect on impression formation is supported in the psychology literature by Zajonc (1980). He concludes that affect and cognition operate separately and can constitute independent sources of effects in information processing. Zajonc (1980) argues that affect should not be treated last and invariably post-cognitive. Similarly, in this thesis the cognitive-affect elements were viewed as operating independently and so the influence of cognitive evaluations on affective responses (or vice versa) was not examined.

The total amount of pre-visit marketing information received by tourists failed to significantly impact the portrayal of this Mi'kmaw heritage centre on an emotional or affective level ($p = .422$). As Homer (2006) suggests the relative role of cognition and affect are impacted by brand familiarity. When the brand is unknown, cognition is overpowered in impression formation by affect. It is unlikely that a powerful emotionally charged ad will be able to override cognitive thought processes of a knowledgeable consumer. They instead use ads to 'update' existing impressions. These implications do not support findings in the current thesis. The target (consumer) group in this study were unfamiliar with the destination. In relation to the outcomes of

Homer's research (2006) a significant relationship between pre-image formation and impact of affective elements in promotional sources should exist. Therefore, from the current research it may be concluded that the emotional element in promotional sources to influence image formation is not currently being optimized by the destination. Once consumers (tourists) become familiar with the brand (destination) marketers can focus on cognitive selling points (destination attributes) to project a positive image. From the present study it can be implied that affective elements perceived present in specific promotional tools (i.e. tour guide) does in some way contribute to impressions formed. However, when all promotional sources are considered, the impact of affective evaluations on image formation is minimal. Therefore, Hypothesis #5 is partially supported.

5.10 Summary

This chapter focused on results obtained during primary data collection. Self-administered quantitative questionnaires were provided to tour motorcoach groups prior to visiting the Glooscap Heritage Centre. The thesis combines models in psychology and tourism to study a new and emerging realm of cultural tourism and tourist (consumer) behaviour. This research is grounded in Seymour Epstein's work (2003) and his reference to the influence of emotional and rational components on human behaviour. A reformulation of Baloglu and McCleary's (1999) model of motivation, variety and type of information sources and the combination of cognitive and affective elements on destination image formation was adopted in this study. A focus on both the internal (motivation, cognition and affect) and external stimuli (marketing promotional information) impacting tourist behaviour in Aboriginal (Mi'kmaw) cultural tourism was examined.

Findings from the primary research imply that motorcoach tour passengers visiting the Glooscap Heritage Centre during the summer months of 2011 were mainly exposed to four of eight promotional sources utilized by the destination. Survey results show that each source is impacting image formation to varying degrees. Tourists visiting this site are primarily supplied a tour guide's message, secondly they may receive information from a tour operator; thirdly visitors encounter printed brochures, and receive the least amount of material about the destination from a travel agent. The tour guide impacted image formation with significant values on five of ten cognitive elements, followed by affective constructs (one of four constructs) and then one motivational attribute. There was a marginal significant relationship between tour operators and one element of cognition and a significant level with one affective element, with no significance between the tour operator and motivational factors. Brochures had a significant relationship with ten of the eleven motivational constructs and on five of the ten cognitive components. There was a marginal significance between the brochure and two of four affective elements. Travel agents had no real impact on the elements of motivation, cognition or affect. It would seem from the findings that the Glooscap Heritage Centre could more effectively use the personal contact provided by tour guides, tour operators and travel agents to present a positive image. Especially for first-time visitors this source could have a greater influence in image formation. Information from these sources is more visual/audio which as alluded to in the literature has more of an emotional pull for consumers, than written material (brochure). However, the destination does not seem to have a good relationship with these intermediaries and as a result they have a weak image of this site. The brochure is effectively portraying the destination in a motivational and cognitive manner. However, affectively it could do

more to provide pre-visit individuals more graphics or emotional text which as suggested by other researchers would appeal to this segment of the market.

The variety (amount) of information did impact motivation the most, with some influence on cognition and a slight impression on affect among the tourist group in image formation. Both motives as a whole and the grouped elements of cognition are very much related and appear to work together in image formation. The total affective elements contained in all four promotional sources did not have a significant influence on image formation among the tourist group. However, independently each marketing source had some impact on at least one affective element.

The findings from this study can be utilized by promoters/marketers of this Mi'kmaw heritage centre. Currently, their tourism focus is on motorcoach tour travellers visiting the area from the United States and other parts of Canada. Results from the primary research imply that with more knowledge about the impact promotional sources are having (not having) on image formation, marketers/managers of this centre will be able to tailor messages to increase the psychological impact on destination image formation and site selection among potential tourists. The following chapter will refer to the primary research findings and provide implications from this study.

Chapter 6

Research Implications for Stakeholders

6.1 Introduction

Both academics and tourism practitioners are interested in the nature and formation of destination image. To the researcher's knowledge, the combined influence of motivational, affective and cognitive promotional elements has not previously been studied with respect to impression formation of a place. The uniqueness of this research is in a proposed re-formulation of an existing model in the tourist literature and initial application to an Aboriginal tourist site in an effort to explain image creation. Thus, a deeper knowledge of personal and stimulus factors influencing impression formation prior to visitation of a Mi'kmaw heritage centre is provided.

This study has both theoretical implications regarding the role of promotional sources in image formation and practical implications for destination image marketing and future research efforts. Based on primary research findings, these suggestions are provided in the following section.

6.2 Theoretical and Methodological Contributions

A review of the seminal work of Abraham Maslow (1943) was the starting point for this research to understand what motivational factors influence consumer behaviour. His model was adopted by marketers examining human behaviour and more recently has been cited in research associated with tourist behaviour and motivation. According to Luo and Deng (2008), Maslow's model is one of the main theoretical frameworks used in the tourist literature to explain tourist motivation. Maslow's hierarchy defines a progression of need fulfillment from basic biological needs to the higher level needs of personal growth. The travel career ladder (TCL) (Pearce, 2007) was based on Maslow's hierarchy of needs with relaxation needs at the lowest level and fulfillment needs at the

highest level. This theory proposes that people's motivation changes with their lifespan and/or travel experience. The TCL suggests that as people grow older and gain more travel experience, their motives shift from internally-oriented needs (self-development) to externally-oriented needs (host-site involvement) (Pearce, 2007). Similarly, in the current research senior motorcoach travellers placed higher importance on exploring cultural heritage and to learn about culture and ways of life. By way of contrast, seeking adventure (self-development) was less important for this travel group.

Epstein's 'Cognitive-experiential Self-theory' (CEST), focuses on the rational (cognitive) and experiential (emotional) human systems. The basic physiological needs in Maslow's Hierarchy (1943) can be compared to Epstein's CEST theory (1973) and the biological needs of pleasure/pain. In Maslow's Hierarchy, self-esteem and self-actualization, at the top of the pyramid are individual-level needs. In CEST theory coherent meaning and self enhancement are classified as individual level needs. Consumer psychologists have long studied both the cognitive and affective components of consumer attitudes. Building on Seymour Epstein's (1973) cognitive-experiential self-theory (CEST) a thorough understanding of the consumer decision making process has evolved (Ajzen, 2008).

Kim and Perdue (2011) mention the CEST theory and its relation to consumer behaviour. Their study captured both the cognitive and affective image measures for selected ski destinations. An analysis of the destination image literature reveals there is no reference to Epstein's CEST theory of consumer/tourist behaviour. In this study Epstein's theory forms the groundwork to explain the mental processes consumers/tourists experience when forming an impression/image of an Aboriginal tourist product/destination.

Subsequent to Hunt's (1975) influential work which investigated the role of image in tourism development, destination image formation has been considered by several tourism researchers. Pike's (2002) review of 142 papers in the tourism literature, suggests that since the 1970's, the subject of destination image has become one of the most prevalent topics in the tourism literature. The antecedents influencing image formation are complex. Earlier tourism researchers (e.g. Baloglu & McCleary, 1999; Pike & Ryan, 2004) have studied the effects of cognition-affect and tourist behaviour. Measuring only cognitive image does not capture affective evaluations of exiting, relaxing, fun and pleasant which greatly influence destination image. Studies analyzing the impact of affective evaluations and feelings towards a destination and subsequent impact on impression development (e.g. Baloglu & Brinberg, 1997; Beerli & Martin, 2004; Kim & Richardson, 2003) have appeared in the tourism literature. As suggested by del Bosque and Martin (2008) and Kim & Perdue (2011) affective evaluations alongside cognitive measures need to be studied so a better understanding of image formation is provided. The purpose of this thesis is to contribute to the study of destination image formation by examining the relationship of cognitive and affective evaluations on image formation of an Aboriginal (Mi'kmaw) cultural site.

A secondary purpose of this research is to examine the influence of motivation as an antecedent of image formation. According to Gnoth (1997) tourists respond to felt needs and are motivated to satisfy those needs using inner or self-directed values, which contain emotional drives and outer-directed values which are predominantly cognitive in nature. Tourists differ in their motivations and perceptions and the combination of motives, values and situations explains this diversity.

Stimulus factors of promotional sources have also been examined as external influencers to explain tourist behaviour. Motivational dimensions generated by promotional sources are important in image formation. Crompton (1979b) contends that tourism motivation is a dynamic process composed of internal factors (needs and wants) that produce a state of disequilibrium or tension within individuals. To satisfy those needs, promotion may be designed around those needs so it appeals to the target market. To examine the influence motivation has on tourist behaviour (image formation) the thesis has drawn upon previous tourism literature and information from site managers/promoters to compile a list of eleven motivational elements. Tourists exposed to various promotional sources utilized by the destination were surveyed to determine which motivational factors they identified to be present and to rate the level of importance in image formation.

The thesis re-formulates a general framework of destination image formation (e.g. Baloglu and McCleary, 1999) to examine the influence of motivational, cognitive and affective elements identified in promotional sources on site impression. The uniqueness lies in the application of this revised model to an Aboriginal cultural centre. The proposed framework can be adopted by other cultural tourism researchers interested in examining the relationship between internal psychological elements and external stimulus factors on image development.

Having inhabitants interact with tourists would enrich the travel experience and opens a window to introduce the destination culture and spirit. Local people are key communicators of destination personalities. Indigenous tourism is defined as tourism enterprises which are both controlled by native people and which feature an indigenous themed attraction. A debate surrounding Aboriginal tourism is due to the ever-changing

world environment forcing indigenous people into a global culture and on the other hand advantages related to a distinct culture that may give them a competitive advantage (Notzke, 2004). As Butler and Hinch (2007) mention participants in indigenous tourism are aware that successful tourism is dependent on offering visitors something which they want to see and experience. An important motive for tourists is to meet native residents and see their local culture (Crompton, 1979b). In this study, motivational elements such as exploring cultural heritage and learning about culture and ways of life received the highest ratings in terms of promotional information obtained and visitors' belief the site would provide those experiences. Elements rated the lowest were get close to nature and to seek adventure. Of the eleven motivational elements, enjoying time with family and friends was rated eighth. These results are consistent with the findings of Formica and Uysal (1998) in relation to site characteristics of culture and heritage and impact on tourists' motivations. The authors posit that visitors to international cultural sites are motivated to visit for different reasons than other types of travellers. Tourists are motivated to visit a cultural site because of the destination's characteristics (culture and heritage), while motives for people attending local and rural festivals are based on individual-family togetherness and socialization. Promotional sources examined in the thesis present the site as a heritage centre. Survey results indicate the motivational factors perceived to be present and impacting image formation were related to site characteristics. Segmenting tourists based on motives to enjoy time with family and friends or meet new people would be more effective with the local market.

As Chang (2006) contends tourists place high value on entertainment where there is interaction between tourists and Aboriginal villagers. In this study, 45% of respondents

perceived the motivational element of integrating yourself into the life and activities of local people present in the message received and somewhat less than influential in image formation. As a result, the Glooscap Heritage Centre should place more emphasis in their promotional information on the interactive experiences provided at the centre by Mi'kmaw interpreters. The site does provide drumming, dancing, singing and tours of the centre by Mi'kmaw interpreters. These encounters are important to tourists as they can interact with and be entertained by local residents.

For several years the influence of cognitive evaluations, the sum of what is known about a destination (its physical attributes) has been examined by researchers in an effort to understand tourist behaviour (e.g. Baloglu & McCleary, 1999; Pike & Ryan, 2004). In this study, a total of ten cognitive elements were formulated based on research findings and site specific characteristics. Thesis results imply that tourists (approximately 80%) rated the cognitive element of visit cultural attractions (museums) as their belief the destination would provide that experience. The elements of viewing interesting cultural activities and learning about local customs were equally rated at 70%. The majority of respondents (around 70%) felt they would experience cultural authenticity at the destination and rated this element between somewhat important and very important (4.32) in image formation. These findings support the work of Chang (2006) and suggest the Glooscap Heritage Centre is providing these cognitive experiences and impacting image formation in a favourable manner.

Berli and Martin (2004) assert that brand image of a destination plays a key role to influence consumer behaviour in the tourism sector. Both, the cognitive or the individual's own knowledge about the destination and the affective feelings towards the

destination should be examined. A number of scales developed in the tourism literature were reviewed by these authors, and several cognitive elements were identified. A 24-item, 7-point Likert scale was developed and items confirmed in interviews with eight experts involved professionally or academically with the tourist sector. To measure the affective components a 7-point Likert scale was constructed based on previous work on destination image. According to Jenkins (1999) these types of scales are usually used to rate image attributes in tourism research and have been adopted by several authors to measure impact of affective constructs in destination image formation. Baloglu and McCleary (1999) argue that motivations or benefits sought on vacation significantly influence affective evaluations in image formation. To measure the influence of emotional evaluations in the current study, affective terms and scales adopted in previous research on destination image formation were employed. Cronbach's alpha coefficients were calculated and the scale was deemed coherent with determined destination dimensions and reliability was verified.

Current research findings of the overall affective evaluations formed from promotional information about the Glooscap Heritage Centre suggest the destination may be relaxing and to a lesser degree a site which would be exciting or a fun place to visit. Additionally it was perceived to be more gloomy than pleasant. According to Chang (2006), if emotional appeals have proven to be effective among tourists visiting an Aboriginal destination then a focus on these evaluations is needed. In light of this, marketing managers need to be enlightened about the prominent role affective elements in promotional sources can have on image formation.

A further aspect of this study is the relationship between each information source received and the impact of motivational, cognitive and affective appeal in image formation. Thesis findings imply the brochure impacted image the most, followed by the role of the tour guide, while neither the tour operator nor the travel agent had any significant influence on motivational evaluation. With respect to cognitive constructs, the brochure and tour guide had an equal influence on image, however the tour operator and travel agent did not significantly impact impression development. Research results suggest the tour guide was having the most significant impact on affective evaluations, then the tour operator, followed the role of the travel agent and lastly the brochure. The relevance of this may be due to the personal service provided to travellers by tour guides, tour operators and travel agents. These findings support the research of Escalas (2004) which suggests that print advertisements (brochures) are the least likely medium to evoke absorbing the individual into the story in the advertisement. Consumers can generate positive emotions and fewer critical thoughts when they 'feel the experience'. As a result the Glooscap Heritage Centre has the potential to better utilize the personal nature of promotional sources (e.g. tour operators, tour guides, travel agents) so tourists can envision themselves as part of the experience.

Baloglu (1999) postulates that a tourist's intent to visit a destination can be predicted by a combination of cognitive and affective evaluations of destination image determined by the type and variety of marketing information sources used (word-of-mouth, advertisement and non-promotional), socio-psychological travel motivations (relaxation/escape and knowledge) and to some extent demographic variables. As Baloglu and McCleary (1999) suggest, a review of the literature on image formation revealed three main determinants existing in the absence of actual visitation or previous

experience: tourism motivations, socio-demographics and various information sources (Figure 6.1).

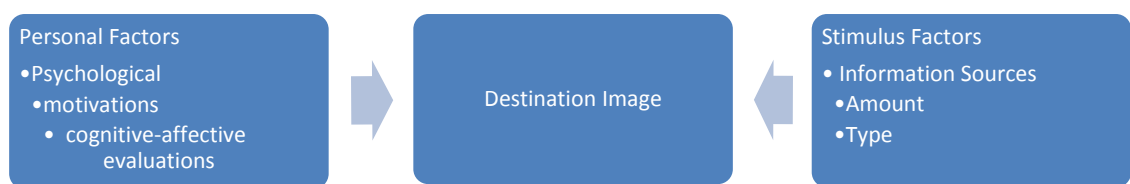
Figure 6.1 General Framework of Destination Image Formation



Source: Baloglu & McCleary (1999)

The model above (Figure 6.1) was adapted to develop a conceptual framework for the thesis to examine the relationship between personal factors of motivation, external factors of promotional sources and cognitive-affective evaluations in image formation. A revised model used in the research is provided (Figure 6.2). Statistical relationships were determined to assess the effectiveness of promotional sources in shaping impression of a place. Adoption of the model is unique in its application to an Aboriginal site among tourists not familiar with Mi'kmaw culture.

Figure 6.2 Factors Influencing Destination Image Formation



Source: Author (2012)

As Figure 6.2 shows, a re-formulated conceptual framework helped to guide this study. The model was used to test the relationship between personal factors perceived present in promotional sources and stimulus factors such as amount and type of information received on place impression development. Research findings will provide insight into

how images of a Mi'kmaw destination are developed. Respondent demographics such as age of target audience and the most effective promotional sources management/promoters of this destination might be considered in future marketing campaigns. However, the relationship between demographics and image formation was not examined. As Chang (2006) posits demographic variables do not provide adequate profiles of those who visit Aboriginal sites or attractions. Psychological factors are important antecedents of image formation and can be better predictors of market segmentation.

In this study, respondents had never been to the Glooscap Heritage Centre. As Baloglu and McCleary (1999) posit there is little empirical research on image formation in the absence of previous experience with a destination. Tourists in the current research were asked to complete a survey prior to tour commencement. Gartner (1993) argues it is important to consider that the initial image formation stage before visitation is the most important phase. After visitation other factors, apart from what is being measured, can influence impression. Beerli and Martin (2004) argue that first-time visitors have an optimistic and significant relationship with the cognitive image of a destination. The level of experience for repeat travellers has a more positive impact on the affective dimension of image evaluation. Their findings imply a statistically significant relationship between the cognitive image and first-time travellers, and with the affective dimension of image among repeat tourists. This may explain why the affective evaluation of promotional information among inexperienced visitors to the Glooscap Heritage Centre impacted image formation to a lesser degree than did cognitive evaluations. Findings from the primary research imply the relationship between cognition and promotional total is significant at .001. A correlation of .193 indicates there is a positive correlation between these constructs. The relationship between affect

and promotional total is non-significant ($p = .422$) and no correlation existed ($r = -.061$) among these variables and image formation among first-time visitors to this destination.

Managers/promoters of the destination should address issues raised in this study, so the image presented to tourists is consistent with their intentions and accurately reflects what the destination has to offer. Implications from the primary research for these individuals to consider are provided in the following section.

6.3 Implications of the Study for Managers/Promoters

The significance of this thesis is largely focused on the marketing implications derived from the primary research undertaken as part of this study. Consumers make product choices based on psychological factors that equate to measures of motivation and past experience or image they hold in their minds. In tourism a significant task of destination image is to influence tourist behaviour. Destination image can be formed prior to, during or after a visit and so needs to be viewed in a dynamic setting. If the image is formed prior to an experience, then the visitor must rely on various information sources (rather than experience) to form their first impression of the site. Most importantly, different people will have different images of the same destination. Tourists will form various perceptions about a place which makes image formation a purely subjective state. It is important for marketers to identify the most important and effective promotional and positioning strategies for their destinations.

Findings in this thesis will assist destination managers/promoters to understand the important influence promotional sources have on impression development. This gives marketers the opportunity to influence image formation positively in the early stages, prior to visitation. The Glooscap Heritage Centre has a unique selling proposition – Mi'kmaw culture. Visitors to this destination can interact with local people and hear

their unique language, experience the culture highlighted by observing a video about their fascinating history, watch a Mi'kmaw dance, witness storytelling by a resident elder, or listen to singing and drumming. An on-site gift shop displays authentic Aboriginal handcrafts. According to Notzke (2004) Aboriginal people have an attractive and colorful natural culture, an interesting history, and visitors have access to a living cultural heritage. Results from this study suggest the majority of tourists were influenced by the motivational and cognitive promotional variables related to culture in shaping their impression of the destination. The uniqueness of Mi'kmaw culture and history will provide communities with a competitive advantage in the tourist industry. Williams and Richter (2002) mention there is an increasing market for Aboriginal tourism in Canada. Promoters can use this niche characteristic when communicating site offerings to similar segments of the tourist market.

The Glooscap Heritage Centre currently employs eight promotional information sources (Table 5.2). The induced image of the destination is directed by the destination's marketing efforts. Information about the site is made available in colourful brochures, by tour guides, tour operators, travel agents, centre's website, direct mail, social media and educators. Only the four highest ranked promotional sources received by respondents were adopted in the final analysis of this research. Implications from the study suggest most respondents were exposed to the tour guide's message, followed by the tour operator, brochure and then travel agent. The high exposure rating for the tour guide can be explained by their presence on all motorcoachs, providing verbal information about the destination along with a printed itinerary (Pictou, 2011). According to Wong and Wang (2009) tour leaders are the interface between the host destination and tourists. They are the front-line employee who is the principal

influencer of travel service quality. Older tourists had a somewhat higher expectation that the tour leader would be reliable, available and knowledgeable. They are important and do contribute to the tourists' perception of the whole tour (Mossberg, 1995). Ap and Wong (2000) argue that the work of tour guides involves the transmission of information in an interesting and sincere manner. Their research findings suggest that tour guides should be quite knowledgeable about cultural attractions and offer the highest level of service possible. As mentioned by Salazar (2005) tour guides help to “(re) construct, folklorize, and ethnicize” the local, authentic culture which is constantly being fragmented by global culture and tourism (p. 642). Upon tour commencement, they are the main point of contact for tourists.

Tour operators are utilized by travellers interested in a pre-packaged motorcoach vacation and so may be directly involved with arranging travel plans. According to Carey, et al. (1997) sustainable tourism depends on the strategies of tour operators as well as those of the destination. They are one of the main influences for the nature of tourism demand. Tour bookings can be accomplished either in person, over the phone or by tourists visiting the company's website (Caravan Tours, 2011). From the research findings, it was not surprising to learn tourists had the least amount of contact with travel agents. This would not be a logical way to book their packaged tours, but travellers may choose this source for information purposes (Pictou, 2011). Centralized control of destination information is now almost impossible. Most travel information today has been digitized and can be accessed by every potential tourist (Choi, et al., 2006). According to Nimrod (2012) seniors are increasingly using the Internet as an information source when they plan a trip or vacation. In a study by Boulton-Lewis, et al. (2007), respondents aged 50-64 are interested in technology and want to learn to

keep up to date with new applications. They will use the Internet to organize holiday/travel arrangements.

Although tourists were predominately exposed to the tour guide's message, the brochure was perceived the most influential in image formation. These findings may be explained by the fact that the brochure is readily available to visitors. Those interested in gathering/reading printed material during the pre-visit stage at the visitor information centre would receive this information source. The brochure currently used by the centre is colorful, printed on high gloss paper with pictures and text to explain the story of the Glooscap legend, a brief background on Mi'kmaw culture and an overview of offerings at the Glooscap Heritage Centre. According to current research findings, the brochure has proven very effective in projecting a positive image so managers/promoters of the destination should ensure all tourists receive access to this vital information source. Utilizing sources indicated to be effective in image formation, marketers can further enhance their image by directing their promotional efforts at this media. According to Zeppel (1999) the use of Aboriginal words and place names was a key promotional strategy which elevated tourist affinity with Aboriginal beliefs and practices. The 'traditional' Aboriginal lifestyle, artefacts and dance performances were valued as 'souvenirs' by travel writers seeking a deeper appreciation of Aboriginal culture. As Pitchford (2006) asserts, identity tourism is a medium for marginalized peoples to communicate revised stories of their history and culture and build a revalued collective identity. Museums and heritage centres reflect realities of identity, differences and struggles and where important stories are told. Images in travel brochures shape tourists' perceptions of originating peoples and create a set of expectations about the destination. The pictures that appear in travel brochures are not necessarily false but

may be a simplified condensed (and perhaps distorted) version of identity. Tourism, as a medium, can correct these misconceptions and project an image that is more consistent with self-image and better serves the destination's interests. The story told by heritage centres can bridge the gap between past and present creating a more authentic view of being truer to the story a group wants to tell. Current survey results suggest the majority of respondents wanted to visit a cultural centre to explore cultural heritage and learn about culture and ways of life. Authenticity of experience was considered important (70%) among this target group. Upon arrival at the Glooscap Heritage Centre Mi'kmaw interpreters offer guided tours of the facility, as well as singing, drumming and storytelling. Interacting with locals provides the means to communicate their story in a positive light, as well as efforts to convey the harsher more controversial aspects of their history with 'outsiders'.

Subsequent to the brochure's message, the tour operator's information was perceived to be the next most influential source in image formation. This may be due to the nature of packaged tours and contact tourists would have with these intermediaries when making their travel plans. Managers/promoters of the destination must maintain regular contact with these intermediaries to ensure adequate and proper information is provided to their clients. Findings from tour operators' interviews suggest the company's website is the main source of tour information. In a review of the three tour operators' websites, two provide limited information about the destination. One tour company (Caravan Tours, 2011) mentions in their itinerary that tourists will be visiting a Mi'kmaw heritage centre, but does not name the place. Atlantic Tour's website lists the Glooscap Heritage Centre as a place to visit, but provides no description (Atlantic Tours, 2011). According to the third motorcoach tour company (Grand Circle Tours, 2011), they do not promote

the destination in written materials or on their website. The company relies on tour guides to provide an introduction to the site upon approach. This group of tourists may not be aware they are visiting the Glooscap Heritage Centre until they receive information from the tour guide on the motorcoach. On the contrary, not having prior awareness about the site may explain the low response rate to the website and other internet sources (eg. on-line newsletter, social media) and impact on image formation. Another reason for the low response rate (tour operator) is that tourists may view the titles and responsibilities of both tour operators and tour guides as one, and thus rate these sources as having an equal and significant impact on image formation (Atlantic Tours, 2011). Two tour companies implied a visit to the Glooscap Heritage Centre is viewed as an 'add-on' and included if time permits. Based on these findings, it can be concluded that tour operators might have a more positive impact on tourists' perceptions of the destination. Tour operators need marketing support to create awareness of Aboriginal tourism opportunities for their clientele. Marketing efforts should focus on portraying a more realistic Aboriginal image on such elements as nature activities, First Nations descendants and tribe leaders, history, culture and lifestyle. A consistent marketing initiative among tour operators highlighting high quality and new Aboriginal products and destinations is needed in the form of display materials (e.g. posters, brochures, videos) and professional detailed information about native products. It is imperative that an on-going relationship between the centre and these intermediaries be maintained, so an adequate portrayal of the destination is provided to potential visitors. Relationship marketing is a long-term strategy to engender loyalty and to increase repeat visitation to the destination. Recognizing the challenges to be confronted and the benefits accrued from inter-organizational collaboration at the destination level is deemed essential (Fyall, et al. 2003).

The majority of tourists received the tour guide's message (approximately 82%), however research findings imply this promotional source was rated third by respondents in influence of image formation. Managers/promoters of this destination should be concerned with these results. Survey results imply the tour guide is not effectively depicting a positive image of the destination. In fact, on an emotional level this source portrayed the site as being more gloomy than a fun place to visit (rating of 3.52). This source had no significant impact on motives ($p = .118$), but did influence cognitive evaluations ($p = .004$). These findings may indicate the tour guide is not being provided sufficient information about the centre or is inadequately educated about Mi'kmaw culture and heritage. This connotation suggests management/promoters of the destination must secure a relationship with tour guides as they are in close contact with motorcoach travellers and are their first point of contact. Tour guides have an important role to play in destination positioning. A paramount priority should be to create and maintain links with this eminent and influential intermediary. Ap and Wong (2000) stress the importance of training and level of professionalism among tour guides cannot be ignored. Unless the problems surrounding the quality of guide services are addressed, the image of the destination will be damaged.

The unique selling proposition of the destination should be utilized to set it apart from the competition and to make its positioning easier for unfamiliar tourists (Gursoy & McCleary, 2004). The most identified constructs in the study were related to learning about culture (82%) and see cultural activities (70%). As suggested by Crompton (1979a) an obvious strategy would be to maximize the strength of attributes which received high ratings and appear to be most important to tourists. Managers/marketers

of the study site must continue to emphasize these high rated elements in the destination's marketing material.

Approximately seventy-four percent of respondents reside in the United States. Residents in more distant areas may lack awareness about site offerings or any knowledge about Mi'kmaw culture. According to Formica and Uysal (1998) visitors to international cultural sites are motivated to visit for different reasons than other types of tourists. The authors conclude that motivations which encourage tourists to attend an international festival (motives based on the festival – culture and history) are different than those which entice people to attend local and rural festivals (motives based on the individual-family togetherness and socialization). Research findings imply that over 80% of respondents indicated to explore cultural heritage and to learn about cultures and ways of life would motivate them to visit this destination. Meet new people (43.8%) and enjoy this time with family and friends (43.8%) were not strong motivators for this tourist group. Thesis findings are reinforced by Formica and Uysal's study (1998) suggesting that international events attract visitors motivated to learn about culture and history. Local tourists would visit the destination to socialize and be with family.

In this study, all tourists were first-time visitors to the destination. As a result, promotional sources were considered key influencers of image formation. A number of studies suggest that the relationship between image and decision making is important, because an individual acts upon their image of the destination and not necessarily upon objective reality (Crompton, 1979a). Molina, et al., (2010) argue it is essential to incorporate image variables with special emphasis placed on the development of the tourism experience strategies. Contact (promotional sources) between tourism provider

and tourists should be directed at their experience (before, during and after the visit); for this will determine the perceived image tourists have about the destination. The impact promotional sources have on image formation is imperative during the pre-visit stage. It is necessary to differentiate the image perceived by tourists who have already visited from the image of those who did because image alters upon travel to the destination (Molina, et al. 2010). Pike and Ryan (2004) suggest that for a tourist with no previous experience, a cognitive elaboration of an affective message will be required. This may require managers/promoters of the destination to emphasize culture and how emotionally exciting or pleasant it is to learn about Mi'kmaw history and customs. Homer (2006) posits that using creative and appealing ads (affective) for new brands is important. Once consumers become familiar with a brand, to maintain positive attitudes the focus can be on cognitive selling points (such as brand attributes). In the case of the Glooscap Heritage Centre, promoters can concentrate on the cognitive elements of visiting a gift shop or getting good value for the money with the more experienced tourists. Kim and Perdue (2011) postulate that with increasing tourist experience, the focus may shift away from affective image toward cognitive image elements. Homburg, et al., (2006) argue that satisfaction judgement can be influenced by managers in the early stages. When companies are forming new relationships, managers must pay close attention to affective aspects being careful to manage them effectively. Raising awareness with managers/promoters of the Glooscap Heritage Center of the critical influence emotional evaluations have on image formation among the inexperienced traveller is imperative.

Chang, et al. (2005) explore what types of advertising appeals are most effective in attracting tourists to visit Aboriginal sites. The authors conclude that an emotional appeal in the advertisement, using dancers dressed in costumes (originality) to endorse

Aboriginal culture is most successful and would also reflect authenticity. Thus, authenticity in Aboriginal cultures provides a niche to market their products through endorsement advertising. Authenticity is considered a cognitive construct and was deemed important in image formation among respondents. Efforts should be made by the operator to maintain authenticity in dances, songs, crafts and stories about the destination. It is essential to include and maintain an authentic experience, including quality environment and interpretation guided by well-trained native people (McIntosh, 2004). At the Glooscap Heritage Centre Mi'kmaw interpreters provide a guided tour and are on site to answer any questions visitors may have about destination attributes. Singing and dancing, along with crafts in the gift shop are presented as authentic and reflective of local culture. The destination in this study employs colorful brochures with pictures of the Glooscap statue and artifacts, and a provincial map indicating the centre's location. To enhance the brochure's effectiveness, as suggested by Chang, et al. (2005), incorporating pictures of Mi'kmaw people dressed in authentic outfits (Appendix 5) would help to create a more positive image among new visitors.

As the research findings imply, destination image formation was enhanced as exposure to the number of promotional sources increased. The majority of respondents indicated they had received between two to three pieces of promotional material. Increased learning from multiple sources will decrease search costs for tourists and focus efforts on specific attributes rather than on general information (Gursoy & McCleary, 2004). Promoters of the study destination should ensure their advertising reaches a wide range of media and continue to enhance promotional efforts with those sources currently part of their communications mix.

The cognitive component is related to destination attributes, which can be tangible (e.g. cultural attractions) and psychological (e.g. atmosphere). In the hotel industry factual messages (e.g. price) may have less of an appeal among first-time visitors. An emotional appeal has a more positive impact towards a hotel brand among consumers with limited product knowledge (Mattila, 2001). The affective component is related to the emotions that a tourist destination is able to evoke (e.g. pleasure, excitement). A tourist will be more motivated if the affective attributes of the destination are capable of fulfilling their benefits sought. Tourists will use these image dimensions to form their impressions of the destination (Martin & del Bosque, 2008). Managers/promoters must pay attention to developing their marketing communications that present an 'exciting', 'relaxing', 'fun' and 'pleasant' image to potential tourists. To more effectively project a positive impression among potential tourists, promoters may wish to consider including all four destination image factors into their promotional resources (Byon & Zhang, 2010). On the other hand, Holbrook (1978) suggests information sources do influence the cognitive (but not affective) component of image. However, current research findings imply that independently each promotional source had some impact on affective evaluations. The tour guide and tour operator had a significant influence on affective evaluations while the brochure had the least amount of emotional pull. MacKay and Fesenmaier (1997) suggest a destination should first identify its image and factors which contribute to it. Not all factors can be manipulated at the destination level however; one controllable variable is the selection of visuals by the destination. In both domestic and international markets the traditional product-market ought to be extended to include a product-market-visual match. As previously discussed by Chang, et al. (2005) including pictures of Mi'kmaq interpreters dressed in authentic outfits would appeal to affective evaluations by first-time visitors. Keeping this in mind, promoters of

this destination must incorporate appropriate visuals to ensure the brochure's effectiveness. According to Xie (2003) brochures were used to promote Aboriginal dances as recreational and objects for tourists to view. The word authenticity is not widely used in the brochure, but rather the word 'traditional' is employed to describe Aboriginal dance, ceremony and food. In their study, none of the brochures describes the original meaning of the dance or Aboriginal culture. As Chang, et al. (2005) mentions tourists prefer brochures which reflect originality and authenticity. Brochures employed by the Glooscap Heritage Centre do use some visuals and text to present the Glooscap legend, artifacts and workshops provided for educators. There are no pictures of local people dressed in traditional outfits, nor does the word authenticity appear in the brochure. According to Hollinshead (2007) Aboriginals must be able to present themselves in significantly self-determinant fashions through tourism marketing and travel promotion. Images of Aboriginals in the past have been distorted, negative and stereotyped, and prepared by external sources. Indigenous peoples were not involved in the preparation or approval, but were expected to perform as portrayed in these images. If Aboriginal groups wish to protect their culture, they will need to stay alert and track the play of "powerful, antagonistic, and ideologies" which exist amongst the images and storylines in the marketplace by which they will be represented (p. 301). As Mackay and Couldwell (2004) argue photograph images are vital to successfully creating and communicating images of the destination. As a result, pictures of local Mi'kmaq dressed in traditional attire would enhance the brochure's effectiveness in image formation. Incorporating the affective elements of 'exciting', 'relaxing', 'fun' and 'pleasant' into promotional messages during the pre-visit stage is also important for this destination.

Websites are a great inexpensive tool for reaching potential tourists. However, according to Gursoy and McCleary (2004) destination websites can be difficult to navigate, take a long time to load, are linked to empty sites and incomplete information. This time and cost for tourists will cause them to look elsewhere for travel information. Internet usage and websites continue to grow as an important source for travellers (Hueng, 2003). The website's usefulness can be targeted at specific target markets and has a significant role as a strategy to influence destination image perceptions. Currently, the destination's website is easy to navigate, with interactive displays and pictures. Links are provided for information about Mi'kmaw history and culture, tour bookings, rental space, educational workshops and the gift shop. Social media icons for Facebook, Twitter, Youtube and Fickr are supplied. The website is well maintained with current information for various market segments (students, educators and tourists). The destination's website (9.4%) and its social media networks (1.6%) were utilized by a small number of motorcoach travellers however; these promotional sources would appeal to other segments of the tourist market. According to Butler and Hinch (2007) modern technology (computer networks) has allowed small tourism operations to communicate in their own terms using selected images, without the influence of external intermediaries. This has opened these communities to the outside world on a much larger scale than ever before. Choi et al. (2006) suggested that destinations need to provide more interactive and authentic visual information. Adding pictures of tourists and local people at the destination will bring a greater sense of life and authenticity in the virtual world.

To enhance destination image formation among tour operators and travel agents accurate promotional information should be portrayed and made available to this group. As a result, an optimistic opinion about the site is developed and projected to their

clients. If tourists do not have a positive image of the destination, they are unlikely to visit. Implications from the study for travel intermediaries are provided in the following section.

6.4 Implications for Travel Intermediaries

Despite extensive research on destination image in travel and tourism, the studies focusing on travel intermediaries' image have been limited (Baloglu & Mangalolu, 2001). Due to the prominent exposure rate among respondents with tour operators and travel agents, these channels have a major role to play in raising awareness about site offerings. Increased efforts by site personnel to project a positive image to travel intermediaries is critical. With knowledge of site offerings and Mi'kmaw culture, this channel will more confidently promote the destination to visitors as an impressive place to include in their motorcoach tour package.

Notzke (2004) suggests there is an underutilization of potentially advantageous partnerships between local product suppliers and tour operators. There may be a need for a Code of Professionalism, which transcends cultural and socio-cultural relativity. Such a 'code' should commit enterprises to certain standards of communication, reliability, social commitments and consistency of product delivery. A demonstrated commitment to a 'code' would put travel trade intermediaries and clients at ease. It would separate those who choose to dabble in tourism from entrepreneurs who expect to make a living from the industry. This type of 'code' may prove advantageous for the Glooscap Heritage Centre. Adopting a semi-formal agreement would set guidelines for both the host community and travel trade in terms of involvement and responsibilities. Buhalis (2000) argues that "strategies and actions should take into account the wishes of all stakeholders, namely indigenous people, businesses and investors, tourists, tour

operators and intermediaries, and interest groups” (p. 98). All parties need to pool resources and cooperate rather than compete to develop an integrated marketing mix and delivery system. Carey et al. (1997) posit that tour operators try to cater to their potential clients’ needs and not those of the destination. They aim to create customer loyalty to themselves rather than to any products (destinations) they are selling. These implications may support research findings where interviews with tour operators suggest a visit to the centre is added to the tour, if time permits. However, respondents (60%) rated the tour operator second in importance to image formation. This may be because tourists are overlapping the roles of tour operators and tour guides (Caravan Tours, 2011). However, the intermediary is fulfilling the needs of its clientele, selling a non-essential product in a dynamic and price competitive market. On the other hand, they may be overlooking a key feature of the Nova Scotia tour experience when a visit to a Mi’kmaw cultural centre is not incorporated into the tour package.

In this study the majority of travelers resided in the United States and were first-time visitors to the Glooscap Heritage Centre. According to Frias, et al. (2011) tourists using travel agencies and belonging to high uncertainty avoidance cultures proved to have a more positive destination image. Current research findings suggest the relationship between the centre and this intermediary is ineffectual. Travel agents may not be provided adequate information about the destination’s offerings and as a result, do not have a clear image of what the place can provide for their clients. Baloglu and Mangaloglu (2001) suggest marketers of destinations should take action to improve their weak or negative images and promote their strengths in targeting marketing intermediaries. Their impressions of destinations are more objective than travellers, therefore the input they provide must be taken seriously by tourism destinations.

The marginal or lack of promotion by travel intermediaries in this study provides implications for the need to enhance promotional strategies. Only one (of three) tour operators provides information on their website about the Glooscap Heritage Centre, which is quite limited (Atlantic Tours, 2012). This intermediary's site presents the name of the destination, but does not offer any additional information. Caravan Tours (2011) includes on their website and printed itinerary to motorcoach travellers a brief description of the site. It portrays the location as a Mi'kmaw heritage centre and a place where you can learn about native history, legends and present day life. The third tour operator (Grand Circle, 2011) relies on tour guides as their main means of promotion. While travelling on motorcoachs these individuals provide a verbal depiction of site characteristics to visitors. This tour operator does not have information about the destination on their website or available in any printed material. As mentioned previously, Internet usage among senior tourists for travel information and bookings is increasing. In light of this, tour operators could provide a link on their website to the Glooscap Heritage Centre's homepage. This linkage would provide motorcoach travellers easy access to information about Mi'kmaw culture and destination offerings.

As suggested by Baloglu and Mangaloglu (2001) the perception held by tour operators and travel agents would be a significant element influencing their decision to promote the destination. The image they have would reflect their clients' perceptions and be passed by travel intermediaries over to their customers. This interaction would have a direct impact on image formation and determine competitiveness of the destination in the site selection process by tourists. In many cases tourists are introduced to indigenous communities through intermediaries. They provide linkages to Aboriginal operators as

a value added service to their clients (Butler & Hinch, 2007). In this study, results from interviews with tour operators support this connection. The Glooscap Heritage Center is viewed as an add-on by two (Grand Circle Tours & Atlantic Tours Interviews, 2011) of three tour operators and paid a visit if time permits in the schedule.

6.5 Summary

Current research findings have implications for tourism image researchers by expanding the body of literature on tourist behaviour in an Aboriginal setting. Promoters and intermediaries of this site would be interested to know how their efforts are influencing image formation among first-time visitors to the Glooscap Heritage Centre. As Baloglu and McCleary (1999) posit destination image is formed as a function of both tourist personal factors (psychological and socio-demographic) and stimulus factors (information sources and previous experience).

The thesis focused on marketing communications which play a key role in product awareness and consumer behaviour. Although advertising is an acceptable way to influence image, there have been very few studies on destination image formation and promotion as an antecedent of image formation. With a comprehensive understanding of the impact information sources have on destination image, promoters can optimize a successful marketing and promotional mix. The destination is responsible for developing a more valuable communication strategy so the traveller is exposed to sources he or she finds credible and on which destination image is formed (McCartney, et al. 2008).

According to Gursoy and McCleary (2004), destination managers must understand that different tourists have different types of information needs. Promotional materials are

site specific and are a key representation of the destination under consideration. Different types of promotional information are used to attract different tourist segments, which in turn imply that a destination marketer might be able to predict possible tourist markets (Kim & Richardson, 2003).

Findings from this study provide a heightened awareness of how elements incorporated into each promotional source influence the motivational, cognitive and affective evaluations by tourists in image formation. Destination managers/promoters have new information on how to effectively adjust current marketing information to portray a positive image. This new-found knowledge will have an obvious impact on the relationship between host managers and tourism intermediaries in direct contact with potential tourists.

A correlation between demographics and image formation was not part of the formulated hypotheses in this study, however to increase media effectiveness, demographics of the target market should be considered to identify promotional sources which will have the most impact.

The following chapter concludes the thesis and synthesises key elements of the research together with limitations and suggestions for future research on marketing and destination image formation.

Chapter 7

Conclusion

7.1 Introduction

Over the past few decades, the topic of destination image formation has gained increased attention and momentum in the tourism literature. However, no previous research has empirically investigated the relationship between promotional sources and image formation of an Aboriginal tourist destination. This in the academic research literature has provided a germane area for study by combining the existing research on Aboriginal tourism with the growing interest in destination marketing, particularly the image formation literature. The unique contribution of this study to academic knowledge is based upon a new dimension of image formation that has been created by modifying an existing model in the tourist literature (Chapter 3) to examine impression development by first-time visitors to a Mi'kmaw cultural centre. This is important because it allows businesses and policymakers to understand the importance of communicating a positive image and properly positioning their destinations in the minds of travellers interested in visiting an Aboriginal attraction.

A number of sources were utilized to assess the impression first-time travellers had of an Aboriginal cultural tourism site. First, a detailed literature review was undertaken primarily focused on the most accessible literature and knowledge that exists on key regions for Aboriginal tourism development as Canada, New Zealand and Australia (Chapter 2). It is important to acknowledge that other literature sources on indigenous people also exist on Native Indians (Meyer & Royer, 2001). However, that was outside of the remit of this study because the thesis primarily focused on native tourism in the three indentified regions mentioned below (Table 7.1). As a result, the existing destination image research was framed so as to examine the role psychological and

stimulus factors play in image formation using secondary sources (Chapter 3). Subsequently, an existing model on image formation was reformulated to statistically measure the relationship between independent (promotional source and psychological factors) and dependent (image formation) variables (Chapter 3).

In view of the significance of Aboriginal tourism in this study and current advancements in other major destinations, one key element of this conclusion is to highlight both the strategic value of this research and how it relates to the work of other agencies that are pioneering Aboriginal tourism development as a key strand of their destination strategy. In other words, drawing upon the actions of other destinations helps to situate the findings of the thesis in the wider context of Aboriginal tourism. Whilst the academic literature was discussed earlier in the thesis, in the conclusion, the role of this study in relation to destination development is considered by broadening the implications to a global setting beyond the immediate realm of the thesis (Section 7.1). Based on thesis findings, future direction for positive image projection and successful promotion of Aboriginal tourism in Canada and more specifically at the study destination is provided (Section 7.4).

Table 7.1 Aboriginal (Indigenous) Tourism Initiatives for Key Regions

	Canada	New Zealand	Australia
Research/Promotional Body	Canadian Tourism Commission, 2011	New Zealand Maori Tourism, 2010	Tourism Australia, 2010
Key Prospects	<ul style="list-style-type: none"> • United Kingdom • Germany • France 	<ul style="list-style-type: none"> • Australia • China • United Kingdom • South Korea • United States 	<ul style="list-style-type: none"> • United States • United Kingdom • Europe • Japan • Domestic market
Promotional Efforts	<ul style="list-style-type: none"> • Travellers find information at destination • Media use – Internet, word-of-mouth, travel magazines 	<ul style="list-style-type: none"> • Most tourists find information before leaving home • Media use – guide/travel books, family/friends, websites 	<ul style="list-style-type: none"> • Most travellers find information before leaving home • Media use - Magazines, books, travel agents, Internet
Consumer Profile	<ul style="list-style-type: none"> • Married, no children, better educated • < 50, physical involvement (canoeing, dog sledding) • > 50, softer activities (hiking, indoor activities) 	<ul style="list-style-type: none"> • International tourists • 34% > 55 • ‘Active Considerers’ 	<ul style="list-style-type: none"> • Young, adventurous, overseas travellers • 36% > 55 • 87% preferred non-package travel
Product Reaction/Profile	<ul style="list-style-type: none"> • Value added tourist experience • Positive experience – impressed with quality and authenticity; ability to interact with locals; regalia (aware it is only worn on special occasions) • Negative experience - concern with lack of market readiness; fake crafts and souvenirs (made in China) 	<ul style="list-style-type: none"> • Core part of visitor experience • Maori tourism is one of the fastest-growing sectors of New Zealand tourism • High quality experience/products • Authentic unique tourist experience • Interact with locals in natural setting is most popular (visiting maraes) 	<ul style="list-style-type: none"> • Value added tourist experience • Authentic and different locally made arts and crafts • Most interest in guided walks and tours in exceptional and rare scenic areas • Promoted on Tourism Australia’s website as a ‘must do’ component of Australian itinerary
Trade Support	<ul style="list-style-type: none"> • Majority had little or no knowledge/experience with Aboriginal tourism sector • Few United States travellers access travel agents • Advertising and promotion of Canada by agents and operators to prospective travellers is important to support 	<ul style="list-style-type: none"> • Educate tourism industry about how all tourism businesses can incorporate Maori elements and stories into their visitor experiences • Work with international travel sellers to raise awareness of Maori tourism products 	<ul style="list-style-type: none"> • Work with partners to help them build the capacity of Indigenous tourism operators within the tourism industry • On-line Aussie Tourism Specialist program for trade professionals
Future trends	<ul style="list-style-type: none"> • Focus on continued growth in mature market • Offer more experiential vacations • Promote unique difference from other countries (competitive advantage) • Ensure market ready authentic products 	<ul style="list-style-type: none"> • Major cities are recognized as distinct areas of Maori culture and tourism • Leverage and promote Maori tourism from existing events (e.g. 2012 Olympic games) • Collaboration/mentorship for regional Maori tourist development • Maximize Maori cultural value of the conservation estate • Focus on product authenticity and quality • Networking to build capacity and greater access to government and other services • Reliable and robust research on Maori tourism • Integrate the branding and promotion of Maori tourism into the current tourist proposition as a unique point of difference 	<ul style="list-style-type: none"> • Location-based indigenous tourism employment pilots • Building partnerships across industry sectors to expand indigenous employment, training and career pathways • Improving access to government support programs for small to medium tourism enterprises • Strategies to reduce immediate barriers to employment • Building a reputation of reliability and consistent quality in service delivery through the Indigenous Tourism Champions Program (ITCP) • Reconciliation Action Plan re-affirms Tourism Australia’s commitment to strong and productive relationships with Aboriginal and Torres Strait Islander peoples, with the aim of improving awareness of indigenous tourism

Source: Author (2013)

7.2 Key Aboriginal Tourism Regions

Chapter 2 highlights the three key regions where Aboriginal tourism has been researched and considered a significant component of economic development for native communities. Table 7.1 summarizes prevalent findings from each of the Aboriginal tourism governing bodies of Canada, New Zealand and Australia.

An important focus of the thesis is to develop a better understanding of how culturally diverse regions with Aboriginal tourism markets are growing this sector of the industry. There are several principal conclusions, which can be drawn from the current research undertaken. Section 7.2.1 compares/contrasts these conclusions to those of the key regions mentioned in Table 7.1 to provide a heightened awareness of Aboriginal tourism development on an international scale.

7.2.1 Findings from Thesis and Key Regions

First, a commonality between the current study and those of other countries is age of the target market. The average age of US respondents in this research is 66. The most prevalent age segment among US vacationers to Canada is the 55-year old and older demographic. This portion accounts for 44.7% of all overnight US leisure visitors to Canada in 2011 (CTC, 2012). The CTC (2012) proposes the mature market has future growth potential in Aboriginal tourism. New Zealand and Australia have also identified this age group as one with great promise in the indigenous tourism industry.

Second, the target audience identified in the thesis is motorcoach tour groups. However, this group was not mentioned by any of the key Aboriginal tourist regions as a potential market. Motorcoach Canada (2009) suggests a significant number of US tourists travelling yearly to Canada pre-arranged their tours. As a result, this market should not

be ignored when promoting Canadian Aboriginal tourism to US travellers. Canadian pre-packaged motorcoach tours to the Glooscap Heritage Centre have increased from 2011 (Pictou, 2012). In light of this, tourists travelling by motorcoach to Canada are a potential market for Canadian Aboriginal tourism. New Zealand and Australia's tourism promoters propose indigenous tourists prefer non-packaged travel. Therefore, directing an indigenous tourist campaign towards the motorcoach industry may not prove viable for either country.

Third, current survey results imply the website/internet medium was rated low in exposure rate (< 9%) by respondents. These findings suggest the Glooscap Heritage Centre could be better utilizing this medium to reach its intended market. Maintaining and enhancing the destination's website with a link on tour operators' homepages is critical to raising awareness about Mi'kmaw culture and site offerings. The Internet has been identified as the most common source of planning information for United States travellers (CTC, 2012). Visitors interested in Aboriginal tourism in Australia and New Zealand use the Internet to obtain travel information prior to visiting the destination.

Fourth, thesis results suggest that approximately 30% of respondents were exposed to brochure information when they arrived at the site. According to the CTC (2012) tourists find information about destinations upon their arrival at an Aboriginal destination. In this study the brochure was rated as somewhat important to very important in image formation (mean rating of 4.33) among these first-time visitors. In comparison to other marketing material received respondents deemed it the most influential in impression formation. As previously mentioned in the thesis brochure imagery and text are important influencers of image development. As a result, this

promotional tool must be maintained and accessible to all visitors of the Glooscap Heritage Centre. New Zealand and Australia suggest most tourists find information before leaving home using media such as magazines, guide/travel books and the Internet.

Fifth, in this research approximately 70% of visitors indicated that authenticity of product was imperative. Over half of respondents suggested they would like to meet friendly and hospitable people. Authenticity and ability to interact with locals were identified by Canadian, Australian and New Zealand tourists as important components of an Aboriginal product/experience. Accordingly, these regions must provide an authentic adventure and allow tourists to mingle with and hear about their unique culture from local Aboriginals.

Sixth, current research results suggest the Glooscap Heritage Centre has a weak relationship with tour operators and travel agents. Interviews with tour operators and destination managers/promoters revealed a lack of communication exists between these intermediaries and site personnel. As alluded to previously in the thesis, there is minimal information provided about site offerings on tour operators' websites or in their itinerary. Therefore, motorcoach travellers are not provided adequate information about Mi'kmaw culture or what the Glooscap Heritage Centre provides tourists. Survey results imply that exposure rate to tour operators' information was second to the tour guide. This is not surprising due to the pre-arranged nature of motorcoach travel. However, the tour operator did not have a significant impact on image formation. Promoters of the Glooscap Heritage Centre must capitalize on the high exposure rate of this intermediary and potential influence they can have on destination impression among inexperienced travellers. Canada's Aboriginal tourism report does not suggest a future effort to build

and maintain relationships with travel trade intermediaries. In contrast, New Zealand proposes to work with international travel sellers to raise awareness of Maori tourism products. This country is striving to educate the travel industry on how all tourism businesses can incorporate Maori elements and stories into their visitor experiences. In Australia, the On-line Aussie Tourism Specialist program was designed to educate trade professionals about Aboriginal tourist offerings. Tourism Australia has identified the importance of working with partners and building the capacity of indigenous tourism operators within the industry.

Seventh, both Canada and Australia's tourism governing bodies view Aboriginal tourism as a value added tourist experience. It is not the main reason why tourists would visit the region. This finding is also the opinion of tourist intermediaries in the current research. On the contrary, New Zealand views Maori tourist as a core part of visitor experience.

The following section (7.3) provides a summary of the literature on the important role promotional sources play in influencing tourist behavior (image formation) during the pre-visit stage. Section 7.4 gives an overview of thesis results, emphasizing the contribution of current findings to the literature on destination image formation.

7.3 Promotional Sources and Image Formation

An initial undertaking of this research was to critically review the previous literature on consumer behaviour in destination image formation. Motivational models and cognitive-affective elements and external stimuli influencing image formation were evaluated and revised to support the research objectives. Key findings in the study can be summarized as follows: the type and variety (amount) of promotional sources influence image

formation; and psychological elements perceived present in promotional sources impact impression development.

A re-formulation of Baloglu and McCleary's model (1999) proposes that psychological factors perceived present in promotional sources can have a direct and independent impact on destination image formation. As Govers et al. (2007) mention secondary sources of information are essential agents influencing pre-visit image. These researchers suggest that future studies should focus on a direct cause and effect analysis of promotions on pre-visit images of specific case destinations. The important role external stimuli (promotional sources) have on impression development of a destination has been examined by several tourism researchers (Baloglu & McCleary, 1999; Govers, et al. 2007; McCartney, et al., 2008; Molina, et al. 2010).

7.4 Image Formation of the Glooscap Heritage Centre

The research conducted in this study used a positivist approach. A questionnaire was developed on image formation and administered to tourists, prior to tour commencement of the Glooscap Heritage Centre. The rationale for choosing this site as a case study was previously discussed.

Several key findings from the primary research are provided below. Suggestions for future promotion/development of Aboriginal tourism in the local region and more specifically at the study site are highlighted:

First, respondents indicated that learning about culture and experiencing cultural authenticity were elements influencing image formation. These findings are consistent

with Lynch, et al. (2011) who argue, that most visitors to Nova Scotia would be interested in going to see a Mi'kmaw cultural tourism site.

Second, as Chang, et al. (2006) propose tourists from a different culture are attracted by the expectation of a novel experience which an Aboriginal attraction can provide. All respondents in this study were first-time visitors to a Mi'kmaw Heritage Centre. Therefore, promotional information is critical to first raise awareness about what the site has to offer tourists.

Third, according to Lynch, et al. (2011) there is a need in the province of Nova Scotia for more marketing of Mi'kmaw cultural tourism. As Notzke (2004) mentions a lack of awareness among tourists contributes to limited participation in Aboriginal cultural tourism activities. If Mi'kmaw communities want to successfully engage in tourism, then it is imperative to employ marketing campaigns more effectively and efficiently to ensure an accurate and positive image is projected to potential visitors. The tangible offerings and an individual's subjective perception are what motivate consumers to act or in the case of tourists to form favourable impressions of the place. Positioning analysis requires managers to understand how a location is perceived to perform on certain attributes important to the target, relative to the competition. Pike and Ryan (2004) suggest the destination marketer must decide which attributes to include in positioning campaigns. Results from this study confirm that image is influenced by internal motivational psychological elements such as explore cultural heritage, cognitive perceptual evaluations of visiting a cultural attraction and feelings associated with pleasantness and excitement. These constructs need to be incorporated into future promotional tools by this destination to enhance impression development among target groups.

Fourth, in the thesis primary data results indicate the majority of tourists were exposed to information from the tour guide, followed by the tour operator, brochure and then travel agent. The brochure, which was ranked third in exposure had the most impact on impression formed. The tour guide, to whom the majority of respondents were exposed, ranked third in influence to image development. The tour operator was ranked second in exposure and influence in the way tourists viewed the destination. Respondents were least exposed to the travel agent's information. Therefore, it was not surprising to learn this source was the most unsuccessful in shaping respondents' image of the place. These findings suggest the location is not capitalizing on the effectiveness of each promotional source on image formation. The tour guide's message must be more convincing, the brochure should be made available to all visitors, tour operators and travel agents ought to be educated about what the site offers.

Fifth, as Lynch, et al. (2011) suggest Mi'kmaw low involvement activities which appeal to the older market could be advertised more by means of travel agencies and tour operators where this market segment seeks out tourist information. Their findings indicate that destination promoters in the thesis could better utilize these intermediaries to improve image formation as the average age of respondents in this study was sixty-six.

Sixth, in light of the positive contribution of the variety (amount) of information sources to the motivational and cognitive evaluations, this destination should explore additional ways to make certain tourists are using multiple marketing sources. As Baloglu and McCleary (1999) suggest the variety (amount) of promotional sources did influence the perceptions and cognitions of destination attributes. Somewhere in the process these

insights and travellers' motivations form feelings about the destination. Findings from the current study demonstrate that variety of promotional sources did have an effect on ten of eleven motivational elements and influenced six of ten cognitive evaluations. However, there were no significant relationships between amount of information received and impact of affective evaluations on image formation.

Seventh, research results infer that type of promotional information and advertising content is more important than the amount or variety of sources in shaping affective assessments of image among inexperienced travellers. In relation to the tour guide's message the affective element of gloomy-funny was significantly impacted, but not in a positive way. Exposure rate to the tour guide's information is high, so it is imperative they optimistically portray the site to first-time travellers. Similarly, respondents exposed to the tour operator's message had a boring impression of the site. Intermediaries ought to be presenting The Glooscap Heritage Centre as a fun and exciting place to visit, allowing for a more positive affective evaluation of the destination. Motorcoach tourists in receipt of the brochure did view the site as a pleasant location. The travel agent did not impact image formation on any of the affective elements. These findings imply that overall the emotional constructs in promotional sources are not impacting destination impression in a significant manner. To remain competitive and be the location of choice among tourists, it is imperative for promoters to focus marketing efforts on altering a negative image into one which is positive.

Eighth, current study findings support Holbrook's (1978) argument which suggests information sources do influence the cognitive (but not the affective) component of

image. Pike and Ryan (2004) propose that promotional themes with an affective message should be aimed at previous visitors, because it might trigger memories. A cognitive elaboration of an affective message will be required for the individual with no previous experience at the destination. MacKay and Fesenmaier (1997) stress the importance of using promotional visuals as significant predictors of image. Their findings advise that familiar markets will use affective evaluations of visuals to form impressions, while unfamiliar segments employ mainly cognitive evaluations to form destination image. These researchers recommend incorporating emotions into promotion aimed at the unfamiliar tourist. This would persuade them to visit and could also be used to remind familiar target markets about the good feelings associated with the visit. Homer (2006) argues that knowledgeable consumers use ads to 'update' existing impressions. Advertisers should focus on cognitive selling points to nurture positive attitudes with the experienced market. However, the use of emotionally charged ads, are more important for new brands. Kim and Perdue (2011) posit that with increasing expertise, cognition may play a more important role than affect in image development. The focus may shift away from affective constructs toward cognitive image elements. Chang, et al. (2005) concludes that an emotional appeal in the advertisement, using dancers dressed in costumes to endorse Aboriginal culture is most effective.

Ninth, survey results from the thesis imply that image of this destination is impacted to some degree on an affective level (positively or negatively). Communications should emphasize not only the distinctive characteristics, but positive emotions that the tourist site can evoke (del Bosque & Martin, 2008). According to Martin & del Bosque (2008), if promotion is carried out properly it influences the individual's affective or emotional

component. As a result, the destination will occupy a privileged position in the minds of individuals during the pre-visit stage.

The opposing views on cognitive-affective evaluations of the experienced/inexperienced travellers and image formation have been provided. It is evident that both cognitive and affective evaluations play a key role in destination positioning and image formation. An obvious discovery from current and prior research on image development is the emotional pull promotional sources can have among repeat and first-time visitors.

7.5 Reliability and Validity of Research Design

A 21-item scale was developed to measure the perceived constructs of motivation and cognition. Attributes were extracted from previous literature on destination image formation. Additional constructs more site specific were constructed in consultation with managers/marketers at the destination. A five-point semantic differential scale to measure four affective elements portrayed by the promotional sources was constructed. According to Jenkins (1999) these types of scales are usually used to rate image attributes in tourism research and have been adopted by other authors (Martin & del Bosque, 2008; Baloglu & Brinberg, 1997; Kim & Richardson, 2003) to measure impact of affective constructs in image formation. Therefore, scales were deemed reliable because they had been administered by several previous tourism researchers, in different settings and produced similar results (Bryman, 2006). Adopted scales were considered valid because they support the developed objectives of the thesis and findings can be generalized to the larger population.

According to Bryman, et al. (2009) the evaluation of social research is based on the criteria of reliability, replication and validity. The current study is considered reliable

due to the random selection of participants. Random sampling of tour motorcoaches was conducted to ensure every participant had an opportunity to be included in the study. Questionnaire responses were consistent among the tourists surveyed. The study should produce similar results if administered to similar groups of tourists visiting this tourist destination during a different time period. The survey could also be employed at other cultural tourist destinations to determine impact of promotional elements on image formation. Research procedures are provided in the thesis, therefore the study could be replicated by other Aboriginal destination image researchers. Validity of the research is justified due to conclusions reached from the primary data. The measurement validity of the elements (motivation, cognition and affect) has already been proven by previous destination image researchers and so was adopted with assurance in the current study. A confidence level of 95% suggests there is a strong probability that a relationship exists between the measured independent constructs and the dependent variable, image formation. A statistical significant value of $\leq .05$ was adopted and is an acceptable level among social scientists.

Cronbach's alpha was employed to determine if the constructs of motivation and cognitive were appropriately grouped. This measure has been used extensively in the tourism research by such authors as Baloglu & McCleary (1999), Homburg, et al. (2006), Martin & del Bosque (2008) and Byon & Zhang (2010) to ensure reliability exists among a set of constructs. The most complete measure of destination image should include standardized scales contained in questionnaires to measure perceptions of functional and psychological attributes (Echtner & Ritchie, 2003).

Semi-structured qualitative interviews are the most commonly used method in qualitative research (Bryman, 2006). This method allows for a deeper understanding of

tourist group characteristics, site attributes and time constraints for surveying tourists. Interviews with site personnel and tour operators provided a better understanding of destination offerings and tourist characteristics. A convenient time to conduct primary research was also determined. However, interviews with tourists were not conducted due to uncontrollable time constraints imposed by tour operators.

7.6 Research Objectives and Questions Re-visited

The thesis addressed the following research objectives in an effort to determine how effective current promotional sources are in image formation of the destination. The objectives of this research were as follows.

1. To review the relevant literature on tourism, cultural tourism and Aboriginal cultural tourism (Chapters 2 and 3)
2. To review the literature on developed models with respect to psychological factors impacting consumer behaviour (Chapter 4)
3. To review the tourism literature on relationships between tourists' psychological and stimulus factors and impact on image formation prior to visitation (Chapter 4)
4. To review studies in Aboriginal tourism on psychological and stimulus factors impacting image formation (Chapter 4).

To focus on the objectives of the research, the following research questions were posed in the opening chapter:

RQ1: What type and amount of promotional information has influenced destination image formation by tourists visiting this Aboriginal heritage site?

RQ2: To what level are tourists cognitively (rationally) and affectively (emotionally) involved with promotional information for this Aboriginal heritage site?

- RQ3: To what level do motivational attributes of promotional information impact destination image formation of this Aboriginal destination?
- RQ4 What new information on tourist motivation, consumer involvement and target segmentation will be uncovered for Aboriginal cultural tourism?
- RQ5 What are the stated implications from this study for marketers of Aboriginal cultural sites or events?

Findings from the research have supplied answers to these research questions. The results and analysis were presented in Chapter 5. Limitations of the current study and directions for future research are provided in the following section.

7.7 Limitations and Directions for Future Research

This research is limited to the context of its own objectives. While the study attempts to understand the influence of destination promotion on image formation, other factors were not included. The thesis did not take into account the interrelationship between audiences' socio-demographic characteristics and impression development. Replication would be desirable to allow for the influence socio-demographics play in conjunction with the psychological factors identified in this study. A more comprehensive model would provide additional information regarding factors impacting image formation among first-time visitors to an Aboriginal site.

In this research the relationship between measured psychological constructs and image formation has been proven with statistical calculations and were not tested qualitatively with visitors to the Glooscap Heritage Centre. Echtner & Ritchie (2003) suggest there is too much reliance on the use of structured methodologies in destination image

research. As a result, the holistic and unique components of image formation have not been captured. Using only quantitative surveys places limits on the ability of respondents to express their original and unique views. Another limitation is the possibility that differences found might be affected by tourists' response style (response to rating scales) or their inability to interpret questions. The attributes are pre-determined by the researcher and may not be relevant or descriptive enough for the participants. The researcher recognizes the limitations imposed by quantitative surveys and does not refute the importance of adopting qualitative methodologies in image formation studies. However, the thesis was bound by external uncontrollable factors which dictated the most appropriate tool to gather primary data. Future studies on impression development in an Aboriginal setting would prove advantageous if a qualitative methodology was adopted. This technique would provide an enriched understanding of factors influencing image formation. Information gathered using surveys is recognized as valuable by tourism researchers and given the current situation, the most appropriate means to examine the independent/dependent relationships in place impression among the target audience.

This empirical research has focused on one destination. Findings can be generalized to the population of the study sample, however it is suggested that this research be replicated in other settings and analyze factors impacting image formation of that site. In future studies destination types should be considered to understand the multi-dimensions of impression creation. The study can be replicated in other Aboriginal tourism settings to analyze factors which influence the perceived image formation among motorcoach visitors. In this instance, research results should be comparable to current findings. However, if the target group was different (e.g. younger or walk-ins) or different promotional sources employed, then survey questions would need to reflect

these changes. Although limited in generalizability the results still raise several implications for practice in the area of destination image marketing.

A future study of interest may be to analyze the impact travel intermediaries have on image development among travellers to Aboriginal attractions. Initially, an assessment of their impression of the destination ought to be conducted. Tour operators and travel agents can have a direct influence on image formation through the information they provide to their clients. The destination must recognize this important role and strive to establish strong partnerships with these individuals. If travel intermediaries are ignorant about site offerings or Mi'kmaw culture, it is difficult for them to form an impression of the destination and subsequently an inability to project a positive image to potential tourists. Study findings suggest travel agents were rated the least important source in image construction. According to Molina et al. (2010) all contacts between the tourist and the destination and travel agents at a personal level have a decisive influence on perception and image of a given tourist destination. A relationship with this important communication channel should be better established to enhance the location's positive image. The impression travel agents have about the destination will in turn be projected to clients interested in learning about Mi'kmaw culture. The tour operator was rated second in overall importance to image creation. However, statistical analysis revealed the relationship between this information source and influence on site impression was minimal.

The 'one-message-fits-all' approach, using traditional forms of media, can have limited results. Given the highly competitive nature of destinations, locations should examine the effectiveness and relevance of current marketing and promotional practices. Due to the low exposure rate of the centre's website (9.4%), this promotional source was not

included in the final thesis analysis. However, promoters of the site should not ignore this burgeoning medium in their marketing campaigns. Social media representing various forms of consumer-generated content (CGC) such as blogs, social networks, and shared on sites like YouTube and Flickr, have gained substantial popularity in online travelers' use of the Internet (Pan, et al. , 2007). As suggested by Lopez et al. (2011) managers should recognize and be thankful for tourists' participation in social media using photos, videos and comments about their products. That recognition entails the fulfillment of psychological benefits, therefore the contribution and evaluation of their products will increase. By managers participating in the conversation and managing their fans and followers, the firm or destination favors an increase in relationships between the different members. Innovative technologies will support constant networking among tourism consumers. Agile strategies that enhance the Information Technology Communications (ITC) will ensure opportunities and challenges are turned into an innovative and competitive advantage for tourism organizations (Buhalis & Law, 2008). Managers should embrace a social media strategy and advertise or provide contents on those sites or integrate social media components on the tourism destination or supplier website (Xiang & Gretzel, 2010). As mentioned by Prensky (2001), younger people grew up with these digital options at their disposal to interact and communicate, making them digital natives. With this knowledge the centre could focus social media efforts at this target market. Current research findings imply the exposure rate among respondents was only 1.65%. However, social media is exploding among tourism consumers making them more sophisticated and experienced and therefore more difficult to please. In this sense, the influence of information technology on image formation should be researched and understood by the destination.

7.8 Summary

Consumer psychology is a fascinating area of research in tourism destination image literature. This thesis has developed a reliable, valid instrument that can be adopted by others interested in understanding the psychological and stimulus factors impacting impression formation. The findings reported here provide a more comprehensive understanding for creating marketing and communication strategies among first-time visitors to a Mi'kmaw heritage centre.

This study is the first step to study consumer behaviour in relation to promotion of an Aboriginal (Mi'kmaw) tourist site. The thesis determined that different types (and amount) of promotional sources and psychological elements should be taken into consideration. Lynch, et al. (2011) argue that the majority of tourists are motivated to participate in Mi'kmaw cultural tourism for reasons of education, learning and to gain a better understanding of this culture. These motives are consistent with the thesis findings suggesting that tourists perceived the motivational element of explore cultural heritage (82%) and learn about culture and ways of life (80%) to be present in promotional information and influencing image creation.

Since tourists use both the cognitive and affective dimensions to form an impression, promoters should emphasize in their marketing information not only its physical attributes, but also the emotions or affective elements that can be evoked in the tourist's mind. The emotional appeal of authenticity can be featured in dances, shows, music, crafts and other cultural expressions. Promotional tools (e.g. brochure, website) with visuals of local natives dressed in traditional clothing and information about Mi'kmaw interpreters presenting Aboriginal culture will project an image of authenticity. Tour

guides also have the ability to stress affective elements of ‘exciting’, ‘relaxing’, ‘funny’ and ‘pleasant’ and influence image development in a positive manner. Their verbal presentation of the destination has a direct impact on impression formation by visitors.

Cultural tourism can yield economic benefits for local Aboriginal communities, however it ought to be managed by native people by themselves or with assistance from outside agencies to ensure cultural tourism sustainability for the long term. Kortright (2002) contends that indigenous communities alone or in cooperation with the tourist trade can guide and moderate the tourist industry. This channel includes tourist agents and operators who play strategic roles in the distribution of native products. Therefore, an enduring partnership among these stakeholders must be developed and maintained. A positive image held by intermediaries is critical in positioning the destination as a rewarding experience to tourists wanting to know more about this vibrant culture. An ‘awareness campaign’ should be implemented to better educate travel intermediaries on Mi’kmaw culture and what the destination can offer their clients.

In this study, the majority of travellers resided in another country and as indicated on the survey no one considered themselves to be a First Nations (Aboriginal) person. Therefore, it can be concluded that respondents were unfamiliar with Mi’kmaw culture. Destination communication would be able to reduce uncertainty before visiting the place (Baloglu & McCleary, 1999). A study conducted in the Province of Nova Scotia implies a large group of tourists were undecided if they were interested in experiencing Mi’kmaw culture (Lynch, et al., 2011). The authors suggest tourists are inexperienced with this cultural tourism and unable to determine if it is of interest to them. The host community must provide promotional information which presents the

site more favourably and will help increase confidence among tourists unfamiliar with Mi'kmaw culture. As Martin and del Bosque (2008) recommend one of the most important objectives of destination communications is to decrease the uncertainty level among tourists from a different culture. Accordingly, the tourist location will be perceived as more familiar and attractive in the marketplace.

Lynch, et al. (2011) argue that older tourists showed high levels of interest in visiting a Mi'kmaw cultural centre. Activities which lacked an element of physical activity were more appealing to this market segment. Mi'kmaw cultural centres are growing in the Province of Nova Scotia as a means of providing a comfortable and educational way to share Mi'kmaw culture. The average age of respondents in the current study is sixty-six. Based on these revelations, visiting the Glooscap Heritage Centre would be of interest to this mature market segment.

Current research findings provide a heightened awareness of how effective and efficient promotional sources can ensure a positive image is projected to the inexperienced traveller. The right communication mix is needed while making adjustments based on budget and market considerations. As mentioned previously by other researchers (Backman et al., 1995) tourist groups are not homogenous and so different marketing tools for each segment ought to be adopted. Up-to-date brochures and properly developed websites would prove effective across several market segments. In contrast, social media sites may be targeted at a younger generation. Media opportunities can be fairly wide-ranging and may include additional campaigns which include television, daily newspapers, and travel magazines at regional, national and international levels. Regardless of what channel of communication is adopted, tourists visiting Aboriginal

sites want an authentic experience and the ability to interact with local natives. If promotional information presents the site in this unique way and tourists are made to feel welcomed, then Aboriginal destinations will have a strong competitive advantage in Canadian tourism.

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APPENDICES

Appendix 1: Tourist Questionnaire

I am conducting research with tourists to gauge their reaction to promotional materials received prior to this tour. Participation in this survey is strictly on a volunteer basis and you can withdraw at any time. To ensure anonymity, please do not write your name on this document. If you have any questions or concerns about this survey, you may contact my PhD supervisor, Dr. Keith Brown, Cape Breton University (CBU) at: keith_brown@cbu.ca or Dr. Maureen Finlayson, Chair of the Research Ethics Board, CBU at: maureen_finlayson@cbu.ca.

Joanne Pyke, Assistant Professor of Marketing
Shannon School of Business, Cape Breton University

Please answer the following questions.

1. Have you ever visited the Glooscap Heritage Centre before?
 - Yes
 - No

2. From where did you receive promotional materials/information and could you rate how important it was in forming your impression of the Glooscap Heritage Centre (1=not at all important; 2=not very important; 3=neutral; 4=somewhat important; 5=very important):

Promotional Source	Promotional Source Received		Rate the importance of each source in relation to your image formation of this site.				
	Please circle Yes or No						
Brochure	Yes	No	1	2	3	4	5
Web site	Yes	No	1	2	3	4	5
Travel Agent	Yes	No	1	2	3	4	5
Tour Operator	Yes	No	1	2	3	4	5
Direct mail (i.e. newsletter)	Yes	No	1	2	3	4	5
Tour Guide	Yes	No	1	2	3	4	5
Educator	Yes	No	1	2	3	4	5
Social Media (facebook, twitter, etc.)	Yes	No	1	2	3	4	5
Other:			1	2	3	4	5

3.

Based on the promotional information provided, do you believe the Glooscap Heritage Centre is a place where you can:	Circle Yes or No		Rate the importance of each factor in forming your impression of this site (1=not at all important; 2=not very important; 3=neutral; 4=somewhat important; 5=very important).				
Alleviate stress and tension	Yes	No	1	2	3	4	5
Escape the everyday routine	Yes	No	1	2	3	4	5
Discover a new place	Yes	No	1	2	3	4	5
Explore cultural heritage	Yes	No	1	2	3	4	5
Learn about culture and ways of life	Yes	No	1	2	3	4	5
Meet new people	Yes	No	1	2	3	4	5
Integrate yourself into the life and activities of local people	Yes	No	1	2	3	4	5
Rest/relax	Yes	No	1	2	3	4	5
Enjoy this time with your family and friends	Yes	No	1	2	3	4	5
Get close to nature	Yes	No	1	2	3	4	5
Seek adventure	Yes	No	1	2	3	4	5
Visit cultural attractions (museum, exhibits)	Yes	No	1	2	3	4	5
See interesting cultural activities (dancing, storytelling)	Yes	No	1	2	3	4	5
Experience cultural authenticity	Yes	No	1	2	3	4	5
Learn about local customs	Yes	No	1	2	3	4	5
Get good value for the money	Yes	No	1	2	3	4	5
Meet friendly and hospitable people	Yes	No	1	2	3	4	5
Experience a peaceful place	Yes	No	1	2	3	4	5
Visit a gift shop	Yes	No	1	2	3	4	5
Visit a restaurant	Yes	No	1	2	3	4	5
Visit a safe place	Yes	No	1	2	3	4	5

4. In your opinion, what do you think is the strongest/most important message the promotional information conveys of the Glooscap Heritage Centre (1=negative (boring, distressing, etc.); 2=somewhat negative(boring, distressing, etc.); 3=neutral; 4=somewhat positive (funny, relaxing, etc.); 5=positive (funny, relaxing, etc.) :

	1	2	3	4	5	
Boring						Funny
Distressing						Relaxing
Gloomy						Exciting
Unpleasant						Pleasant

Demographic Information

The following questions will help to group the data into categories. The data will be kept strictly confidential and I will not ask for your name nor contact you further.

5. Do you consider yourself a First Nations person?
 - Yes
 - No

6. What is your sex?
 - Male
 - Female

7. What is your age? _____

8. What is your marital status:
 - Single
 - Married
 - Divorced/separated
 - Widowed

9. Do you have any children?
 - Yes \longrightarrow How many are living at home? _____
 - No

10. Are you currently:
 - Employed
 - Retired
 - Homemaker
 - Student
 - Unemployed

11. What is your total annual household income before taxes?
 - Less than 25,000
 - 25,000 - 49,999
 - 50,000 - 74,999
 - 75,000 - 99,999
 - 100,000 - 124,999
 - 125,000 - 149,999
 - 150,000 - 174,999
 - 175,000 or more

12. In which part of the world do you currently reside?

North America

- United States
- Canada
- Mexico

Europe

- United Kingdom
- Other European Country: _____

Asia

- Country: _____

Africa

- Country: _____

South America

- Country: _____

Other: _____

Thank you very much for taking the time to fill out this survey. You have helped me immensely with my PhD research.

Appendix 2: Glooscap Heritage Centre Sign

The sign situated in front of the Glooscap Heritage Centre presents the caption in both Mi'kmaq and English. The eight-pointed star (middle of the sign) has been used by Mi'kmaq for centuries. It is a symbol for the sun, which was a powerful figure in traditional spiritual life. The historic Mi'kmaw symbol originally had seven points to represent the traditional seven districts of the Mi'kmaw Nation. An eighth point representing the British Crown was added when the Mi'kmaq began signing treaties with the British Crown. It appears as a common design motif on 19th-century quillwork, and today continues to be popular in Mi'kmaw designs and artwork (Glooscap Heritage Centre, 2013).



Photo Source: Author (2011)

Appendix 3: Entrance to Glooscap Heritage Centre



Photo Source: Author (2011)

Appendix 4: Statue of Glooscap

According to Mi'kmaw legends Glooscap, the first human, was created out of a bolt of lightning in the sand. Glooscap remains a figure in many legends and stories passed from generation to generation to tell about the Mi'kmaw culture. Glooscap's wondrous powers can shape the environment around him and he still embodies the fundamental attribute of wisdom and hope (Glooscap Heritage Centre, 2013). The statue of Glooscap is located at the back of the centre and visible from the Trans Canada Highway.



Photo Source: Author (2011)

Appendix 5: Ceremonial Mi'kmaw Clothing

Clothing, or regalia, has always been an important part of Mi'kmaw dances and special occasions. Before the French first settled in Nova Scotia in 1604, everything the Mi'kmaq used and wore came from the land. Their clothes and robes were made from animal skins, such as moose, caribou, beaver and bear. Men hunted the animals, while women made the regalia, which were painted with beautiful designs in mineral paints such as red and yellow. Little copper cones called "tinkler cones", animal teeth or deer claws were added for sound during dance. Since the arrival of the Europeans, ribbons, wool piping, glass and metal beads were added. Designs today still reflect traditional Mi'kmaw patterns, such as the double curved motif, with the incorporation of European floral patterns. Traditionally, men and women used unique headdresses. The men wore a "dog-eared" beaded headdress, at least for ceremonial occasions, and the women wore a beaded "peaked" cap (Glooscap Heritage Centre, 2013).



Photo Source: Author (2011)

Appendix 6: Quillwork and Beadwork

The Mi'kmaq found their artwork was a ready-made market for European settlers.

Boxes and containers were made from birchbark with porcupine quills added to create elaborate designs. The quills were died using natural elements such as berries and minerals. Lace like designs were painted on leather and used by Mi'kmaq on their garments. Leather has since been replaced with wool and linen. Painted designs are now done with glass beads (Glooscap Heritage Centre, 2013).



Photo Source: Author (2011)