THE EFFECTS OF DESTINATION IMAGE, DESTINATION PERSONALITY, AND SELF-CONGRUITY ON TOURISTS' INTENTION
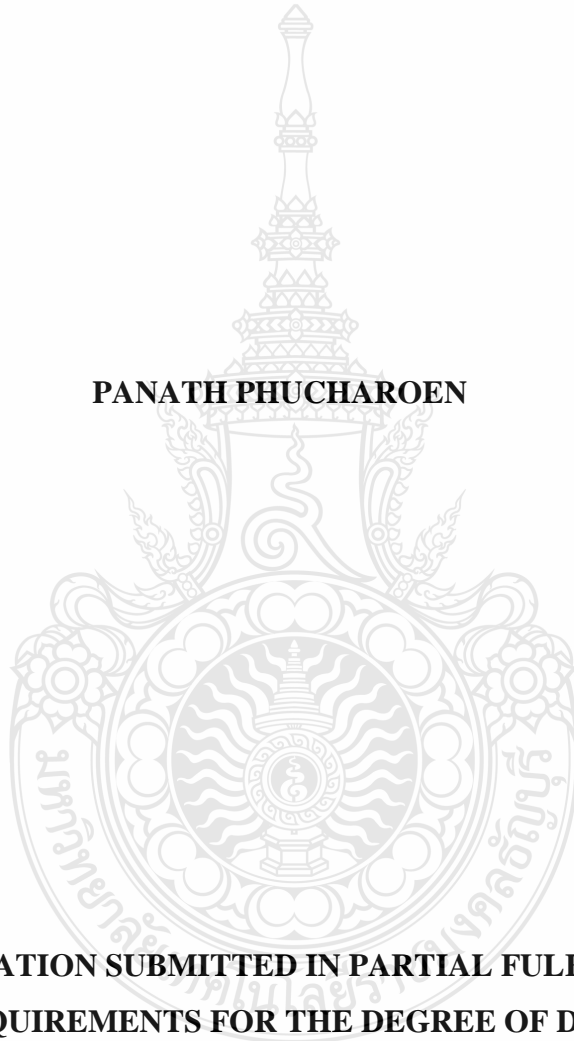
PANATH PHUCHAROEN

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2016

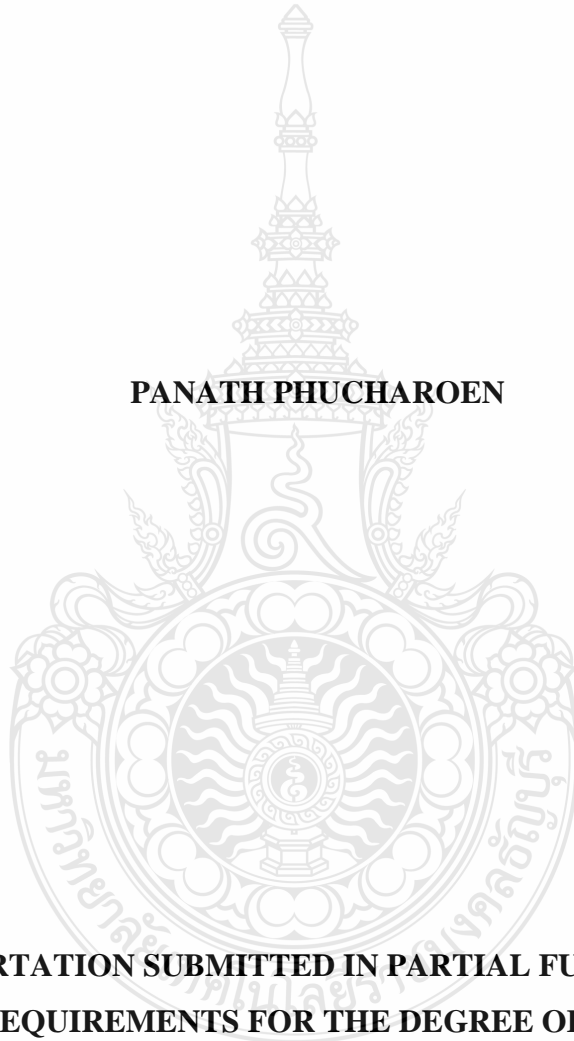# THE EFFECTS OF DESTINATION IMAGE, DESTINATION PERSONALITY, AND SELF-CONGRUITY ON TOURISTS' INTENTION

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Dissertation Title	The Effects of Destination Image, Destination Personality, and Self- Congruity on Tourists' Intention
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Program	Business Administration
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Academic Years	2016

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ABSTRACT

The purpose of this study was to investigate the effects of destination image, destination personality, and self-congruity on tourists' intention, and the mediating effect of self-congruity on the relationship between destination personality and tourists' intention.

The samples were selected from 802 foreign tourists who visited Thailand by using purposive sampling technique. Those samples were divided into four groups of tourists: Asia, Europe, The Americas, and others. Data analysis used included descriptive statistics, Exploratory Factor Analysis (EFA), and Structural Equation Modeling (SEM).

The results revealed that destination image had positive effects on destination personality, self-congruity, and tourists' intention. Second, destination personality had a positive effect on self-congruity. However, it had no direct effect on tourists' intention. Lastly, self-congruity had a strong positive effect on tourists' intention. In addition, the results revealed that destination image and destination personality could together explain self-congruity of 55.6 percent (R-square= 0.556). Besides, destination image, destination personality, and self-congruity could refine tourists' intention of 68 percent (R-square= 0.680). Consequently, destination image and destination personality had the effects on tourists' intention through self-congruity as the mediator of the model at a significance level 0.05.

Keywords: destination personality, destination image, self-congruity

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CHAPTER 1
INTRODUCTION

This study aimed at investigating the effects of destination image, destination personality, and self-congruity on tourists' intention. This chapter was structured into sections as follows. The first section stated the research problem and provided an overview of tourist destinations in Thailand, which was the focus of the study. The second section laid out the hypotheses, followed by the discussion of conceptual framework underpinning the study. The last section concluded the research findings and provided a discussion on delimitations and limitations of the study.

1.1 Background and Statement of the Problem

Continuous growth and rapid diversification of tourism over the past decades have made it one of the fastest growing industries in the world. With an increasing number of new destinations, it not only has modern tourism contributed greatly to a nation's economic growth but has also become a driving force behind its socio-economic developments. The global tourism, which has continued to expand, has created plenty of opportunities in various economic sectors, from construction to agriculture and telecommunication (World Tourism Organization, 2014).

According to Mowlana and Smith (1993), tourism industry is a major industry affecting the gross national income in countries around the world. Given its role in generating national income, tourism has become a key business sector. This is particularly true for developing countries, of which the economic growth is directly linked to the industry.

In line with the notion above, the World Tourism Organization reported the number of 1.186 billion tourists travelling abroad in 2015 which increased from 2014 for approximately 52 million tourists or accounted for 4.6% increase. The change is particularly striking in Asia and the Pacific, as the number reached 279 million in 2015, which is a 15 million or approximately 6% increase from the previous year, making it the fastest growing region in relative terms. In terms of revenue, the region recorded $418 billion. Besides, the international tourist arrivals in the region were accounted for

24% of the world's total tourist arrivals while the international tourism receipts were accounted for 33% of the world's total tourism receipts. Therefore, South-east Asia retained its position in 2015 as the fastest growing sub-region in Asia and in the world, with 8% increase in international tourist arrivals.
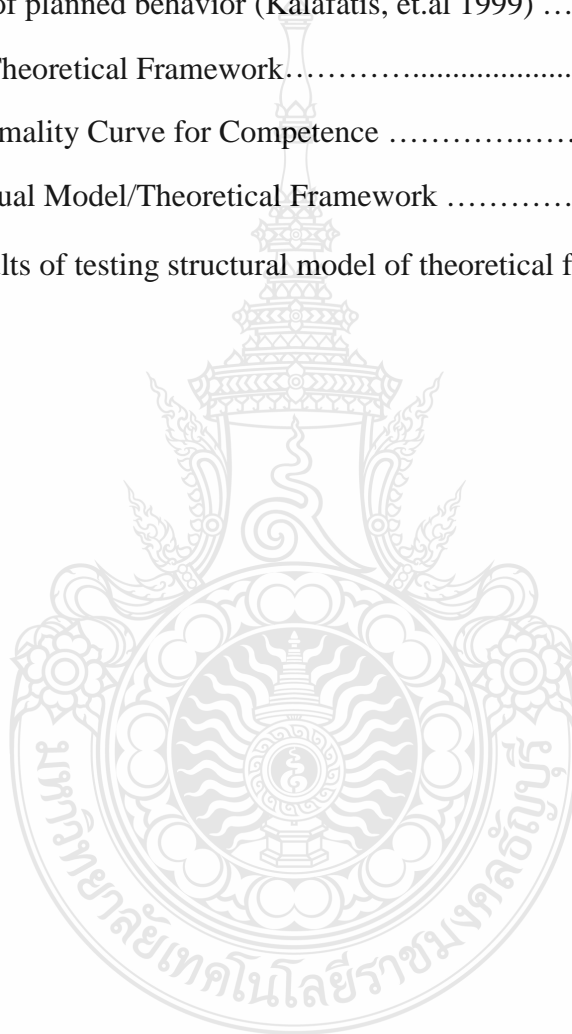
Table 1.1 International tourist arrivals and international tourism receipts (World Tourism Organization, 2016)

International tourism receipts[1]		US$			Local currencies		International tourist arrivals				(million)		Change (%)	
		(billion)		Change (%)		Change (%)								
Rank		2014	2015*	14/13	15*/14	14/13	15*/14	Rank		Series	2014	2015*	14/13	15*/14
1	United States	191.3	204.5	7.8	6.9	7.8	6.9	1	France	TF	83.7	84.5	0.1	0.9
2	China	105.4	114.1	n/a	8.3	n/a	9.8	2	United States	TF	75.0	77.5	7.2	3.3
3	Spain	65.1	56.5	3.9	-13.2	3.9	4.0	3	Spain	TF	64.9	68.2	7.0	5.0
4	France	58.1	45.9	2.8	-21.0	2.8	-5.4	4	China	TF	55.6	56.9	-0.1	2.3
5	United Kingdom	46.5	45.5	11.8	-2.3	6.2	5.2	5	Italy	TF	48.6	50.7	1.8	4.4
6	Thailand	38.4	44.6	-8.0	16.0	-2.7	22.0	6	Turkey	TF	39.8	39.5	5.3	-0.8
7	Italy	45.5	39.4	3.6	-13.3	3.6	3.8	7	Germany	TCE	33.0	35.0	4.6	6.0
8	Germany	43.3	36.9	4.9	-14.9	4.9	1.9	8	United Kingdom	TF	32.6	34.4	5.0	5.6
9	Hong Kong (China)	38.4	36.2	-1.4	-5.8	-1.5	-5.8	9	Mexico	TF	29.3	32.1	21.5	9.4
10	Macao (China)	42.6	31.3	-1.1	-26.4	-1.1	-26.5	10	Russian Federation	TF	29.8	31.3	5.3	5.0

Among others, Thailand showed the strongest in the number of tourist arrivals, with an increase welcoming 5 million more international tourists from 2014, and Thailand was ranked the sixth place in international tourism receipts. Myanmar had also seen an impressing surge in the past few years, with a remarkable increase of 52% from 2014. Laos, the Philippines, Cambodia, and Indonesia also enjoyed high growth rates of 12%, 11%, 6%, and 10%, respectively.

Tourists are attracted to Thailand by its unique topography and the tropical climate which are different from other countries. A large number of world-class destinations in the South such as Phuket, Koh Samui, Koh Tao, and Koh Similan are perfect places for tourists seeking island lifestyle and beautiful beaches. The North and the Northeast of Thailand, on the other hand, are the regions especially for cultural tourists, as most attractions are historical sites and heritage such as Doi Su-thep in Chiang Mai and Phanom Rung castle in Buriram. In fact, Thailand is the country rich in cultures and traditions, as well as chronicled history, as it can be seen from famous local customs such as Songkran and Loy-Krathong festivals. These well-known traditions have attracted tourists from all over the world (Tourism Authority of Thailand, 2012).

Regarding the above statistics, there has been an increase in the demand in many countries for building new tourist attractions and/or promoting the existing ones in order to attract more tourists to their countries. Given increasing competitiveness in the tourism industry today, more research on consumer's behaviors is required so that the industry can be more adaptive and better respond to changing consumers' needs in different market segments. Interesting information about each tourist attraction is one of the main factors affecting consumer's preferences when selecting a place to travel, as it can help attract more visitors to the country.

Statistic records from the Ministry of Tourism and Sports of Thailand ranked countries by the number of arrivals in 2015. The most popular destination was Thailand, with 29.9 million visitors, followed by China (7.9), Malaysia (3.4 million), Japan (1.38 million), and South Korea (1.37 million). Considering visitors classified by regions, it revealed that visitors from ASEAN countries alone were accounted for 7.9 million arrivals, followed by 5.6 million from Europe, 1.4 million from South Asia, 1.2 million from the Americas, and 0.92 million from Oceania.

Table 1.2 International tourist arrivals to Thailand by nationality during January-December 2014 (Ministry of Tourism and Sports, Thailand, 2014)

| Nationality | International tourist arrivals January - December 2015 | | | | %Δ |
| | 2015 | | 2014 | | |
	Number	%Share	Number	%Share	2015/2014
East Asia	19,871,773	66.5	14,603,825	58.86	36.07
ASEAN	7,886,136	26.39	6,641,772	26.77	18.74
Brunei	13,833	0.05	11,285	0.05	22.58
Cambodia	487,487	1.63	550,339	2.22	-11.42
Indonesia	469,226	1.57	497,592	2.01	-5.7
Laos	1,233,138	4.13	1,053,983	4.25	17
Malaysia	3,423,397	11.46	2,613,418	10.53	30.99
Myanmar	259,678	0.87	206,794	0.83	25.57
Philippines	310,975	1.04	304,813	1.23	2.02
Singapore	937,311	3.14	844,133	3.4	11.04
Vietnam	751,091	2.51	559,415	2.25	34.26
China	7,934,791	26.55	4,636,298	18.69	71.14
Hong Kong	669,165	2.24	483,131	1.95	38.51

Table 1.2 International tourist arrivals to Thailand by nationality during January-December 2014 (Ministry of Tourism and Sports, Thailand, 2014) (Cont.)

Nationality	International tourist arrivals January - December 2015				
	2015		**2014**		**%Δ**
	Number	%Share	Number	%Share	2015/2014
Japan	1,381,690	4.62	1,267,886	5.11	8.98
Korea	1,372,995	4.59	1,122,566	4.52	22.31
Taiwan	552,624	1.85	394,149	1.59	40.21
Others	74,372	0.25	58,023	0.23	28.18
Europe	5,629,122	18.84	6,161,893	24.84	-8.65
Austria	97,806	0.33	100,968	0.41	-3.13
Belgium	106,100	0.36	99,729	0.4	6.39
Denmark	159,425	0.53	160,977	0.65	-0.96
Finland	134,731	0.45	142,425	0.57	-5.4
France	681,097	2.28	635,073	2.56	7.25
Germany	760,604	2.55	715,240	2.88	6.34
Ireland	64,716	0.22	63,038	0.25	2.66
Italy	246,066	0.82	219,895	0.89	11.9
Netherlands	221,657	0.74	211,524	0.85	4.79
Norway	135,347	0.45	145,207	0.59	-6.79
Russia	884,085	2.96	1,606,430	6.48	-44.97
Spain	150,940	0.51	116,983	0.47	29.03
Sweden	321,663	1.08	324,865	1.31	-0.99
Switzerland	206,454	0.69	201,271	0.81	2.58
United Kingdom	946,919	3.17	907,877	3.66	4.3
East Europe	364,967	1.22	370,726	1.49	-1.55
Others	146,545	0.49	139,665	0.56	4.93
The Americas	1,235,095	4.13	1,099,709	4.43	12.31
Argentina	28,965	0.1	21,438	0.09	35.11
Brazil	48,522	0.16	46,378	0.19	4.62
Canada	227,306	0.76	211,059	0.85	7.7
USA	867,520	2.9	763,520	3.08	13.62
Others	62,782	0.21	57,314	0.23	9.54
South Asia	1,403,977	4.7	1,239,183	4.99	13.3
Bangladesh	107,394	0.36	88,134	0.36	21.85
India	1,069,149	3.58	932,603	3.76	14.64
Nepal	32,678	0.11	25,887	0.1	26.23
Pakistan	78,619	0.26	75,398	0.3	4.27
Sri Lanka	75,429	0.25	77,441	0.31	-2.6
Others	40,708	0.14	39,720	0.16	2.49

Table 1.2 International tourist arrivals to Thailand by nationality during January-December 2014 (Ministry of Tourism and Sports, Thailand, 2014) (Cont.)

| Nationality | International tourist arrivals January - December 2015 | | | | |
| | 2015 | | 2014 | | %Δ |
	Number	%Share	Number	%Share	2015/2014
Oceania	921,355	3.08	942,706	3.8	-2.26
Australia	805,946	2.7	831,854	3.35	-3.11
New Zealand	112,314	0.38	108,081	0.44	3.92
Others	3,095	0.01	2,771	0.01	11.69
Middle East	658,129	2.2	597,892	2.41	10.07
Egypt	25,216	0.08	28,934	0.12	-12.85
Israel	141,021	0.47	138,778	0.56	1.62
Kuwait	66,772	0.22	57,845	0.23	15.43
Saudi Arabia	19,163	0.06	12,860	0.05	49.01
U.A.E.	124,719	0.42	117,907	0.48	5.78
Others	281,238	0.94	241,568	0.97	16.42
Africa	161,640	0.54	164,475	0.66	-1.72
S.Africa	75,825	0.25	72,941	0.29	3.95
Others	85,815	0.29	91,534	0.37	-6.25
Grand Total	29,881,091	100	24,809,683	100	20.44

Given a diversity of visitor backgrounds, it is crucial to understand tourists' behaviors in order to manage tourist attractions more effectively. A key to such a goal is to build interesting and effective image of destinations. This method is commonly used by host countries to convey messages about tourist attractions to their target visitor groups. At the same time, it helps the host country to gain insights to tourists' needs. Additionally, the destination image is an important factor that tourists take into consideration when choosing their travel destination.

The research by Park et al. (1986) showed that consumers choose products and services that are related to not only their preferences but also their personal identities. Park's findings also support the theory of self-congruity stated in the research of Sirgy (1986) that it is therefore possible to imply from these findings that a consumer considers more than just benefits and functions of such products and services when deciding which to buy. Their behaviors are influenced by branding and product image to which they feel connected. Thus, a product image that can convey the right messages to the right consumers will attract more consumers. Similarly, if a destination is seen as

a product, tourists will either consciously or unconsciously choose certain destinations that reflect their identity and preferences. As such, matching self-image of the target group with the attractions which the messages aim to promote plays a central role in helping tourists decide the best travel destination for them.

Plumber (1985) stated that a brand can be described or characterized based on human personality traits. This is called "brand personality," which can be defined as a set of human characteristics associated with a brand. In the study of Aaker (1997), a scale was developed to establish a brand personality dimension based on five major human personality traits. Personality is a significant variable determining consumer's choice of brands since consumers usually prefer a brand of which the image is connected and related to their self-image and self-perception. Moreover, the researcher also found a relationship between brand personality and destination personality and argued that it was possible to describe a destination by human personality traits. Morgan and Pritchard (2002) also described about the destination; for example, Europe is perceived as being traditional and sophisticated. When talking about Wales, the research findings showed that people think of it as an honest, welcoming, romantic, and down to earth person whereas Spain is friendly and family oriented. London, on the other hand, is described as being open-minded, unorthodox, vibrant and creative while Paris is characterized a romantic person.

Aaker's dimensions of brand personality have posed several intriguing questions and given rise to issues which attracted such an interest from many later researchers who applied these dimensions in their studies relating to destination image and personality. For example, Ekinci and Hosany (2006) implemented Aaker's dimensions as the research framework in their study of the relationship between destination personality and tourism marketing. The researchers found positive correlations between the two variables, and they were related to consumers' behavior. By dividing the personality into three groups of sincerity, excitement, and conviviality, they agreed to Aaker's hypothesis stating that the image of each tourist destination can be described in terms of human personality.

Brand personality' is defined by Aaker (1996) as a set of human characteristics associated with a brand. This definition encompasses demographic characteristics,

lifestyle, and human personality traits. The destination image can be built by associating the destination with demographics (i.e. age, gender, level of education, social status, and race), human personality traits (i.e. being revealing, reliable, lively, and honest), and lifestyle (i.e. activity, interests, and opinions).

The above research study which attempted to build the destination image from the personality in the work of Ekinci and Hosany (2006) found that the destination image can be explained by personality. Nonetheless, there are still some limitations in which the use of personality cannot fully explain it all. Consequently, the researcher has the idea of applying the use of self-congruity on the description of destination image which is assumed to be more effective than the use of personality.

1.2 Objectives of the Study

1.2.1 To study the effect of destination image on tourists' intention

1.2.2 To study the effect of destination image on destination personality

1.2.3 To study the effect of destination image on self-congruity

1.2.4 To study the effect of destination personality on tourists' intention

1.2.5 To study the effect of destination personality on self-congruity

1.2.6 To study the effect of self-congruity on tourists' intention

1.3 Research Questions

1.3.1 RQ1: Does destination image positively affect tourists' intention?

1.3.2 RQ2: Does destination image positively affect destination personality?

1.3.3 RQ3: Does destination image positively affect self-congruity?

1.3.4 RQ4: Does destination personality positively affect tourists' intention?

1.3.5 RQ5: Does destination personality positively affect self-congruity?

1.3.6 RQ6: Does self-congruity positively affect tourists' intention?

1.4 Conceptual Framework

The conceptual framework of this study was depicted in figure 1.3 below.
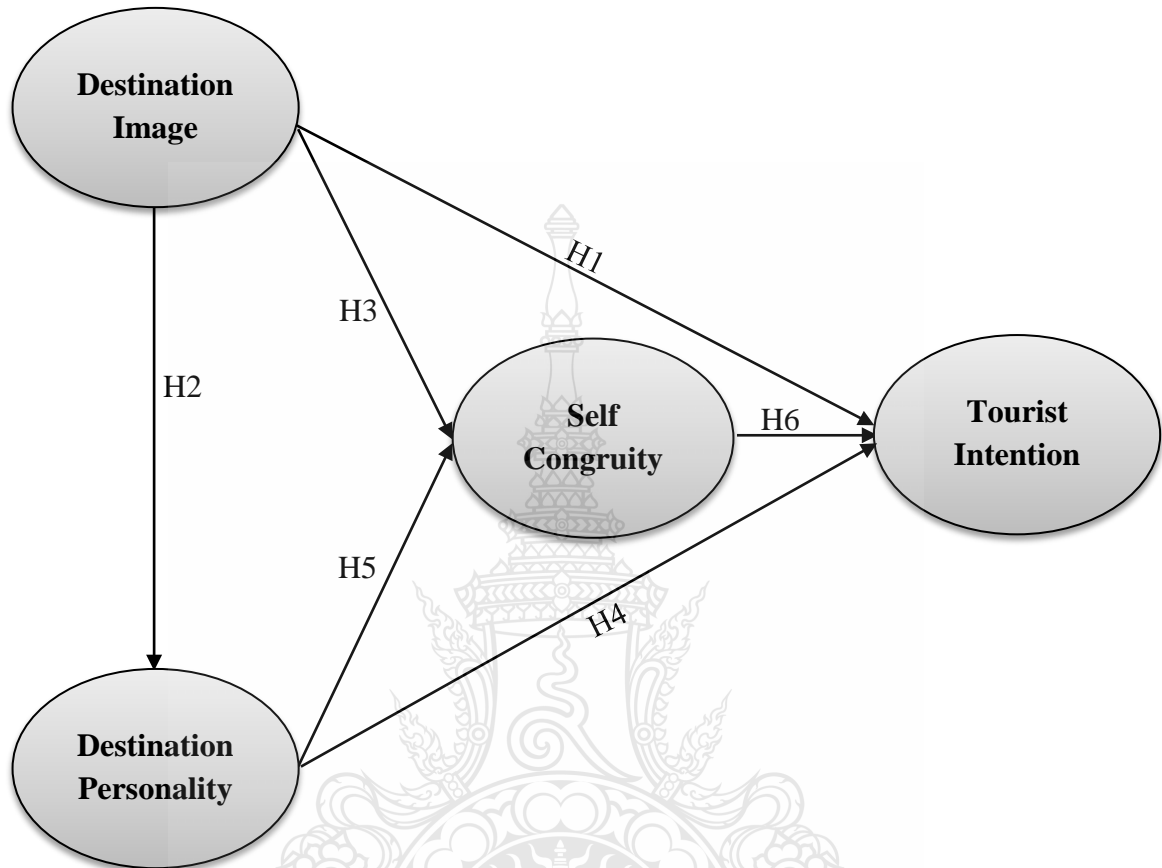
Figure 1.1 Conceptual Framework

1.5 Definition of Terms

The term definitions in the following described the terminology used in this study.

1.5.1 Destination image: It refers to the impression the tourists have in mind about a special place and the picture in their minds related to that place (Watkins et al., 2006).

1.5.2 Destination personality: It refers to brand personality in the context of the tourism literature. The concept of destination personality is developed from the

concept of brand personality, which can be defined as a set of human characteristics associated with a brand (Ekinci & Hosany, 2006).

1.5.3 Self- congruity: It refers to the congruence between tourists' concept of self and each destination image. It has been developed based on the idea that the congruence between consumer' self-concept and product/brand image can partially affect consumer behavior (Wang et al., 2009; Sirgy et al., 1997).

1.5.4 Tourists' intention: It refers to intention of tourists to visit a destination or not. It is a type of purchase intention, which is defined by Whitlark, Geurts, and Swenson (1993) as "the purchase probability associated with an intention category at the percentage of individuals that will actually buy product."

1.6 Context of the study: Domestic market/foreign tourists

The samples of this study were tourist destinations in Thailand selected by the researcher based on their reputations. The destinations included Phuket and Chiang Mai which were selected due to the following reasons:

1. These cities are popular destinations among international tourists visiting Thailand. According to the record of foreign tourists traveling through immigration checkpoints at the airports across the country in 2014, the top five airports with the highest number of tourists were Suvarnabhumi International Airport, Don Muang International Airport, Phuket International Airport, Chiang Mai International Airport, and Krabi International Airport. Based on the statistics, one can reasonably imply that these cities are the most popular destinations selected by foreign tourists for their vacation (Ministry of Tourism and Sports Thailand, 2014).

2. These cities have diverse attractions and are natural, cultural, or religious. The samples used in the study were foreign tourists aged 18-60 years who travelled around Thailand, and who could speak and understand English.

1.7 Delimitation and Limitation of the Study

The delimitations of this study included the extent to which tourists' personality may affect destination image and the extent to which tourist lifestyle may affect destination image.

1.7.1 The study focused on Phuket city and Chiang Mai city only.

1.7.2 As the sample consisted of foreign visitors, the findings may not be sufficiently representative; the research findings had limitations in terms of generalizability as they may not sufficiently represent the viewpoints of Thai tourists whose perceptions may differ from other nationalities.

1.7.3 The data may not be sufficiently representative, as they were collected during the period of September and December 2015, and thus they may reflect only the preferences of specific tourist groups who visited Thailand during that period.

1.7.4 The study did not make any comparison between Thailand and other tourist destinations such as those in the West or even with other countries in the same region.

1.8 Contributions of the Study

This study aimed at examining the effects of destination image, destination personality, and self- congruity on tourists' intention. The research findings may help contribute to the existing body of knowledge in this study field by firstly providing better understandings of tourists' intention which have always been considered vital to the development of tourism industry.

In brief, all of the three concepts consisting of destination image, destination personality, and self-congruity have a close link. However, there is no such study that investigates the relationships among those three concepts in tourists' destination selection; therefore, this present study aimed at doing so in order to obtain more holistic descriptions of the phenomena.

By understating their tourists, entrepreneurs could find the means by which consumers can be influenced. They could create tour programs of packages which meet different consumers' preferences and demand, offering the right options to the right tourist groups, or developing new marketing strategies to effectively catch tourists' attention.

CHAPTER 2
REVIEW OF THE LITERATURE

Introduction

Chapter two reviews previous research on theories and factors relating to tourists' intention. The chapter will be divided into 4 sections based on its relevance to destination image, destination personality, self-congruity and tourists' intention respectively.

Tourism can be defined as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" (the UNWTO, (2008). Tourism industry is considered a large industry with high importance in terms of economic growth and development (World Tourism Organization, 2000). Rapid increase in the number of tourist has drawn the attention from both public and private sectors and has led them to promote the existing destinations in the ways that tourists find more interesting, attractive, and memorable (Palmer, 1995). In some cases, the development to new tourism may even include creating new tourism destinations or zones. Marketing, therefor, has played a central role in the development of tourism to better meet consumers' demand.

2.1 Tourism marketing

Tourism consumption often takes place in social setting. Put simply, tourism activities such as guided tours cruise holidays or festivals normally, if not necessarily, involve with interactions with others. (Brown et al., 2002; Huang and Hsu, 2010; Packer and Ballantyne, 2011; Prebensen and Foss, 2011; Rihova et al., 2014).

Tourism is a type of service businesses, of which the characteristics can be divided as the following; a) it is untouchable; b) products and consumption cannot be separated; c) no stocking of products required; and d) services are involved with people, each of which differs in their personality and self-image.

Tourism marketing is different from other types of businesses according to the characteristics of the products.

Calartone and Mazanee (1991) mentioned, tourism industry is the last business that can have the changes in term of products. According to Jefferson and Lickorish (1988), the concept of tourism products can be categorized into 2 groups. Firstly, tourism product, which is the collection of the physical expressions and management to respond the needs of customers and tourists. The second group is the product that creates a satisfaction towards the destination that the tourist visits. Middleton (1989) later further categorized tourism products based on 2 levels. The products at the specific level are those in the form of businesses, such as sightseeing tour and airline seats. The products at the total level are those relating to experiences and memories of tourists from the time they leave home until they go back home.

Lovelock et, al (2004) stated that tourism marketing has characteristics of being independent and unique. Its market, process, management, and human resources differ from those in other businesses, and can be divided into 4 categories as the following:

1. Products from tourism marketing are the experiences of relaxation which can be obtained from the warm welcome.

2. Tourists can choose the best tourism products for themselves

3.The consumers are needed to be ready in term of money and time to spend them with the experiences after their relaxation.

4.The consumer's decision depends on themselves, it is the most important. (Zeilhaml, Parasuraman and Berry, 1994)

Tourism industry contains of many basic elements, to illustrate, government or non-profit organizations. They provide convenience and activities for the tourists (Smith, 1994).

The marketing concept became widely accepted and applied to activities in other industries in 1980 (Crompton,1983). It was then the research on tourism marketing became a point of focus in the field, partly as a result of the news of research at that time. At first, researchers focused only on the area of marketing studies such as marketing strategy, market segmentation, and pricing (Harvitz&Fridgen, 1985). However, the research in that period suffered from many limitations, including the lack of a conceptual framework on which the research was based (Mcdonough, 1982). Such

a limitation affects the quality of empirical analyses and the ability to understand characteristics importance of data management (Ng and Smith, 1982).

Tourism was a very popular study field in the past and research conducted was diverse. Oh,et al (2004) categorized 223 tourism-related research papers into 9 topic areas as the following; consumer satisfaction, complaining behavior, service failure and recovery, market segmentation, targeting positioning, consumer relationship, marketing management and royalty, Electronic marketing and e-commerce evaluations, motivation, Choice, Perceptions and performance evaluation, Service quality and delivery; Sales, Demand, and Capacity management; pricing and revenue/yield management and other topics. There has been, however, a lack of research relating to tourists' behaviors despite the fact that the first research was carried out in 1987 by Moutin ho (Arturo Molina, et. Al 2010)

2.2 Destination Image

Developing a memorable brand identity is considered crucial for brand equity building. Brand benefits can be grouped into functional benefits, emotional benefits and symbolic benefits (D.Aaker,1996). In today's globalized world, product differentiation is based on the concept of emotional benefit rather than functional benefit (Harris&de Chartony, 2001). Thus, making brand image also make consumers remember and feel connect themselves the products.

The concept of destination marketing has been around in tourism industry since 1980 (Crompton, 1983 ;Rossman, 1989). As the name suggests, it is a type of marketing which promotes tourist destinations with an aim to increase visitors. Many researchers have used the concept to explain market shares, as well as marketing and price strategies implemented by entrepreneurs. As pointed out by Horner and Swarbooke (1996), destination marketing has led to improved quality and facilities of tourist attractions, which not only improve tourist experiences but also foster local pride (Cooper et, al, 1998).

In the tourism industry, there was the studies about destination image that affected the tourists using the theory about brand image and adopt it to work with destination image by comparing the destinations as products or goods, which has

attractive images to make tourists go to travel in those places. Pike (2004) defined a destination as "a place to attract tourist for tourists to come relax in a short period of time, including tourist attractions, city, or resort."

Echtner and Ritchie (1993) suggested that several components must be captured. These include attribute based images, holistic impressions, and functional, psychological, unique and common characteristics. Images of the tourism product and the destination are composed of the perceptions of individual attributes (such as climate, accommodation facilities, and friendliness of the people) as well as more holistic impressions (mental pictures of imagery) of the place. The characteristics of destination image can be classified as functional (e.g. climate, prices, roads, nightlife, mental picture of physical characteristics) and psychological (e.g. friendly people, general safety, general feeling and impression of the atmosphere of the place). Images of destinations range from those based on "common" functional and psychological traits to those based on more distinctive or "unique" features or feelings.

By reviewing 142 destination image studies between 1973 and 2000, Pike (2002) noted a lack of research attempting to measure destination image for any specific travel context. In fact, travel context was explicit in only 23 of the 142 papers. The reviewed papers covered a wide range of interests. 15 of them, for example, examined the effect of visitation, 12 focused on segmentation, 8 compared differences of images between groups, 6 focused on the effect of distance from the destination. Other research topics include intermediaries (6), induced images (5), top of mind awareness/decision sets (5), culture (4), temporal image change (3), negative images (3), the effect of familiarity with the destination (3), less developed destinations (3), length of stay (3), event impact (2), scale validity (2), value (2), image formation (2). Interestingly, there is only one paper each focusing on and single papers interested in primary image, rural tourism, weather, traveler confidence, impulse decision-making, travel context, barriers to positioning, personal holiday photos, motivation, experience, stereotypes, budget travelers, intent to visit and Destination Marketing Organization policy (WANG,2003).

Gartner (1996) concluded that destination image should have the following characteristics:

a) Tourist images change slowly; the larger the entity the more slowly the image changes. The reason is that a tourism image is made up of many different parts, including the natural resource base in which activities take place, the socio-cultural system that governs the provision and type of tourist services, and the man-made structures that serve the needs of tourists and may also provide some of the attractions.

b) Induced image formation attempts must be focused and long term. As a result of the time it takes to change an image, any induced image formation programs must be focused on specific destination images and budgeted for long-term exposure.

c) The smaller the entity in relation to the whole, the less of a chance to develop an independent image, i.e. the image of a smaller entity is subject to the image(s) held by a larger (dominant) entity. Gartner (1996) commented, "Communities in a region can use this tendency to their advantage however as they can "piggy back" on a strong state image in their advertising and promotion programs,"

d) Effectiveness of image change depends on an assessment of presently held images. Changing an image depends on knowing what image prospective travellers now hold and initiating efforts to reinforce existing images or move images in a new direction.

The concept of destination image has studied over 30 years (Gallarza.et.al, 2002). Moreover, Castro.et, al (2007) suggested that destination image is effective to tourist's behaviors, it affects tourist's decisions about the destination that they want to travel. This relates to the previous research about destination image ,which shows that , in term of tourism, destination image influences the behaviors of the tourists (Hunt, 1975 ; Paerce, 1982). Furthermore, the other researches after also support the idea that destination image is very influential to travel decision making (Schmoll,1977 ; Mountinho, 1984 ; wood side & Lysonski, 1989).

Regarding the above contents, the below summary of destination image is show in Figure 2.1

Definitions of Product, Place and Destination Image

Table 2.1 Selected Definitions of Product, Place and Destination Image develop from Martın (2008)

Authors	Definitions
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside
Markin (1974)	Our own personalized, internalized and conceptualizing understanding of what we know
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination
Assael, 1984)	The overall perception of the destination that is formed by processing information from various sources over time
Dichter (1985)	The concept of image can be applied to a political candidate, a product, and a country. It describes not individual traits or qualities but the total impression and entity makes on the minds of others. Reynolds (1985) defines an image as the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. It comes into being through a creative process in which selected impressions are elaborated, embellished and ordered.
Embacher and Buttle (1989)	Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluative components
Chon (1990)	Result of the interaction of a person's beliefs,ideas, feelings, expectations and impressions about a destination

Table 2.1 Selected Definitions of Product, Place and Destination Image develop from Martın (2008) (Cont.)

Authors	Definitions
Fakeye and Crompton (1991)	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place
Kotler et al (1994)	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it
Milman and Pizam (1995)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Gartner (1996)	Visual or mental impression of a place, a product, or an experience held by the general public
Santos Arrebola (1994)	Santos Arrebola (1994): Image is a mental representation of attributes and benefits soughts of a product
Parenteau (1995)	Parenteau (1995): Is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination
Baloglu and McCleary (1999a)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas,expectations, and feelings accumulated towardsa place over time
Tasci et al., (2007)	Destination image is an interactive system of thoughts, opinions, fee-lings, visualisations, and intentions toward a destination

In order to make memorable tourist destinations, the thoughts of destination branding was used as an explanation which spread after 1990 (Gnoth, Ritchie & Ritchie 1998). However, there are only few researchers who studied about this idea. According to Ashworth (2001), destination branding refers to the communication between users, servers and investigators. A difference between commercial brand and destination brand product is that commercial brand can be added to or withdrawn from the market, while destination brand cannot.

According to Gregory (1989), each location may project distinctive images as a reflection of the uniqueness of its specific local environment, culture, and economy. Each locality is varied and complex, with each having its own landscape, history and traditions, cultural patterns, community values and power relations, and these come together in a unique way within the locality. In order to enhance tourism appeal, Shaw and Williams (1994) suggested that destinations needed to project their distinctive images. Stabler(1988) suggested that individuals have different images of tourism. This makes it possible to segment markets by appealing to specific nationalities or groups of tourists of differing socio-economic status, ages or interests. It is also possible to differentiate the image according to seasons and activities and facilities offered. By doing so, tier-two travel destinations can walk out of the shadow of the surrounding tier-one destinations' overwhelming attractiveness and identify their own unique destination images.

As a result, the importance of destination image is to understand the behavior of tourists in order to make an effective marketing strategy and use it to improve the tools in the market and the tools for the research about tourist's behavior (Echtner and Richie, 1991).

Gartner's (1996) destination image, stating that destination image components constitutes cognitive, affective, and conative images, and also based on the models of Chon (1990) and Fakeye and Crompton (1991), a modified model of the components and formation of destination images was construed that cognitive and affective images are destination image's two major components. In the process of image formation, the primary stage of image formation starts from the cognitive and affective components initially existing in the form of "organic image", which is primarily derived from non-

commercial news, media, and word of mouth. Based on organic image, potential visitors' travel motivation is further stimulated and strengthened as a result of "pull" and "push" effects, which result from the interaction with organic image's cognitive and affective components. Potential visitors make a tentative decision to travel.

In the past, the tools that have been using in the research to find the relationship between destination image and tourist's behavior is the personality of people. It explained the destination image by using brand personality of scale. According to the research of J, Aaker, 1997) adopt with destination image to find the relation between destination image and the characteristics of human. From this research, we found that brand personality can be used to explain about brand image. The study of Sarli and Baharun (2012) found that destination image had relationship with the travel satisfaction. Similarly, Melo et al., (2016) reported that the destination image influence satisfaction and intention to recommend and/or return to the tourist destination.

Ekinci et al., (2011) showed image had a positive and statistically significant experiential and is utilized to form symbolic impact on destination personality. Similarly, Şahin and Baloğlu (2011) measured the destination image and brand personality of Istanbul in their studies and compared the perceived image and personality features in terms of different nations. They determined that there were differences among different nations in terms of image, brand personality perceptions and behavioral intentions

2.3 Destination Personality

Researchers work on studies in order to understand consumers' behaviors which are hard to be changed. In order to find the relation of products and consumers, we rely on many research methodologies. One of these is psychological analysis because to understand people's personality is the key to understand consumers' behaviors.

The concept of Brand Personality was first presented in 1985 by Plummer. Personality of a brand can be described by personality traits of a person. Plummer (1985) divided these personalities into 2 parts. The first part is Brand Personality Statement that an entrepreneur or a marketer must pass on to consumers to create the

desired perception of consumers towards their brand. The second is Brand Personality Profiles - that consumers understand about the brand personality which is alike one that is created.

After the Plummer's research had been presented, many researchers later studied and improved his concept. Malhota (1988), for example, argued that creating a brand personality which is similar or comparable to human's personality traits can increase consumer's preferences towards the product.

Regarding the above contents, the below summary of brand personality is show in Figure 2.1
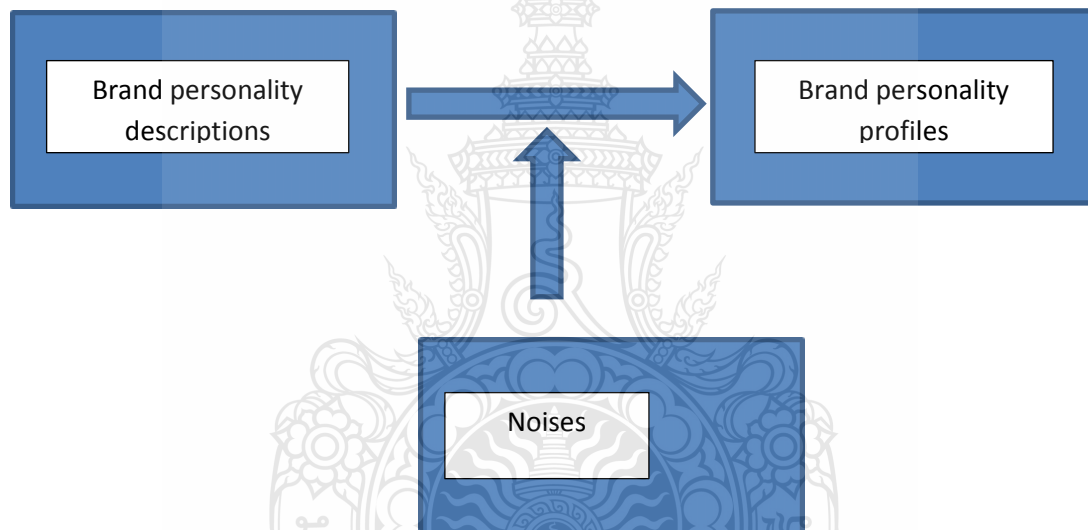
Figure 2.1 The model of brand personality by Plummer 1985

Destination personality is the idea that a brand or destination is given life in order to form a bond with consumers which will be an ongoing link in the future, enabling the traveler to establish a firm relationship with the destination (Upshaw, 1995). The product image and consumer image are related both directly and indirectly according to Biel (1992). The direct relationship involves understanding the brand image in four ways in order to know what the direct advantage is. The indirect relationship concerns the emotional conception of the brand. The direct and indirect elements are then used by marketing professionals in creating marketing plans and in the evaluation of brand equity. Brand equity is a concept which is closely related to the

identity of potential consumers, and is therefore a key factor behind purchasing decisions (Aaker, 1991).

Keller (1998) noted that people's feelings about a brand while be the key factor to determining brand personality, rather than simply an objective assessment of what the brand does or represents. Brands can be imagined as having characteristics which are almost human, and when people evaluate a brand, it can be these human qualities which form the key impressions. The personality of the brand and of the observer will therefore be critical in establishing the domain of the brand. The measurement of the brand personality therefore requires these human traits to be extended to the brand domain according to Khan (2010).

Aaker (1997) suggested that brand personality was very important and it makes each brand image different. The brand image scale was very crucial. In the very first years of studying about this, researchers tried to develop a psychological method such as Big Five Factor Model that had many problems because it can assess brand that is an unliving thing. Then, J.Aaker(1977) tried to create a brand personality scale by gathering and categorizing words and explanation about brand identity from all previous researches. He added some demographic questions, such as sex, age, education and mental status. He introduced his questionnaires to a sample group. There were 4 questionnaires. Each one for 10 brands and Levi's was the controlled variable, so there were 37 brands in this research. Each questionnaire got 144 statements. He statically analyzed the data and decreased the questions of each questionnaire to 42 questions. The questionnaires consequently more reliable and can describe brand personality.

Regarding the above contents, the below summary of five dimension of brand personality is show in Figure 2.2
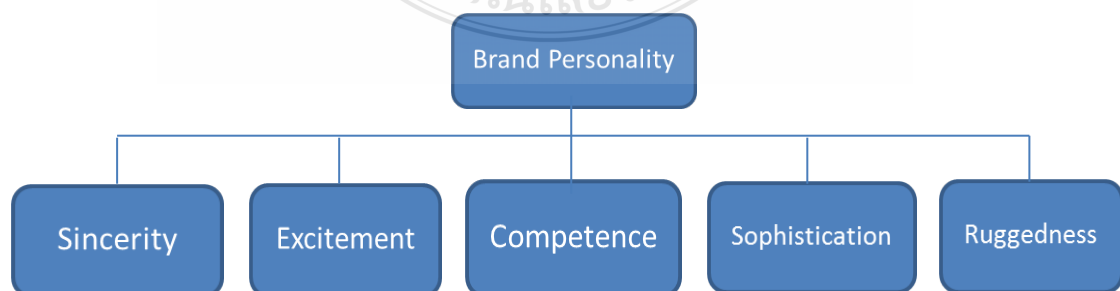
Figure 2.2 Five dimension Personality by J.Aaker 1997

The result of this research (show in figure 2.2) categorized brand personalities into 5 aspects: sincerity, excitement, competence, sophistication and ruggedness. also, each aspect is composed of many sub-qualities.

1. Sincerity has being down-to-earth or living simply in countryside, honesty, wholesome and cheerfulness.

2. Excitement has daringness, spirited (being lively), imaginativeness and being up-to-date.

3. Competence has reliableness, intelligence (smart working) and successfulness (being a confident leader).

4. Sophistication has luxury, being in upper class and charm.

5. Ruggedness has the strength, outdoorsy and toughness.

After being published, the research was widely admitted by many researchers. The scale was applied and adapted in many countries, outside the U.S.A., whose cultures and languages are different from America such as the researches of (Ogawa, 2001) and (Sung & Tirkha, 2005).

Apart from the differences of cultures and languages that make the structure of brand personality different, (Assarut, 2008) found that the negative brand image takes a significant role in not making a purchase. Consequently, there is an obstacle to the brand personality scale created by J.Aaker, 1997 because it insists that consumers consider only positive image.

Regarding the above contents, the below summary of destination personality is show in table 2.1

Table 2.2 Summary of destination personality studies develop from Usakli and Baloğlu (2011)

Reference	Destination(s) studied	Sample	Method	Dimensions found	Major findings
Ekinci and Hosany (2006)	A number of destinations by recalling by recalling the last destination visited A popular European city	A total of 250 British travelers	structured: Aaker's(1997) BPS, content validity, 27 items of BPS,5-point Likert-type scale	3 Dimensions: sincerity, Excitement, and conviviality.	Tourists attribute personality characteristics to tourism destinations. -BPS is applicable to tourism destinations. -DP has a positive impact on intention to recommend.
Hosany et al.(2006)	A number of destinations by recalling the last destination visited	148 Bitish travelers	Structured: Aaker's(1997) BPS, content validity, 27 items of BPS,5-point Likert-type scale	3 Dimensions: sincerity, Excitement, and conviviality.	DI and DP are two different,but related concepts. While DI is an encompassing concept, DP is more related to the affective components of DI.
Ekinci et al.(2007)	Mediterranean region of Turkey	365 German travelers	Structured: 20-item DP adjectives recommended By Ekinci and Hosany (2006) 5-point Likert-type scale	3 Dimensions: conviviality, sincerity, and excitement	Host image has a positive impact on DP. -DP has a positive impact on intention to return and word of mouth.
Murphy, Moscardo, and Benckendorff(2007)	Two destinations in Queensland, Australia: -Cairns -Whitsunday Islands	480 Visitors to Queensland	structured: 20 items of Aaker's (1997) BPS, 5-piont Likert-type scale -Unstructured: open-ended questions	Caim (3 dimension): sincere, sophisticated,and outdoorsy. Whitsunday Islands (4 dimensions): Upper class, honest,exciting, and tough.	The open-ended responsas of personality descriptors were not as common as Aaker's (1997) personality traits. -The findings provide some evidence that BP can be used to differentiate tourism destinations.
Murphy et al. (2007a)	Whitsunday Islands, Queensland, Australia	277 visitors to Queensland	structured: 20 items of Aaker's (1997) BPS,5-point Likert-type scale	4 Dimensions: sophistication and competence, sincerity, excitement, and ruggedness.	providence of a relationship between travel motivation and DP. -provided evidence of a link between DP and SC -Found no relationship between DP and actual and intended visitation.
Murphy, Benckendorff, and Moscardo(2007b)	Whitsunday Islands, Queensland, Australia	277 visitors to Queensland	structured: 20 items of Aaker's (1997) BPS,5-point Likert-type scale	4 Dimensions: sophistication and competence, sincerity, excitement, and ruggedness.	Tourist needs and DP perceptions are associated with higher SC levels. Higher SC levels are related to satisfaction with destination, but not related to intention to visit.
Pitt et al.(2007)	10 African countries	Official tourism websites of 10 African countries	content analysis: a list of 922 synonyms To Aaker's (1997) 42 personality traits were collected' and then' categorized according to Aaker's (1997) BP dimensions.	Each country was evaluated based on Aaker's(1997) BP dimensions.	Demonstrated a research method that shows how brands communicate their brand personalities online. -Found that some countries focus on specific dimensions of Aaker's(1997) BP framework while others are failing to communicate any of the Aaker's (1997) BP dimensions at all.
Prayag (2007)	Two destination : -South -Cape Town	85 International tourists visiting Cape Town	Unstructured: Projective techniques, in-Depth interviews	No dimensions	Projective techniques were found effective to the destination – specific personality traits.
Usakli and Baloğlu (2011)	Las Vegas	382 visitors	Destination personality scale 29 personality traits for the ?nal study	5dimensional:vibrancy,sophistication, competence, contemporary, and sincerity	5 dimensions have a positive influence on tourists' intention to return and intention to recommend
Gürbüz et al.(2016)	Safranbolu and Beypazarı	209 tourists	Destination personality scale (Ekinci and Hosany 2006) 5-point Likert-type scale	3 Dimensions: Sincerity, Excitement, Conviviality	The results of the research indicate that the perception of destination personality does not differ among the tourists visiting Safranbolu and those visiting Beypazarı.

The research of J.Aaker (1977), many researchers developed and applied it to convey their researches. A significant one belongs to (Ekinci and Hosany, 2006) who applied personality scale into destinations marketing. They studied on the relation of two factors of brand personality; destination personality and destination image. They studied how these two factors relate to behaviors of consumers in tourism market.

This research used the brand personality scale of J.Aaker, 1997, which divides the brand personality into 5 aspects: sincerity, excitement, competence, sophistication and ruggedness. It tested on destination personality and the variables are the destination image, which is classified into 2 groups: cognitive and affective, and the intention to recommend. There were 2 groups of sample population; one is people who lived in the UK and another one is people at the Heathrow Airport, who will depart from there. The first group 155 questionnaires and the second one did 120 questionnaires. Then, the researcher categorized all of the variables again into 3 groups, so the qualities of destinations had 3 aspects; sincerity, excitement and conviviality. Therefore, the result is that BP can explain the destination personality which can be divided into 3 aspects. Also, the result can prove that the brand personality scale of J.Aaker can explain about the tourism destination. However, this research had some limitations because the sample population was not really in the context of tourism, so if they did not go for travelling, studying abroad for example, the result could change.

From the research found that there were some parts of brand personality that can explain the destination image, so the researchers continued to convey the studies and found that lifestyle can also explain the destination image better than BP since the lifestyle can explain well the AIO which is more relative to destination image than brand personality. The research on brand personality suggests that consumer select brand that are congruent with their need and personal characteristics. Brand characteristics tend to be similar with the consumer's self-concept and personality traits, therefore behavior choices are predictable if marketers identify consumer's self-image and brand perceptions (Khan, 2010).

One of the first research efforts focusing on destination personality was conducted by Ekinci and Hosany (2006), who explored whether the concept of brand personality could be applied to the context of tourist destinations. Their study

established that destinations have personalities that reflect characteristics of sincerity, excitement, and conviviality.

Ekinci and Hosany (2006) showed that a destination's personality and the affective component of its destination image are significant predictors of visitors' intention to recommend the location to others. Similar findings were produced by Ekinci, Sirakaya-Turk,and Baloglu (2007), who found that the conviviality dimension of destination personality positively and significantly influenced travelers' intention to return to the destination (Turkish Riviera) and their willingness to engage in word-of-mouth communication.

Kim and Lehto (2013) used a mixed methods approach to explore personality traits of South Korea focusing particularly on differences between the country's projected and perceived personality. Even though they used Aaker's (1997) BPS to measure personality traits in a structured manner, their findings unveiled two additional factors representative of South Korea's personality, namely uniqueness and family orientation. These findings lend support to the fact that context, and possibly culture, may very well determine the suitability of any destination personality measure for a particular destination brand.

Usakli and Baloglu's (2011) study of Las Vegas showed that destination personality was significant in predicting visitors' willingness to recommend the destination to others and, to a lesser extent, their intention to return to Las Vegas, a finding that points to the differential effect of personality on certain outcomes. Interestingly, in their investigation of gaming destinations (including Las Vegas), Kneesel, Baloglu, and Millar (2010) noted the almost complete lack of identification of personality traits by study participants and hinted to the need for context-customized destination personality scales.

In the past of research found that destination personality is one of the factor that affects self-congruity. The previous studies such as Usakli and Baloglu (2011) stated that there was a relationship between destination personality and self-congruity, which is consistent with the finding of Ajanovicd and Cizel, B.(2016)confirmed that there was a meaningful relationship between destination personality and self-congruity.

2.4 Self-congruity

There are many concepts to explain the consumers' behaviors, and among these is the concept of self-congruity. It has been suggested that consumers will typically purchase products which fit their own self- image. The idea of self-congruity represents the extent of the similarities between the brand image and the self- image of the consumer (Sirgy, 1985; Khan, 2010). Sirgy (1988) added that this idea concurs with the work of Park et al., (1986), who also observed that the purchase of a product or service tends to be a means of expressing the consumer's identity.

The brand image reflects its created identity and must agree with consumers' one. Xuehat et.al,(2009) classified the agreements of brand image and consumer image into 4 types;

1. Actual self-congruity is that brand image agrees with the real consumer image.

2. Ideal self-congruity is that brand image agrees with the image which consumers want to have.

3. Social self-congruity is that brand image agrees with the image consumers and the society can see.

4. Ideal social self-congruity is that brand image agrees with the image consumers hope the society to see.

Therefore, the theory of self-congruity is the agreement of consumers' self-concept and the brand–user image which can affect on consumers' behaviors (Wang et al, 2009 and Sirgy et al, 1997).

Scheuk and Holman(1980) said that self-image is "how a person hopes others see them. A person's self-image comprises their actual, ideal and social selves".

Sirgy(1980) insisted that there is the level of relation of conceiving brand and consumers' selves. To prove that level, the researcher calculated the distance of self-concept of the target group and brand image with eucilidean distance. Then, he used that distance to calculate the correlation coefficient or the regression analysis, and the level of satisfaction and the intention to buy. The result is that the more ratio of self-concept to brand image, the less satisfaction, responsibility and the intention to buy (Assarrt, 2009).

In the past, for the brand image scale, the user image represented brand image (Sirgy, 1982, 1985) Then, there was a new scale developed with the concept of brand personality, which uses human's qualities to describe the brand personality such as the research of J. Aaker who created the famous BP scale which has been widely referred to in many researches.

However, using brand personality to describe consumers' personality need to be studied more in many ways and in many groups of products.

The past research indicates that there a positive relationship between self-congruity and brand choice/preference, purchasing and repurchasing decisions and post-purchase attitudes such as satisfaction and brad loyalty (Birdwell,1968; Dolich,1969;Sirgy,1982;Sirgy and Samli,1985; Ericksen,1996 ; Graeff,1996;Sirgy et al., 1997;Back,2005;Khan,2010).

Chon (1992) was the first person who introduced the theory of self- congruity to tourism industry. He studied 225 tourists who travelled to Norfolk, Virginia. He conducted a survey about satisfaction of their trip. The result showed that there is a positive relation of self-image congruity and satisfaction. Because of this research, many researchers were interested in the study of self-congruity in tourism industry this research found the degree of congruence between self- image and destination image influences tourist' trip satisfacation.

Gol and Livin (2000) found that self- congruity can effectively predict the destination choice. Beril el al(2007) confirmed that self-congruity is essential for the process of deciding the destination of the tourists. Also, Sirgy and Su (2000) noticed that self-congruity significantly relates to destination image.

Beerli, Meneses and Gil (2007) sought to devise a means of empirical validation which could be applied to the role of self-congruity in the context of selecting a destination. Study of the moderator variables which influenced consumer behavior in this model showed that tourists are most likely to visit a destination when their actual and ideal self-image perceptions are closely aligned with the image of the destination. Khan (2010) aimed to investigate the relationship between self-congruity and consumer responses to advertising in an attempt to learn how brand personality can be applied as a marketing factor. The finding showed that attitudes toward advertisements, attitudes

toward brands, and consumers' behavioral intentions are closely linked to self-congruity.

Ahn et, al (2013) confirms that demonstrate self- congruence positively influences destination brand loyalty because of symbolic characteristics and the extent to which their self-image matches the image of the destination brand. This research found that lifestyle congruence positive relates to destination brand loyalty.

Boksberger et, al.(2011) studied about self-congruity influencing destination choice with Swiss people living in Germany and those living in Switzerland and speaking French. This research found the self-concept and the image of typical visitors to that destination and destination assessed. The result analyzed by regression analysis showed that self-congruity relates to the tourist's self-concept.

Murphy et al. (2007) and this study found that self-congruity mediates the relationship between destination personality and behavioral intentions. Similar findings were produced by Ajanovic and Çizel (2016) confirmed that self-congruity represents a partial mediator between destination personality and visiting intentions.

2.5 Purchase intention

Over the past few years, there have been several theories that attempt to explain consumer behavior, one of the most important theories is theory of planed behavior. The purpose of the theory of planned behavior is to prediction and explanation of behavior including a measure of self-identity (Puntoni, 2001). According to the theory of planed behavior, intentions are, in turn, functions of two variables: attitudes towards the behavior and subjective norm, a factor of social pressure. Subjective norm represents the pressure generated by relevant "others" with respect to that behavior.
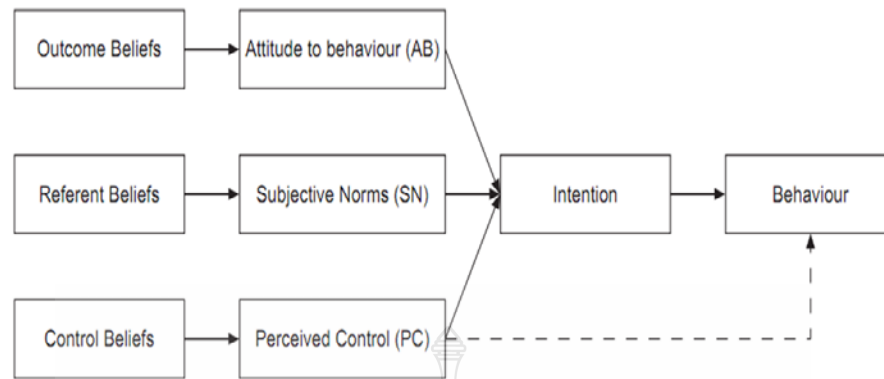
Figure 2.3 Theory of planned behavior (Kalafatis, et.al 1999)

Figure 2.3 showed the theory of planned behaviour where it is illustrated that each of the determinants of intention attitude to behaviour (AB), subjective norm (SN), and perceived control (PBC) is, in turn, determined by underlying belief structures. These are referred to as out come beliefs, normative beliefs and control beliefs which are related to AB, SN and PBC respectively.

Armitage et al. (1999) have found evidence of a stronger effect. These authors investigated the significance of this construct in the explanation of intention together with the effect of mood on information processing. In a food choice context, self-identity was much more significant than attitudes in explaining intention.

Shavitt and Fazio (1991) maintain, in a study about the way in which the salience of the attributes employed in the definition of attitudes influences the relationship between attitudes and intention, that "in evaluating an object that is perceived to create a particular social impression , attributes related to that social impression may be naturally salient and drive one's evaluation" .

Khan, (2010) suggested that behavioral intentions were measured by four positive actions to search information, to visit a store, to buy that brand and to initiate positive world-of-mouth or recommend the brand.

Ajzen and Fishbein (1980) conducted a study involving restaurants which revealed that the attitude of customers toward food depends upon the qualities of the food which directed the original intention to purchase. In this case, the attitude is held to be the psychological tendency of a consumer to consistently behave in a particular

manner, whether positive or negative, when presented with a similar stimulus (Verdurme and Viaene, 2003). The satisfaction level of customers in restaurants is closely related to intentions to make repeat visits and repeat purchases according to Cho and Park (2001), and the same authors also described consumer satisfaction as a form of summary response which has a limited duration, a point of determination which is time-specific, can vary in intensity, and focuses upon the acquisition and consumption of the product or service.

Possible explanations were proposed by Fitzsimons and Morwitz (1996) to describe the reasons for the measurement effect which arises when consumers answer queries about their purchase intentions. First of all it is possible that any attempt to measure intentions about a particular product will increase awareness of that product and the relevant brands thus distorting the response. The second holds that the accessibility of the respondent's attitude is increased by the attempt to measure purchase intentions with regard to particular product categories or brands.

Purchase intention falls into the category of customer cognitive behavior when it relates to the intentions of a potential consumer to purchase a particular product or brand. Laroche and Zhou (1996) noted that the variables which denote the perceptions and attitudes of consumers toward a brand or product can be used in estimating consumer purchase intention. The interest of a consumer in a product will play a major part in determining the intention to make a purchase.

2.6 Chapter Summary

Chapter two review the literatures from academicians' perspectives regarding destination image, destination personality, self-congruity and tourists' intention. The study also focuses on foreign tourists traveling in Thailand. The next chapter will discuss on the research methodology including population, sample, data collection, and data analysis.

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CHAPTER 3
RESEARCH METHODOLOGY

This chapter began with a model/theoretical framework, followed by research design consisting of the generate research hypotheses, research instruments, population and sample, pilot study, reliability analysis, validity analysis, data collection, data analysis, and time table. The chapter concluded with a summary of relevant points and an overview of the next chapter.

3.1 Model/Theoretical Framework

There were four constructs consisting of destination image, destination personality, self-congruity, and tourists' intention.

First of all, Castro et al. (2007) revealed that destination image is a construct which influences tourists' subjective perceptions, consequences of tourists' behavior, and tourist decision makings to select destination to travel. The study of Sarli and Baharun (2012) revealed that destination image had a relationship with the travel satisfaction.

The second construct was destination personality which was developed from the work of Ekinci and Hosany (2006) which applied to the marketing of the destination to find the relationship between destinations and personality dimensions (Aaker, 1997) to research on brand personality that the two are related. Besides, it showed that there is the relationship between destination personality and destination image that is associated with the behavior of consumers. The test results indicated that personality can only be used to describe the subject of destination personality which can be grouped into three dimensions, namely sincerity, excitement, and conviviality, and it bet experience that concept of Aaker's brand personality scale of 1997 was used as described in the destination.

The third construct was self-congruity which was adapted from the study of Sirgy and Su (2000) stating that self-congruity significantly relates to destination image. Ahn et al. (2013) confirmed that self-congruence has a positive relationship with

destination brand loyalty. The model shown in figure 3.1 was a model/theoretical framework of this study based on literatures reviewed.

Fourth, tourists' intention refers to a tourist's intention to select a tourist destination. Tourists' intention was adapted from purchase intention that has been widely used in the literature as a predictor of subsequent purchase (Grewal et al., 1998).
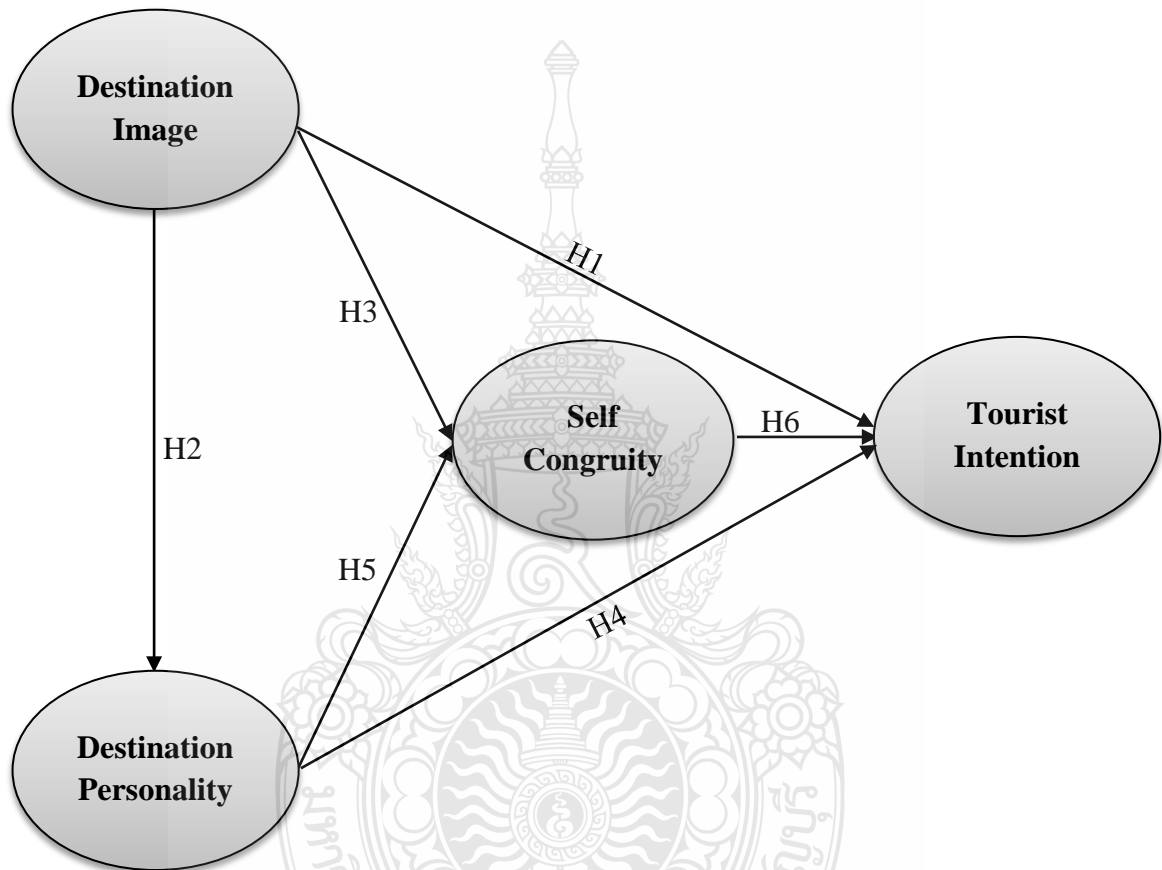
Figure 3.1 Model/Theoretical Framework

3.2 Research Hypotheses

The theoretical framework depicted in figure 3.1 was converted into six hypotheses, and the first hypothesis started with the relationship between destination image and tourists' intention. Chon (1990) developed an integrated model of destination image and traveler's buying processes.

Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative (Gartner, 1996). The study of Sarli and

Baharun (2012) revealed that destination image had relationship with the travel satisfaction. Destination personality refers to brand personality in the context of the tourism literature. The study of Ekinci et al. (2011) showed that image had a positive and statistically significant impact on destination personality dimensions. Based on the concepts above, the research hypotheses were thus developed.

H1: There is a positive effect of destination image on tourists' intention.

Ekinci and Hosany (2006) applied personality scale into destinations marketing. The researchers studied on the relationship of two factors of brand personality which are destination personality and destination image. They studied how these two factors are related to consumers' behaviors in the tourism market. The research showed that there were some parts of brand personality which can explain the destination. Self-congruity is the degree of consistency between self-image and brand image (Sirgy, 1985). The Usakli and Baloglu (2011) revealed that there was a relationship between destination personality and self- congruity, thus the research hypotheses were conducted as follows.

H2: There is a positive effect of destination image on destination personality.

H4: There is a positive effect of destination personality on tourists' intention.

H5: There is a positive effect of destination personality on self-congruity.

Boksberger et al. (2011) studied self-congruity influencing destination choice. This research showed that self-congruity was related to the tourist's self-concept. Based on the concept above, the research hypotheses were therefore conducted as follows.

H3: There is a positive effect of destination image on self-congruity.

H6: There is a positive effect of self-congruity on tourists' intention.

3.3 Research Instrumentation

The theoretical framework of this study was developed from theories and concepts related to the tourist destination. The research design of the study was a quantitative approach by using questionnaires as research instruments. The questionnaires were divided into four parts. The first part was to ask questions about destination image while the second part was to ask questions about destination personality. The third part of the questionnaire contained the questions about self-

congruity, and the last part consisted of the questions about the demographic information of the participants.

3.3.1 Destination Image

The questionnaire had been developed as the instrument used to assess destination image (Wang, 2003). There were destination image topics on cognitive image. The items of cognitive image generally fall into the categories of natural attractions, cultural attractions, entertainment and/or recreational activities, local people's attitudes, accommodations, and traveling conditions. Cognitive image attributes were measured based on a seven-point scale ranging from "strongly disagree - (1)" to "strongly agree - (7)."

3.3.2 Destination Personality

In the past research on brand personality, the researchers measured brand personality of Big Five Scale. Aaker (1997) developed a measurement scale on brand personality, and this research categorized brand personalities into five aspects: sincerity, excitement, competence, sophistication, and ruggedness. Therefore, the study adopted five dimensions of brand personality in the research model and used four items to obtain five dimensions, referring to a scale of Aaker (1997) which was published in the Marketing Scale Handbook (Bruner, Hensel, & James, 2001) and used worldwide.

In this study, the destination personality scale developed by Ekinci and Hosany (2006), Lee and Xie (2011), Usaki and Baloglu (2011), Ekinci (2006), and Papadimitriou et al. (2013) was used. Ekinci and Hosany (2006) found that tourists do associate personality attributes with destination in terms of three dimensions: sincerity, excitement, and conviviality (Boksberger et al., 2011). Twenty-seven traits, split across five dimensions, met this criterion and were included in the final questionnaires: sincerity (down to earth, family oriented, sincere, wholesome, original, cheerful, and friendly), excitement (daring, exciting, spirited, imaginative, up to date, and independent), competence (reliable, secure, intelligent, successful, confident, and secure), sophistication (upper class, glamorous, and good-looking), and ruggedness (outdoorsy, masculine, western, tough, and rugged). Indeed, this study responded to Aaker's (1997, p. 355) argument that "additional research is needed to determine the extent to which these brand personality dimensions are stable across cultures and, if not,

theoretically why they might be altered." Ratings for the 27 items were collected using a seven-point scale.

3.3.3 Self-Congruity

The self-congruity was analyzed by using the actual and ideal self-congruity questionnaires established by Sirgy et al. (1997). This was a standard four-item measurement with a seven-point scale. Due to the study of Sirgy and Su (2000), eight expressions were used to measure self-congruity on a seven-point scale ranging from "not at all descriptive - (1)" to "extremely descriptive - (7)" in this study.

3.3.4 Tourists' Intention

The tourists' intention refers to purchase intention in the context of tourism literature. Tourists' intention was adapted from purchase intention that has been widely used in the literature as a predictor of subsequent purchase (Grewal et al., 1998). Three items measuring the purchase intention were adapted from the study of Putrevu and Lord (1994) on a seven-point scale ranging from "strongly disagree - (1)" to "strongly agree - (7)" in this study.

3.4 Population and Sample

Regarding population used in this study, Garver and Mentzer (1999) and Hoelter (1983) suggested that the minimum sample size to provide sufficient statistical power for data analysis is above 200 whereas. Schreiber et al. (2006) pointed out that the general sample size for Structural Equation Model (SEM) is 10 participants for every free parameter estimated. Bentler and Chou (1987) noted that researchers may go as low as five cases per parameter estimated in SEM analysis. This study consisted of 70 parameters, so the sample size of 850 people was enough. The sample size in this study was 850 foreign tourists who understand English and did not travel with a tour group.

3.5 Timetable

This study was planned to focus on a certain time period from December 2015 to July 2016.

3.6 Pilot Study

A pilot study is a preliminary study conducted for the purposes of carrying out prerequisites or other functions before a full-scale study. This may include steps such as information gathering or pre-testing procedures. It often helps researchers to improve the quality and efficiency of their research, as deficiencies may be found during experiments at this stage. Thus, researchers can address problems before the larger study begins, in effect decreasing noise factors that may affect research results. The pilot study of this research is conducted on a sample of 30 participants from the total sample size.

3.7 Reliability and Validity Analysis

Reliability refers to the degree to which other researchers will reproduce of the findings when they repeat the research. It can be measured by the Cronbach's alpha coefficient (Ho, 2006).

Validity refers to the extent to which a test accurately measures what it aims to measure (Cooper & Schindler, 2003). In this study, only three types of validity - content, construct, and criterion validity – will be tested.

3.8 Content Validity

Content validity is the degree to which the instrument takes into consideration factors/content or subject area related to the research attention (Cooper & Schindler, 2003). It can be measured based on a rational analysis of experts or raters in the field related to the construct of attention. Item-Objective Congruence (IOC) is also a possible means of evaluating content validity (Rovinelli & Hambleton, 1977). In assessing the validity, experts rate the degree to which each item matches or contributes to the set objectives of the research and provide comments. Only items which are agreed among the raters to be content valid will be included in the final instrument. In this study, the content analysis is judged by 3 professionals.

For evaluating the consistency between the objectives of the research question to the measurement, the research assistants from the professional experts were as follows:

1. Dr.Rachadaporn Pinrattananont, Lecturer of Department of Business Administration, Faculty of Industry and Technology, Rajamangala University of Technology Isan.

2. Dr.Piyachat Burawat, Lecturer of Department of Business Administration, Faculty of Industry and Technology, Rajamangala University of Thanyaburi; and

3. Mrs.Sukanya Nimmanheminda, Managing Director at Viva Voyage Co.,Ltd.

According to the testing result of content validity covered in the questionnaire, the average IOC score ranged from 0.67 up to 1.

3.9 Construct Validity

Construct validity is the degree to which the instrument measures the trait or theoretical construct that is attempted to be measured (Cooper & Schindler, 2003). Construct validity is composed of two types of validity which are discriminant validity and convergent validity (Anastasi, 1982).

Discriminant validity refers to the degree to which trait factor is distinct from other trait factors. Consistently, discriminant validity assumes that the items should higher correlate among them than the correlation with other items from other constructs that are theoretically not supposed to be correlated.

Convergent validity refers to the extent to which the scores on one measure are related to the scores on other measures which is designed to assess the same construct. For example, high scores on the happiness measurement are related to high scores on the marital satisfaction measurement, while correlating negatively with scores on a depression measurement. Relatively, the convergent validity is high.

Both discriminant validity and convergent validity were tested for validity through the use of the confirm factor analysis (CFA). The average variance extracted (AVE) is the average amount of variance in observed variables which a latent construct is able to explain, and the shared variance is the amount of variance in observed variables related to another construct which a latent construct is also able to explain.

3.10 Data Collection

To conduct the pilot study, the paper-questionnaires were distributed to 30 participants. The reliability of the instrument was examined by using the Cronbach's alpha. The CFA was used to test the validity of the instrument. The structural equation model (SEM) was used to test the fitness of the theoretical framework. The results from the pilot study indicated that the model was appropriately adjusted and was appropriate to the study of the total sample group.

To conduct a larger study, the heads of tourists were formally asked for support and explained about the purpose, the importance, and the benefits of the study. Moreover, permissions to send the online survey to their tourists were asked as well. After the participants returned the surveys, the results were analyzed by using EFA and SEM.

3.11 Data Analysis

The results from the sample group were analyzed by using the descriptive statistics, the factor analysis, and the structural equation model (SEM).

3.12 Descriptive Statistics

Descriptive statistics are the disciplines which quantitatively describe the main features of data collection that aims to summarize a data set of population such as mean, mode, median, variance, and standard deviation. The examples are such as the average age, the proportion of each gender, and education.

3.13 Factor Analysis

The main objective of factor analysis according to Spicer (2005) is to "reduce the set of measured variables to a smaller set of underlying factors". If the effects of each of the variables can be understood, it is possible to determine which are highly influential and which are not through studying the way in which these variables are interrelated. This approach takes two main forms: exploratory factor analysis (EFA), and confirmatory factor analysis (CFA). In this study, EFA was the chosen approach

since it was not exactly clear how many factors would be needed to explain the nature of the relationships among the various items

3.14 Structure Equation Model (SEM)

This approach has a long history, with Wright (1921) originally describing SEM as a means of estimating and identifying causal relationships through testing assumptions by using statistical data. It can be further stated that SEM is a confirmatory method which tests hypotheses related to a structural model of a particular scenario (Byrne, 2010). There are two elements to the SEM process, whereby the first creates a measurement model which permits the proposal and testing of latent variables using factor analysis, and the second creates a structural model for performing regression analysis to establish the causal relationships among the latent and observed variables. This research study tests the relationships between the stated items and the factors of destination image, destination personality, and self-congruity.

3.15 Partial Least Square (PLS)

The use of SEM-PLS is very common in studies which involve the measurement of numerous interacting factors. Research in the fields of marketing or the social sciences tends to fall into this category, and the required statistical techniques include factor analysis, multiple regression analysis (MRA), discriminant analysis, and logistic regression. All of these methods are important statistical tools which can be applied in the testing of theoretical hypotheses through the construction of models which represent the problem (Haenlein & Kaplan, 2004; Piriyakul, 2010). However, these approaches entail certain limitations. First, a model must be created which has one dependent variable and a number of independent variables. Secondly, observations must consider all variables, which are measured and applied with no error estimation taken into account (McIntosh & Lobaugh, 2004; Haenlein & Kaplan, 2004).

In many academic fields, it is necessary to construct models of far greater complexity. The number of dependent variables may be greater than one, and the study may require the analysis of the mediating effects or relationships among a large number

of independent or dependent variables. This poses a problem, given the limitations outlined for PLS (Haenlein & Kaplan, 2004; Hair et al., 2010;).

In response, a new method was created by Joreskog in 1973, who applied covariance in constructing the structure equation model (SEM). This is a second-generation approach which allows the relationships among variables to be analyzed on multiple levels, incorporating both the inner and outer structures simultaneously (Haenlein & Kaplan, 2004; Piriyakul, 2010). The two principal forms of the model are CBSEM, based on covariance, and VBSEM, based on variance. The covariance-based SEM allows analysis to be conducted by maximizing the similarity between covariance structures. Approaches based on this idea include EOS, LISREL, AMOS, and SEPATH (Chin, 1998b; Haenlein & Kaplan, 2004). The variance-based SEM employs the ordinary least square method (OLS) for analysis purposes, using PLS software in the process (Chin, 2001; Haenlein & Kaplan, 2004).

The next new statistical approach to discuss is the partial least square (PLS) approach created in 1966 by Wold (Haenlein & Kaplan, 2004; Abdi, 2007). This technique incorporates the attributes offered by principal component analysis (PCA) and multiple regression (Abdi, 2007; Piriyakul, 2010) and aims to be able to predict the dependent variables by using the data gathered from a large number of independent variables (Haenlein & Kaplan, 2004; Abdi, 2007). The first use of PLS came in the social sciences and it is now one of the most widely used tools in this field (McIntosh & Lobaugh, 2004). Its advantages include flexibility and the lack of limitations which would be imposed by the requirement to make assumptions about the population, as is the case with other techniques (Fornell & Bookstein, 1982; Haenlein & Kaplan, 2004). Furthermore, it is not necessary to assume the data to be distributed normally for the approach to be employed (Haenlein & Kaplan, 2004; Piriyakul, 2010), and the method is effective even when sample sizes are relatively small (Hair et al., 2011), albeit with the caveat that a suitable sample size should always exceed ten times the number of indicators of the latent variables, or at least in excess of 100 observations (Chin, 2001; Hair et al., 2010). In this study, the model used incorporates four latent variables, and the data comprise 802 questionnaires which were completed and returned to the researcher. It is therefore appropriate to use PLS for the data analysis phase.

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3.16 Chapter Summary

In chapter 3, all of the relevant aspects regarding this study and the methodology including the model/theoretical framework, research hypotheses, research instrumentation, population and sample, pilot study, reliability and validity analysis, data collection, data analysis, and timetable were explained. The next chapter would present the results of this study.

CHAPTER 4
RESEARCH RESULT

Introduction

Chapter four presented the results of statistical analysis of research questions and hypotheses. Data were collected from 802 respondents of two Thailand destinations: Phuket and Chiang Mai. The results were organized into four sections including (a) the population and sample response rate, (b) statistical analysis of the five-part questionnaires including general information of respondents, destination image, destination personality, and destination congruity, (c) statistical analysis answering to the research questions and hypotheses, and (d) chapter summary.

4.1 Data Preparation

4.1.1 The Population and Sample Response Rate

The target population in this study were the foreign tourists stayed in Bangkok and Metropolitan Area. This section presented about the data preparation before the analysis. This was to begin with the population and sample as well as testing the normal distribution of sample.

The samples were based on the purposive sampling from foreign tourists who understand English and do not travel with a tour group, and the photos of Phuket and Chiang Mai were used before answering questionnaire. The sample size for structural equation model (SEM) was 10 participants for every free parameter estimated, and the number of sample size were 850 tourists. The researcher sent 850 questionnaires, divided into Chiang Mai 425 sets and Phuket 425 sets. Moreover, the researcher collected data based on three months starting from December 2015 to February 2016. However, the actual samples were 802 respondents in the main study. The 38 questionnaires were not completed, and therefore the response rate was accounted for 95.47 percent which was used for data analysis.

According to all of the 802 respondents, who are all foreign visitors traveling in Thailand, the results revealed that approximately 41.82 percent of these respondents

were from Asia, followed by 29.78 percent from Europe, 21.55 percent from the Americas, and 6.85 percent from other countries.

4.1.2 Demographic Summary

This section presented the respondents and tourism's demographic comprising gender, age, education, source of media, travel with whom, past experience with the destination, choice of accommodation, and the country of nationality. The details of information were shown in table 4.1 below.

Table 4.1 Summary of respondent's demographics

Characteristics	Frequency	Percent
Place		
Phuket	408	50.87
Chiang Mai	394	49.13
Gender		
Male	383	47.76
Female	419	52.24
Age		
Less than or equal to 20	67	8.35
21-30	337	42.02
31- 40	230	28.68
41 - 50	154	19.20
Above 51	14	1.75
Education		
Below Bachelor's Degree	233	29.05
Bachelor's Degree	354	44.14
Master's Degree	116	14.46
Doctoral Degree	99	12.34

Table 4.1 Summary of respondent's demographics (Cont.)

Characteristics	Frequency	Percent
Source of media		
Internet	554	69.08
Friends and relatives	93	11.60
Television	54	6.73
Books	47	5.86
Travel agencies	43	5.36
Fairs and exhibitions	11	1.37
Past experience with the destination		
Yes	454	56.61
No	348	43.39
Travel with whom		
Family	510	63.59
Friends	227	28.30
Colleagues	12	1.50
Alone	53	6.61
Choice of accommodation		
Chain hotel	430	53.62
Local hotel	249	31.05
Budget hotel	58	7.23
Guesthouse	36	4.49
Country of Nationality		
Asia	337	42.02
Europe	238	29.68
The Americas	176	21.95
Other	51	6.35
	802	100
Total	**802**	**100**

In terms of age, the result showed that the majority of tourist age were in the group of 21-30 years old (42.02%), followed by the group of 31-40 years old (28.68%), the group of 41-50 years old (19.20%), the group of less than or equal to 20 (8.35%), and the group of the age that over than 51 years old (1.75%), respectively.

Regarding educational level, 354 respondents were in Bachelor's degree group (44.14%), followed by 243 respondents in below Bachelor's degree group (29.05%), 116 respondents in Master's degree group (14.16%), and 99 respondents in doctoral degree group (12.34%), respectively.

In the part of source of media, a total of 554 respondents received information from internet (69.08%), followed by 93 respondents from friend and relatives (11.60%), 54 respondents from television (6.73%), 47 respondents from book (5.86%), 43 respondents from travel agencies (5.36%), and 11 respondents from fairs and exhibitions (3.62%), respectively.

In the terms of past experience with the destination, the result showed that 454 respondents had experience with the destination (56.61%), and 348 respondents had never had experience with the destination (43.39%).

Regarding the choice of accommodation, 430 respondents chose to stay in chain hotel (53.62%), followed by 249 respondents in local hotel (31.05%), 58 respondents in budget hotel (7.23%), 36 respondents in guesthouse (4.49%), and 29 respondents in other (3.62%), respectively.

In the aspect of the majority of the country of nationality, the result showed that 337 respondents were in the group of Asia (42.02%), followed by 238 respondents in the group of Europe (29.68%), 176 respondents in the group of the Americas (21.95%), and 51 respondents the group of other (6.35%), respectively.

In summary, after data were analyzed, the results revealed that the majority of the respondents were female accounted for 52.24% of total respondents. In terms of age, the respondents were between 19-68 years old. The majority was single status accounted for 62.5%. Besides, based on educational level, 44.14% of the respondents were categorized into graduate level. Considering the traveling experiences, approximately 56.61% of the respondents had been to the tourist destination. According to the place where the respondents choose to stay, it was found that 53.62% of the

respondents chose to stay in chain hotel. In the aspect of the country of nationality, the majority of the respondents were in the group of Asia as accounted for 42.02% of the respondents.

4.1.4 Construct Assessment and Validity Analysis

Regarding the instrument from original, the data were collected from tourisms. This section presented the testing and explained the overall information of the variables.

The result of the Kaiser-Meyer-Olkin (KMO) test was 0.947 while the result of the Bartlett's test of Sphericity was the $\chi2 = 17,773.180$ and *p*-value = 0.000.

4.1.5 Normal Distribution of Sample

A normality test is normally performed before statistical analysis. The test A normality test is normally performed before statistical analysis. The test result will show the two values – skewness and kurtosis – which must be interpreted in order to see how symmetrical the distribution is. For a normal distribution, both values will be zero. Pearson (1895) suggested that skewness be measured by standardized difference between mean and mode. The score obtained in a study of Hildrebrand (1986) fell between -1 and +1. West and Finch (1997) proposed the values of skewness between the range of -3 and +3 as indications for a normal distribution - the same range suggested by Decarlo (1997) for kurtosis scores. Skewness and kurtosis scores obtained from a large sample size (n>150) usually shows normally distribution (Karl, 2005).

On the other hand, Rose et al. (2015) suggested the measurement of normal distribution by considering the standard error of both skewness and kurtosis obtained from a software package like SPSS. By dividing each value with its standard error, they obtained the scores of 0.76 and 0.68 for the skewness and kurtosis respectively, which are both within the confidence interval between -1.96 and + 1.96. If the sample is large, the value of 2.58 can be used as standard deviation for normal distribution. (Rose et al., 2015).

As presented in Appendix D1, the results show the skewness value ranging from -0.44 to 0.064 with 0.086 standard error, and the value of kurtosis ranging from -0.858 to 0.177 with standard error of 0.172. From this, one can reasonably conclude that the rule of normal distribution of sample in this study was satisfied. Moreover, the

results obtained from the histogram also indicate values the represent normal distribution. The example of normality curve is shown in Figure 4.1
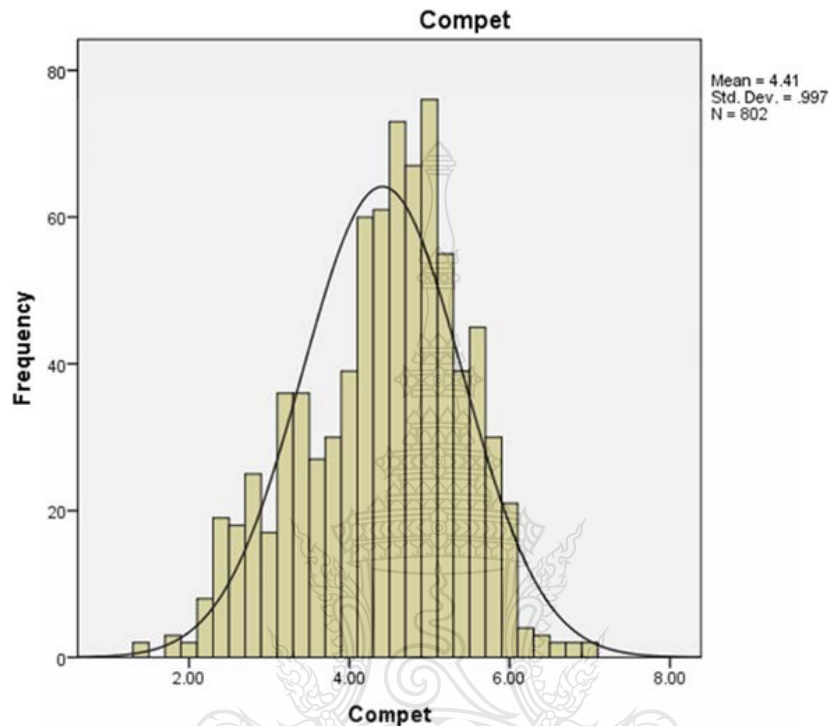
Figure 4.1 The Normality Curve for Competence

4.2 Construct Assessment and Validity Analysis

This section presented the testing and explained the overall information of the variables.

4.2.1 The Structure of Destination Image

The results of the Kaiser-Meyer Olkin (KMO) test was 0.947, whereas the results of the Bartlett's test of Sphericity was the $\chi^2= 17,773.180$ and p-value = 0.000 in the first stage. KMO is a statistic test used to indicate if there are ample items for each factor. The value of KMO can be between 0 and 1. As Manly (2005) puts it, if KMO value is close to 1, it means that the factor analysis technique is suitable for the data. He also suggests that the KMO value should be over 0.7. Bartlett's test is statistic test used to check if the original variables are adequately correlated by using χ^2 and p-

value. If χ^2 value is high and the p-value is less than 0.05, it means that the result is significant. This means that the factor analysis can arrange these data in the original variables (Manly,2005). As you can see, based on the results, these variables were related and as such the Factor Analysis can be conducted.

Table 4.2 Total variance explained for destination image

Component	Initial Eigen Values			Extraction Sums of Squared Loading			Rotation Sums of squared loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Place	14.078	58.656	58.656	14.078	58.656	58.656	4.610
Entertain	1.585	6.605	65.262	1.585	6.605	65.262	4.006
People	1.321	5.506	70.768	1.321	5.506	70.768	3.897
Facility	1.080	4.501	75.268	1.080	4.501	75.268	3.390
Environ	0.900	3.750	79.018	0.900	3.750	79.018	3.061

* Extraction Method: Principle Component Analysis

Table 4.3 presented the factor scores from rotated component matrix, and the results revealed that the variables of this study were concordance from the source variables. All of the factor scores which were loaded in the same factor were more than 0.5.

Table 4.3 Rotated component matrix of destination image

Item	Place	Entertain	People	Facility	Environ
1. Interesting history	**.621**	.294	.376	.261	.277
2. Strong security and personal safety	**.622**	.269	.316	.316	.265
3. Appetizing local food/cuisines	**.643**	.340	.338	.259	.241
4. Beautiful arts and crafts	**.675**	.316	.366	.187	.145
5. Tranquil environment	**.688**	.297	.301	.150	.169
6. Attractive landscape	**.722**	.268	.236	.266	.216
7. Wide variety of accommodation	**.671**	.203	.133	.309	.415
8. Spectacular scenery	.438	.151	.110	.298	**.718**
9. Diversity of cultural attraction	.359	.258	.157	.263	**.734**
10. Attractive national parks	.232	.280	.290	.181	**.760**
11. Impressive cities	.191	.336	.494	.120	**.618**
12. Impressive climate conditions	.172	.304	**.658**	.043	.499
13. Reasonable cost of living	.240	.252	**.775**	.113	.293
14. Accessible local infrastructure and transportation	.315	.162	**.788**	.193	.313
15. Attractive architecture and local building	.340	.113	**.720**	.371	.081
16. Friendliness of local people	.345	.130	**.645**	.455	.108

Table 4.3 Rotated component matrix of destination image (Cont.)

Item	Place	Environ	People	Facility	Entertain
17. Helpful local residents	.296	.180	.390	**.728**	.158
18. Various shopping opportunities	.217	.203	.244	**.813**	.189
19. Availability of sport facilities and recreational activities	.266	.392	.101	**.707**	.232
20. Opportunity for adventure	.297	.453	.095	**.593**	.209
21. Diverse evening entertainment and nightlife	.287	**.706**	.126	.386	.227
22. Relaxing atmosphere	.329	**.768**	.211	.192	.229
23. Wide variety of accommodations	.266	**.819**	.213	.166	.210
24. Opportunity to increase knowledge	.198	**.775**	.249	.128	.175

Referring to the particulars mentioned above, cumulative of variation in data was at 79.018 percent which were shown in table 4.2. Table 4.3 showed factor loadings of items loaded on each construct were higher than 0.5, so it could be concluded that these items were loaded on the original constructs from the theories. Environ variable with eigenvalues 0.9 was selected by the researcher because it was important variables and could explain that the destination image has improved. Therefore, the factors in table 4.2 were used for analyzing with the structural equation model (SEM) with PLS (Partial Least Square). Furthermore, the second stage confirmed that each factor comprised the set of variables by using CFA with PLS which were presented in table 4.4

Table 4.4 Statistic of CFA, reliability, and convergent validity assessment for destination image

Construct/Item	Loading	*t*-Stat
Place of Traveling	0.9269	163.310
Environment Attractions	0.8753	96.569
People / Local Attitude	0.8643	96.252
Facility / Activities	0.8563	81.231
Entertain /Knowledge	0.8464	76.254
* AVE (Average Variance Extracted) of Destination Image =	**0.764**	
* Composite Reliability of Destination Image =	**0.942**	

Considering the results of CFA with PLS, the results revealed that most of loading scores were above 0.8, and all of *t*-stat were high. Thus, all of items could be accepted at a significance level of 0.05. The AVE of five latent variables were above 0.5, and the composite reliability of all latent variable were above 0.7. The results showed that all items could be accepted that the structure of destination image instrument of the study was reliable for the measurement of destination image.

4.2.2 The Structure of Destination Personality

In the first phase, the result of the Kaiser-Meyer-Olkin (KMO) test was 0.950 while the result of the Bartlett's test of Sphericity was the $\chi 2 = 18364.127$ and *p*-value = 0.000. Both results indicated that these variables had relationship and were acceptable to conduct the factor analysis. The results of this phase were shown in Appendix C1 and Appendix C2. Table 4.5 illustrated total variance explained for destination personality. The five factors were accounted for cumulative of variation in data at 75.526 percent which were presented in Appendix H.3. From the rotated factor, it could be seen that items P3 – P7 loaded on factor were labeled "Competence" dimension. Meanwhile, factor scores of item P1 and P2 were less than 0.5, thus P1 and P2 should be dropped. The second factor comprised items P8 – P13 which were labeled "Sincerity" dimension. Moreover, the third factor consisted of items P14 – P18 which were labeled "Sophistication" dimension. The forth factor included items P19 – P23 which were

labeled "Ruggedness" dimension. Finally, the last factor consisted items P24 – P27 which were labeled "Excitement" dimension.

Table 4.5 Total variance explained for destination personality

Component	Initial Eigen Values			Extraction Sums of Squared Loading			Rotation Sums of Squared Loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Competence	12.857	51.430	51.340	12.857	51.430	51.340	4.164
Sincerity	1.758	7.032	58.462	1.758	7.032	58.462	3.806
Sophistication	1.630	6.521	64.983	1.630	6.521	64.983	3.775
Ruggedness	1.334	5.335	70.317	1.334	5.335	70.317	3.709
Excitement	1.302	5.209	75.526	1.302	5.209	75.526	3.428

* Extraction Method: Principle Component Analysis.

According to Appendix C, it presented factor scores from rotated component matrix, and the results showed that the variables of this study were concordance from the original variables. Most of variables that have factor score more than 0.5 provided in the same factor. There were two variables that factor scores were less than 0.5, and these variables were P1 and P2. Therefore, the next process was to drop these items for arranging the set of variables which were corresponding to the source variables by repeated factor analysis.

Table 4.6 Rotated component matrix of destination personality

Item	Competence	Sincerity	Sophistication	Ruggedness	Excitement
Friendly	0.331	**0.545**	0.176	0.167	0.384
Down to earth	0.483	**0.594**	0.187	0.119	0.212
Family oriented	0.443	**0.697**	0.196	0.090	0.124
Cheerful	0.372	**0.768**	0.156	0.190	0.116
Sincere	0.224	**0.760**	0.180	0.299	0.210
Daring	0.009	0.310	0.259	0.340	**0.682**

Table 4.6 Rotated component matrix of destination personality (Cont.)

Item	Competence	Sincerity	Sophistication	Ruggedness	Excitement
Up to Date	-0.087	0.325	0.325	0.340	**0.636**
Spirited	-0.049	0.406	0.275	0.250	**0.706**
Exciting	0.188	0.215	0.231	0.110	**0.806**
Independent	0.357	0.138	0.169	0.153	**0.801**
Imaginative	0.528	0.128	0.083	0.220	**0.683**
Reliable	**0.658**	0.149	0.098	0.267	0.453
Successful	**0.724**	0.230	0.119	0.330	0.217
Secure	**0.705**	0.235	0.242	0.257	0.132
Confident	**0.681**	0.221	0.387	0.242	0.079
Intelligent	**0.686**	0.249	0.455	0.170	0.094
Outdoorsy	0.394	0.211	**0.739**	0.123	0.150
Western	0.226	0.182	**0.827**	0.138	0.167
Masculine	0.145	0.178	**0.794**	0.228	0.214
Tough	0.055	0.194	**0.669**	0.475	0.228
Rugged	0.093	0.185	**0.652**	0.420	0.236
Glamorous	0.163	0.211	0.344	**0.755**	0.195
Good Looking	0.322	0.241	0.151	**0.773**	0.180
Upper Class	0.359	0.157	0.159	**0.756**	0.097
Charming	0.388	0.262	0.095	**0.623**	0.171

Referring to the particulars mentioned above, the factor scores after dropped the item were accounted for cumulative of variation in data at 75.526 percent which were shown in table 4.6. The result of the Kaiser-Meyer-Olkin (KMO) test was 0.950 while the result of the Bartlett's test of Sphericity was the $\chi2 = 18364.127$ and p-value = 0.000. Both results indicated that these variables had relationship and were acceptable to conduct the factor analysis. Therefore, the factors in table 4.6 were used for analyzing in the structural equation model (SEM) with partial least square (PLS). Moreover, the

second stage confirmed that each factor comprising the set of variables by using CFA with PLS which were shown in table 4..

Table 4.7 Statistic of CFA, reliability, and convergent validity assessment for destination personality

Construct/Item	Loading	*t*-Stat
Sincerity	0.8762	114.2944
Excitement	0.8662	77.7009
Competence	0.8712	86.5371
Sophistication	0.8361	54.4753
Ruggedness	0.8459	70.3585
* AVE (Average Variance Extracted) of Destination Personality = 0.7382		
* Composite Reliability of Destination Personality	**=**	**0.9338**

Considering the results of CFA with PLS shown in table 4.7, the results revealed that most of loading scores were above 0.8, and all of *t*-stat were high. Thus, all of the items could be accepted at a significance level of 0.05. The AVE of five latent variables were above 0.5, and the composite reliability of all latent were above 0.7. It showed that all items arranged in the original variable and could be accepted that the structure of destination personality instrument of the study is reliable for the measurement of destination personality.

4.2.3 The Structure of Self-Congruity

The process begins with consideration the result of the Kaiser-Meyer-Olkin (KMO) test was 0.915 while the result of the Bartlett's test of Sphericety was the $\chi 2$ = 3845.799 and *p*-value = .000. Both results illustrated that the variables had relationship and were acceptable to conduct the factor analysis. The results of this phase were shown in table 4.8 and 4.9. The two factors were accounted for cumulative of variation in data at 76.044 percent which were presented in table 4.8. From the rotated factor, it could be seen that items D1-D4 loaded on factor were labeled "Actual" dimension. The last factor consisted of D5 – D8 which were labeled "Ideal" dimension.

Table 4.8 Total variance explained for self-congruity

Component	Initial Eigen Values			Extraction Sums of Squared Loading			Rotation Sums of Squared Loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Ideal	5.502	68.772	68.772	5.502	68.772	68.772	3.047
Actual	0.582	7.272	76.044	0.582	7.272	76.044	3.037

* Extraction Method: Principle Component Analysis.

Table 4.9 presented the factor scores from rotated component matrix which showed that the variables of this study were consonance from the original variables. All of variables that have factor scores more than 0.5 would provide in the same factor as same as the original factor.

Table 4.9 Rotated component matrix of self-congruity

Item	Actual	Ideal
This place is consistent with how I see myself.	**0.741**	0.487
This place is consistent with how I like to see myself	**0.844**	0.346
This place is consistent with how I believe others see me.	**0.811**	0.309
This place is consistent with how I would like others to see me.	**0.629**	0.517
People who travel to this place is consistent with how I see myself.	0.367	**0.799**
People who travel to this place is consistent with how I like to see myself	0.298	**0.867**
People who travel to this place is consistent with how I believe others see me.	0.463	**0.707**
. People who travel to this place is consistent with how I would like others to see me.	0.532	**0.660**

Actual variable with Eigen value 0.582 was selected by the researcher because they are important variables and can explain that self-congruity has improved. Consequently, the factors shown in table 4.10 were used for analyzing in the structural equation model (SEM) with partial least square (PLS). In addition, the second stage confirmed the factors by using CFA with PLS which were shown in table 4.10.

Table 4.10 Statistic of CFA, reliability and convergent validity assessment for self-congruity

Construct/Item	Loading	*t*-Stat
Actual	0.9580	321.9367
Ideal	0.9498	227.1305
* AVE (Average Variance Extracted) of Destination Congruity = 0.9098		
* Composite Reliability of Destination Congruity = 0.9528		

Considering the results of CFA with PLS, they revealed that all of loading values were greater 0.7, and *t*-stat values were very high. The AVE of two latent variables were above 0.5, and the composite reliability both of them were above 0.7. Therefore, it could be asserted that the structure of composite reliability of self-congruity instrument of the study is reliable for the measurement of composite reliability of self-congruity.

4.3 Hypothesis Testing Results

4.3.1 Research Questions

This section presented the results of six research questions: (1) Does destination image positively affect tourists' intention?; (2) Does destination image positively affect destination personality?; (3) Does destination image positively affect self-congruity?; (4) Does destination personality positively affect tourists' intention?; (5) Does destination personality positively affect self-congruity?; and (6) Does self-congruity positively affect tourists' intention?

From six research questions and the literature review of four main constructs, the conceptual framework was presented in figure 4.2.
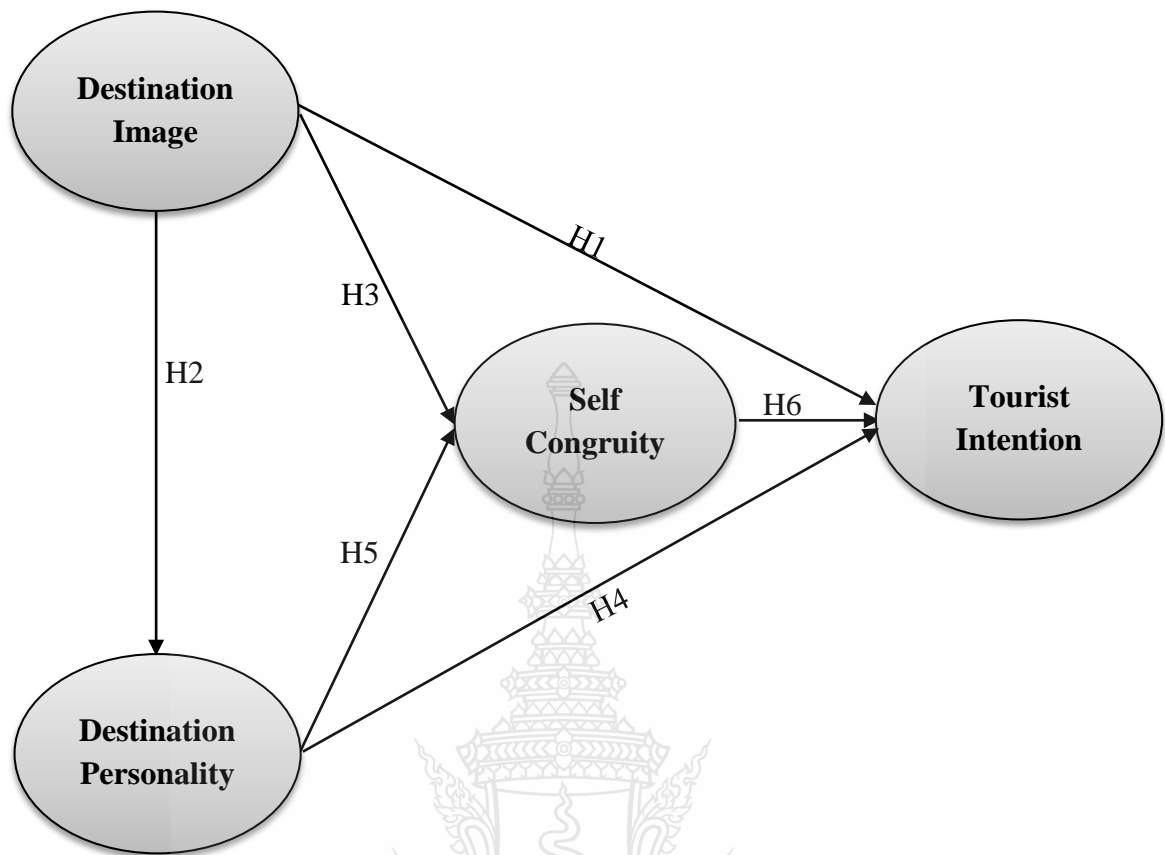
Figure 4.2 Conceptual Model/Theoretical Framework

From the conceptual model above, the hypothesis were conducted in six hypotheses below. The results of model in this study were presented in figure 4.2.

4.3.2 The Hypotheses of the Study

H1: There is a positive effect of destination image on tourists' intention.

H2: There is a positive effect of destination image on destination personality.

H3: There is a positive effect of destination image on self-congruity.

H4: There is a positive effect of destination personality on tourists' intention.

H5: There is a positive effect of destination personality on self-congruity.

H6: There is a positive effect of self-congruity on tourists' intention.
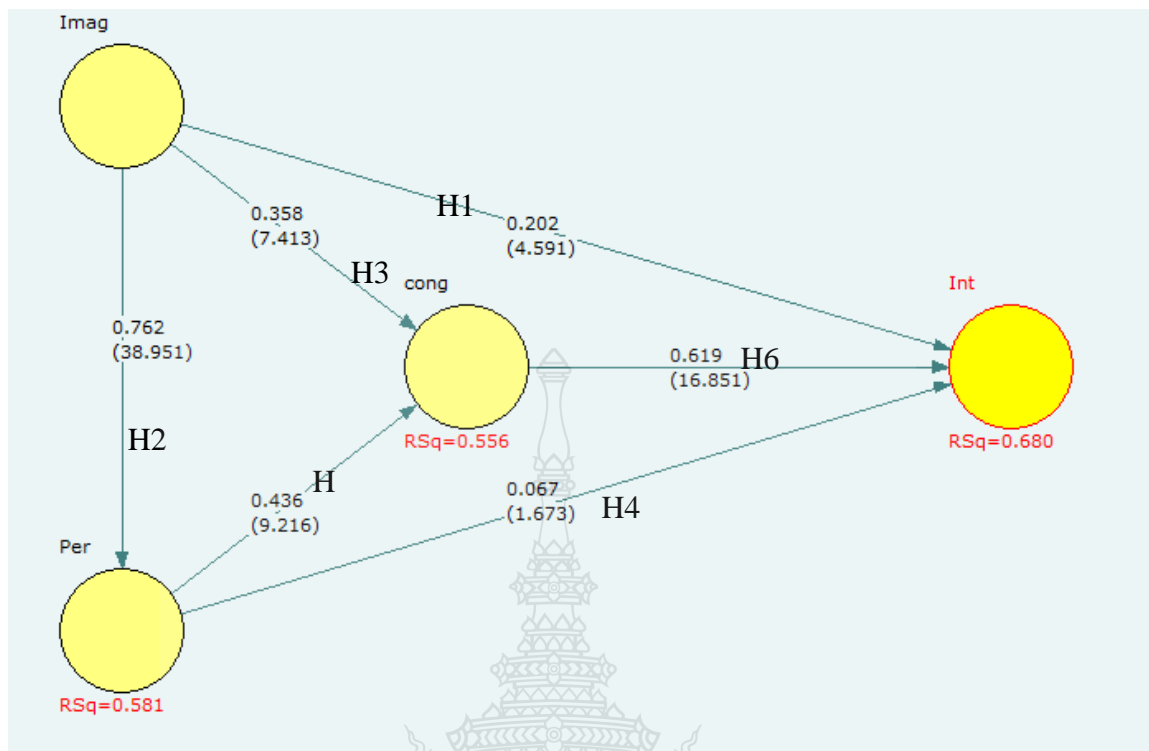
Figure 4.3 The results of testing structural model of theoretical framework

Table 4.11 The statistics for discriminant validity

Construct	CR	R^2	AVE	Construct			
				Image	Person	Congruity	Intent
Image	0.942	-	0.764	0.874			
Person	0.934	0.581	0.738	0.762	0.859		
Congruity	0.953	0.556	0.910	0.690	0.709	0.954	
Intent	0.947	0.680	0.856	0.680	0.659	0.806	0.925

Note: The value in main diagonal were $\sqrt{AVE}$.

Table 4.12 The results of hypothesis testing

Hypothesis	Coef. (S.E.)	*t*-value	*p*-value	Result
H1: There is a positive effect of destination image on tourists' intention.	0.202 (0.048)	4.591	0.000**	Supported
H2: There is a positive effect of destination image on destination personality.	0.762 (0.020)	38.951	0.000**	Supported
H3: There is a positive effect of destination image on self-congruity.	0.358 (0.048)	7.143	0.000**	Supported
H4: There is a positive effect of destination personality on tourists' intention.	0.067 (0.042)	1.673	0.094	Not Supported
H5: There is a positive effect of destination personality on self-congruity.	0.436 (0.0473)	9.2156	0.000**	Supported
H6: There is a positive effect of self-congruity on tourists' intention.	0.619 (0.037)	16.851	0.000**	Supported

Note ** Significant at a significance level of 0.001

The results of hypotheses testing were discussed as follows.

H1: There is a positive effect of destination image on tourists' intention.

The value of *t*-test showed that the estimated coefficient value was 0.202 while standard error (S.E.) was 0.048 with *t* statistic (*t*-value) equaling to 4.591, and *p*-value was 0.000, indicating that there was a positive relationship between destination image and tourists' intention at a significance level of 0.001. Consequently, it could be concluded that H1 was supported based on the original theory.

H2: There is a positive effect of destination image on destination personality.

The value of *t*-test showed that the estimated coefficient value was 0.762while standard error (S.E.) was 0.020 with *t* statistic (*t*-value) equaling to 38.951, and *p*-value

was 0.000, indicating that there was a positive relationship between destination image and destination personality at a significance level of 0.001. Thereby, it could be concluded that H2 was supported based on the original theory.

H3: There is a positive effect of destination image on self-congruity.

The value of *t*-test showed that the estimated coefficient value was 0.358 whereas standard error (S.E.) was 0.048 with *t* statistic (*t*-value) equaling to 7.413, and *p*-value was 0.000, indicating that there was a positive relationship between destination image and self-congruity at a significance level of 0.001. Therefore, it could be concluded that H3 was supported based on the original theory.

H4: There is a positive effect of destination personality on tourists' intention.

The value of *t*-test showed that the estimated coefficient value was 0.067. In addition, standard error (S.E.) was 0.042 while t statistic (*t*-value) was 1.673, and *p*-value was 0.094. The result indicated that there was not a positive relationship between destination personality and tourist intention. Therefore, it could be concluded that H4 was not supported based on the original theory.

H5: There is a positive effect of destination personality on self-congruity.

The value of *t*-test showed that the estimated coefficient value was 0.436 whereas standard error (S.E.) was 0.047 with *t* statistic (t-value) equaling to 9.216, and *p*-value was 0.000. The result indicated that there was a positive relationship between destination personality and self-congruity at a significance level of 0.001. Consequently, it could be concluded that H5 was supported based on the original theory.

H6: There is a positive effect of self-congruity on tourists' intention.

The value of *t*-test showed that the estimated coefficient value was 0.619. Moreover, standard error (S.E.) was 0.037, and *t* statistic (*t*-value) was 16.851 while *p*-value was 0.000, indicating that there was a positive relationship between self-congruity and tourist's intention at a significance level of 0.001. Consequently, it could be concluded that H6 was supported based on the original theory.

4.4 Chapter Summary

This section provided the results of the study which revealed that there were significant positive relationships among destination image, destination personality, self-congruity, and tourists' intention. It could be summarized that destination image, destination personality, and self-congruity directly and positively influenced tourists' intention. Self- congruity had highest effect on tourists' intention with path coefficient 0.619 (accounted for 61.9 percent). Destination image also affected tourists' intention with path coefficient 0.202 (accounted for 20.2 percent). However, destination personality did not have the effect on tourists' intention with path coefficient 0.067 (accounted for 6.7 percent). Meanwhile, destination image and destination personality affected self-congruity with path coefficient 0.358 (accounted for 35.8 percent) and 0.436 (accounted for 43.6 percent), respectively. Finally, destination image affected destination personality with path coefficient 0.762 (accounted for 76.2 percent).

This study could be concluded that destination image, destination personality, and self-congruity could explain tourists' intention at 68 percent (R-squared = 0.680). Besides, destination image and destination personality could also explain self-congruity at 55.6 percent (R-squared = 0.556). Consequently, destination image and destination personality influenced tourists' intention through self-congruity as the mediator of the model.

CHAPTER 5
CONCLUSION AND RECOMMENDATIONS

Chapter five provided a summary of the research findings followed by discussion and conclusions, implication for research and practice, and limitation of the study. Finally, this chapter concluded with a summary of relevant points.

This study was to investigate the effects of destination image, destination personality, and self-congruity on tourists' intention. The study used the two tourist destinations including Phuket and Chiang Mai which are popular tourist destinations in Thailand. All of the three concepts, consisting of destination image, destination personality, and self-congruity, have a close link. However, there were no such study that investigates the effects of those three concepts on tourists' intention. Therefore, this present study aimed to do so in order to obtain more holistic descriptions of the phenomena.

There were six research questions including 1) Does destination image positively affect tourists' intention?, 2) Does destination image positively affect destination personality?, 3) Does destination image positively affect self-congruity?, 4) Does destination personality positively affect tourists' intention?, 5) Does destination personality positively affect self-congruity?, and 6) Does self-congruity positively affect tourists' intention?

Independent variables were destination image and destination personality whereas tourists' intention was a dependent variable, and a mediating variable was self-congruity. There were six hypotheses as follows:

H1: There is a positive effect of destination image on tourists' intention;

H2: There is a positive effect of destination image on destination personality;

H3: There is a positive effect of destination image on self-congruity;

H4: There is a positive effect of destination personality on tourists' intention;

H5: There is a positive effect of destination personality on self-congruity; and

H6: There is a positive effect of self-congruity on tourists' intention.

The data were collected from 802 foreign tourists travelling in Thailand. The data showed the proportion of foreign tourists that 42.02 % were from Asia, followed

by 29.68 % from Europe, 21.95 % from the Americas, and 6.35 % from other countries. The majority of the respondents were female, which were accounted for 52.24% of the total respondents. In terms of age, the respondents' ages were between 19 to 68 years old, while 63.59% of them travelled with their family. Regarding the part of source of media, 69.08% of the respondents searched the destination information from the internet, followed by 11.60% from friends and relatives, and 19.32% from others. Considering the traveling experiences, approximately 56.61% of the respondents had been to the tourist destinations. According to the place where the respondents stayed, it was found that 53.62% of the respondents stayed in chain hotels. The discussion and conclusions for each hypothesis were presented in the next section. The findings revealed that destination image, destination personality, and self- congruity could refine tourists' intention of 68 percent (R-squared = 0.680). Destination image and destination personality could together elucidate destination congruity of 55.6 percent (R-squared = 0.556). Consequently, destination image and destination personality had a positive effect on tourists' intention through self- congruity as the mediator of the model. Therefore, the results supported the study of Usakli and Baloglu's (2011) that self-congruity was the mediator between destination personality and tourists' intention.

5.1 Discussion of Research Findings

This section provided discussions of the research findings regarding the research questions on hypothesis testing.

5.1.1 Discussion of Research Question 1

Research question 1: Does destination image positively affect tourists' intention? This section aimed to investigate the effect of destination image on tourists' intention. Therefore, the hypothesis 1 was conducted as "There is a positive effect of destination image on tourists' intention." The results revealed that H1 supported the results of the theories and previous studies. For example, Castro et al. (2007) revealed that destination image is a construct which influences tourists' subjective perceptions, consequences of tourists' behavior, and tourist decision makings to select destination to travel. The study of Sarli and Baharun (2012) revealed that destination image had a relationship with the travel satisfaction. Similarly, Melo et al., (2016) found that the

destination image influences satisfaction and intention to recommend and/or return to the tourist destination. Phuket and Chiang Mai are well-known and have a good image in terms of the tourist destination. This study showed that destination image positively affect tourists' intention resulting in tourists decide to travel. Therefore, the creation of the image at the tourist destination is very necessary to make decisions in the travelling of tourists. Promoting the creation with a clear image of tourist destination makes tourists have more information to make decisions and choose a destination that is consistent with their own.

5.1.2 Discussion of Research Question 2

Research question 2: Does destination image positively affect destination personality? This second research question aimed to examine the effect of destination image on destination personality. Thus, the hypothesis 2 was conducted as "There is a positive effect of destination image on destination personality." The results showed that H2 supported the theory and previous studies. For example, the study of Ekinci et al., (2011) revealed that image had a positive and statistically significant experiential, and it is utilized to form symbolic impact on destination personality.

This research samples were selected from a group of foreign tourists visiting Thailand. There were cultural, linguistic, and religious differences, so visitors can recognize the difference in image and personality. Traveling to places with similar cultural, linguistic, and religious affiliation would make it less perception of the differences in appearance and Personality. For example, the study of Sarli and Baharun (2012) showed that there is no relationship between destination image and destination personality. This study considered Iranian tourists travelling to Kuala Lumpur, Malaysia, which is a Muslim country with similar religions. The result showed it makes a difference in image and personality.

5.1.3 Discussion of Research Question 3

Research question 3: Does destination image positively affect self-congruity? This third research question aimed to examine the effect of destination image on self-congruity, and the hypothesis 3 was conducted as "There is a positive effect of destination image on self-congruity." The results indicated that destination image had a strong positive effect on self-congruity. Besides, the results of the study coincided with

previous studies such as the finding of Ekinci et al. (2013) which showed that tourists intend to revisit a tourism destination due to symbolic characteristics and the extent to which their self-image matches the image of the destination brand. Similarly, Ma (2016) reported that destination image had a relationship with self-congruity.

Considering, the hypothesis 3 from this research question, it aimed to examine the effect of destination image on self-congruity; therefore, the results asserted that destination image positively affected self- congruity based on theory and previous studies.

The study revealed that both Phuket and Chiang Mai are provinces with a good image. Niramonsakul (2011) stated that Chiang Mai was a tourist city with a good image since it had a great potential for tourism, and there were many attractions. This makes tourists interested in traveling to the province, so destination image affects self-congruity in terms of which destination image is a stimulus for tourist destination. As a result, travelers assess their consistency with their destination to choose their own attractions.

5.1.4 Discussion of Research Question 4

Research question 4: Does destination personality positively affect tourists' intention? This research question aimed to examine the effect of destination personality on tourists' intention. Thus, the hypothesis 4 was established as "There is a positive effect of destination personality on tourists' intention." The results did not support past research studies such as Ekinci and Hosany (2006), Murphy et al. (2007), Kim and Lehto (2013) which revealed that destination personality affects the tourists' intention. Snce the research results did not support the hypothesis 4, it is possible that tourists are unable to identify the personality of both Phuket and Chiang Mai clearly enough, or both provinces had unclear destination personality that makes tourists select to travel. Plumer (1985) has stated that people buy products because they match their own personality. When applying as a tourist destination, it also confirms that tourists chose a tourist destination that was consistent with their own personality, if tourists were unaware of the personality of the destination because of noise. The noise occurred because the government cannot identify the clear personality of the destination, and another reason was that tourism officers cannot describe destination personality well

enough, which makes the tourists be unable to recognize the personality of the destination.

5.1.5 Discussion of Research Question 5

Research question 5: Does destination personality positively affect self-congruity? This research question was to investigate the effect of destination personality on self- congruity, and the hypothesis 5 was established as "There is a positive effect of destination personality on self-congruity." The results indicated that destination personality has a strong positive effect on self-congruity. Moreover, the results of the study coincided with previous studies such as Usakli and Baloglu (2011) which revealed that there was a relationship between destination personality and self-congruity, which is also consistent with the finding of Murphy et al. (2007) which found that self-congruity mediates the relationship between destination personality and behavioral intentions. Ajanovicd and Cizel (2016) also confirmed that there was a meaningful relationship between destination personality and self-congruity.

Destination personality is one of the factors that affects self-congruity in such a way that it may be the perception of destination personality of the traveler is a stimulus for tourists to travel to that place, resulting in an assessment of the consistency of the destination with itself.

5.1.6 Discussion of Research Question 6

Research question 6: Does self-congruity positively affect tourists' intention? This research question aimed to investigate the effect of self-congruity on tourists' intention. Therefore, the hypothesis 6 was established as "There is a positive effect of self-congruity on tourists' intention." The results revealed that H6 supported the results of the theories and previous studies. Litvin and Goh (2003) investigated whether actual and ideal self-congruity influenced the satisfaction of tourists departing Singapore. The results indicated that, at the aggregate level, visitors who felt that Singapore was a destination closely matched the way they saw themselves ('actual self') and the way they would like to be seen ('ideal self') were also more satisfied with their tourist experience than those with low levels of self-congruity.

The study of Beerli, Meneses, and Gil (2007) was designed to empirically validate the role of self-congruity in destination choice and the moderator variables

which influence behavior. The results showed that the greater the similarity between one's actual and ideal self-concept and the destination's image, the greater the tendency for the tourist to visit that destination.

This study found that self-congruity affects tourists' intention as well, especially when compared with other factors such as destination image and destination personality, and self-congruity factor is the most important factor.

5.2 Limitation of the Study

The present study has some limitations which have to be taken into account when considering the findings. The first limitation is the limited time period of data collection, the sample was surveyed from December 2015 to February 2016. Thus, for more generalizable results, it is advisable that the sample is surveyed throughout the whole year to prevent any possible seasonal bias. The second limitation is that the findings of this study are specific to two tourism destinations (Phuket and Chiang Mai) and cannot be generalized to other tourism destinations.

5.3 Implication for Practice and Future Research

The following implications based on the results of the study were demonstrated in two parts consisting of implication for practice and future research. This study was to investigate the effect of destination image, destination personality, and self-congruity on tourists' intention, and the study was based on the context of Thailand situation.

5.3.1 Implication

The findings proposed various implications for the tourism organization to promote a positive destination image so that tourist travel agencies could be aware of the need to travel destinations.

As shown in the result of the study, destination image and self-congruity were the factors affecting the decision making on destination choices. The good destination image would bring more chances for tourists to choose particular places. Meanwhile, the good destination image could also bring about the clear destination personality. From the studied factors, self-congruity was found to have an influence on the decision

making on destination choices the most. Therefore, the government sectors supervising tourism should make those places congruent to tourists by creating the good destination image and publicizing by keeping the remarkable images of each place to be recognized by tourists so that they have enough information to choose the travel destinations which are congruent to them and eventually make them impressed.

In this study, the researcher chose two different travel destinations: Phuket and Chiang Mai. It was found that destination personality had no parts in choosing destination choices probably because tourists still could not see the different destination personalities between the two places, or the differences were not clear enough to be distinguished. Therefore, the government sectors supervising tourism should make it clear in terms of destination personality to create the remarkable and different images to the travel destinations and be the information for tourists to make the decision on destination choices.

The entrepreneurs or administrators in tourism business can also use this knowledge to design the touring programs which are congruent to each different group of tourists. For the entrepreneurs of hotel business in Thailand, it is found from the research results that foreign tourists tended to use the service from chain hotels more. In other words, it means foreign tourists were more confident to stay in a branded hotel than a local hotel. However, the potentials of Thailand's local hotels are both the remarkable service qualities and the outstanding designs and decorations which could well reflect Thai being. Therefore, the government sectors supervising tourism should then support the local hotels and make them strong enough to compete against the international chain hotels.

5.3.2 Future Research

The results of the present study make important theoretical and practical contributions to the understanding of destination image, destination personality, self-congruity, and tourists' intention. Besides, the findings provide several implications for researchers who are interested in studying in a field related the study. The first area suggests for future research. As a result, the future study would focus on investigating other factors which have an effect on tourists' intention such as lifestyle. Second, future research should consider a comparison between foreign tourists and Thai tourists.

Nowadays, social media such as Facebook, Instagram, and Line have affected tourists' intention. Finally, this study employed only two dimensions of self-congruity, which were actual self-congruity and ideal self-congruity. Thus, future research could investigate the effects of social self-congruity within the context of tourism destination.

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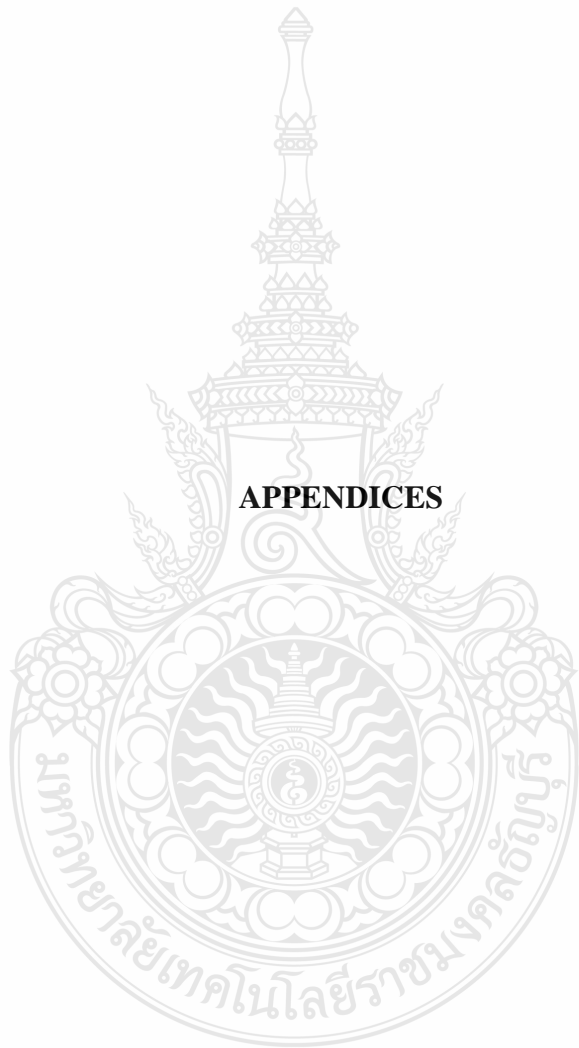
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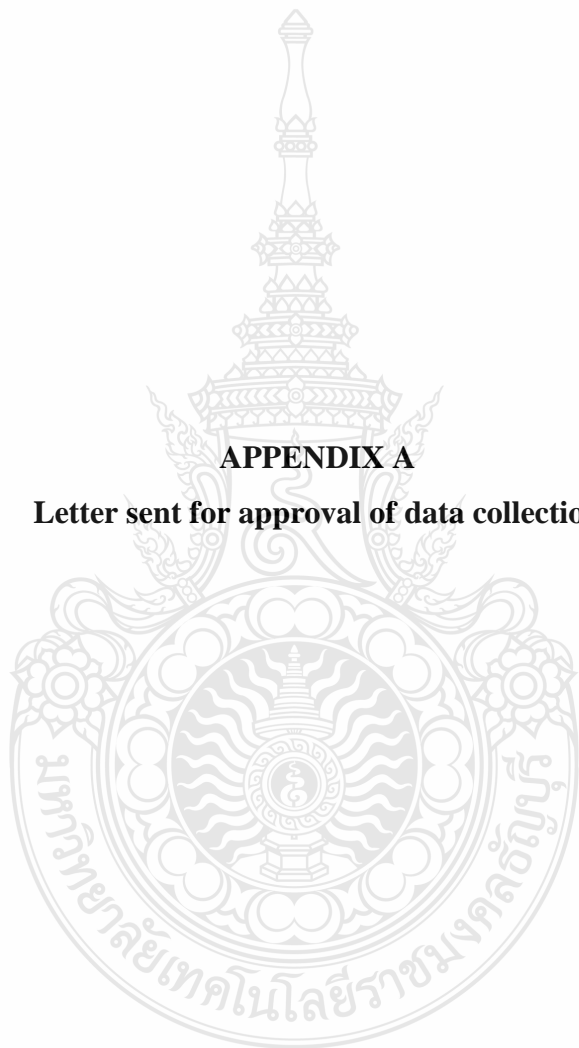
APPENDIX A

Letter sent for approval of data collection

ที่ ศธ 0578.06/ 8608.1

คณะบริหารธุรกิจ
มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี
ตำบลคลองหก อำเภอธัญบุรี
จังหวัดปทุมธานี 12110

17 ธันวาคม 2558

เรื่อง ขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิงเนื้อหาของแบบสอบถาม

เรียน ดร.ปิยฉัตร บูระวัฒน์

สิ่งที่ส่งมาด้วย แบบสอบถามงานวิจัย

        ด้วยคณะบริหารธุรกิจ มหาวิทยาเทคโนโลยีราชมงคลธัญบุรี ได้เปิดสอนระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาบริหารธุรกิจ ตั้งแต่ปีการศึกษา 2551 แล้วนั้น

        เพื่อเป็นประโยชน์สำหรับนักศึกษา จึงใคร่ขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิง เนื้อหาของแบบสอบถาม สำหรับนักศึกษา รายนายปนาท ภูเจริญ รหัสนักศึกษา 115390502001-4 เป็น นักศึกษาหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาบริหารธุรกิจ วิชาเอกการตลาด เป็นผู้จัดทำวิทยานิพนธ์ เรื่อง THE COMPARATIVE EFFECT OF DESTINATION PERSONALITY, DESTINATION IMAGE AND DESTINATION CONGRUITY ON TOURIST FUTURE INTENTION

        จึงเรียนมาเพื่อขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิงเนื้อหาของแบบสอบถาม จัก เป็นพระคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นภาพร นิลาภรณ์กุล)
ผู้ช่วยคณบดีฝ่ายบัณฑิตศึกษา ปฏิบัติราชการแทน
คณบดีคณะบริหารธุรกิจ

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ที่ ศธ 0578.06/8608.2

คณะบริหารธุรกิจ
มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี
ตำบลคลองหก อำเภอธัญบุรี
จังหวัดปทุมธานี 12110

17 ธันวาคม 2558

เรื่อง ขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิงเนื้อหาของแบบสอบถาม

เรียน ผู้ช่วยศาสตราจารย์ ดร.รัชดาภรณ์ ปิ่นรัตนานนท์

สิ่งที่ส่งมาด้วย แบบสอบถามงานวิจัย

        ด้วยคณะบริหารธุรกิจ มหาวิทยาเทคโนโลยีราชมงคลธัญบุรี ได้เปิดสอนระดับปริญญาเอก
หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาบริหารธุรกิจ ตั้งแต่ปีการศึกษา 2551 แล้วนั้น

        เพื่อเป็นประโยชน์สำหรับนักศึกษา จึงใคร่ขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิง
เนื้อหาของแบบสอบถาม สำหรับนักศึกษา รายนายปนาท ภูเจริญ รหัสนักศึกษา 115390502001-4 เป็น
นักศึกษาหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาบริหารธุรกิจ วิชาเอกการตลาด เป็นผู้จัดทำวิทยานิพนธ์ เรื่อง
THE COMPARATIVE EFFECT OF DESTINATION PERSONALITY, DESTINATION IMAGE AND
DESTINATION CONGRUITY ON TOURIST FUTURE INTENTION

        จึงเรียนมาเพื่อขอความอนุเคราะห์ตรวจสอบความถูกต้องเชิงเนื้อหาของแบบสอบถาม จัก
เป็นพระคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นภาพร นิลาภรณ์กุล)
ผู้ช่วยคณบดีฝ่ายบัณฑิตศึกษา ปฏิบัติราชการแทน
คณบดีคณะบริหารธุรกิจ

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ที่ ศธ 0578.06/8733

คณะบริหารธุรกิจ
มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี
ตำบลคลองหก อำเภอธัญบุรี
จังหวัดปทุมธานี 12110

30 ธันวาคม 2558

เรื่อง ขอความอนุเคราะห์ใช้สถานที่เพื่อเก็บข้อมูลงานวิจัย
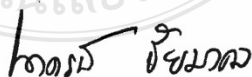
เรียน ผู้อำนวยการท่าอากาศยานสุวรรณภูมิ

        ด้วยคณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี ได้เปิดสอนระดับปริญญา
เอก หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาบริหารธุรกิจ ตั้งแต่ปีการศึกษา 2551 แล้วนั้น ขอรับรองว่า
นายปนาท ภูเจริญ รหัสนักศึกษา 115390502001-4 เป็นนักศึกษาหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชา
บริหารธุรกิจ วิชาเอกการตลาด เป็นผู้จัดทำวิทยานิพนธ์ เรื่อง THE COMPARATIVE EFFECT OF
DESTINATION PERSONALITY, DESTINATION IMAGE AND DESTINATION CONGRUITY ON TOURIST
FUTURE INTENTION

        เพื่อเป็นการหาความสอดคล้องระหว่างสถานที่ท่องเที่ยวในประเทศไทยกับนักท่องเที่ยว
ชาวต่างชาติที่มีผลต่อการตัดสินใจเลือกสถานที่ท่องเที่ยวในเมืองไทย โดยมีกลุ่มประชากรตัวอย่างเป็น
นักท่องเที่ยวชาวต่างชาติที่เดินทางมาท่องเที่ยวในประเทศไทย จึงมีความจำเป็นต้องขอความอนุเคราะห์ใน
การใช้สถานที่ภายในสนามบินท่าอากาศยานสุวรรณภูมิในการเก็บข้อมูล จำนวน 800 ชุด

        จึงเรียนมาเพื่อโปรดให้ความอนุเคราะห์สถานที่ในการแจกแบบสอบถาม เพื่อประกอบการ
ทำวิจัย จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นาถรพี ชัยมงคล)
คณบดีคณะบริหารธุรกิจ
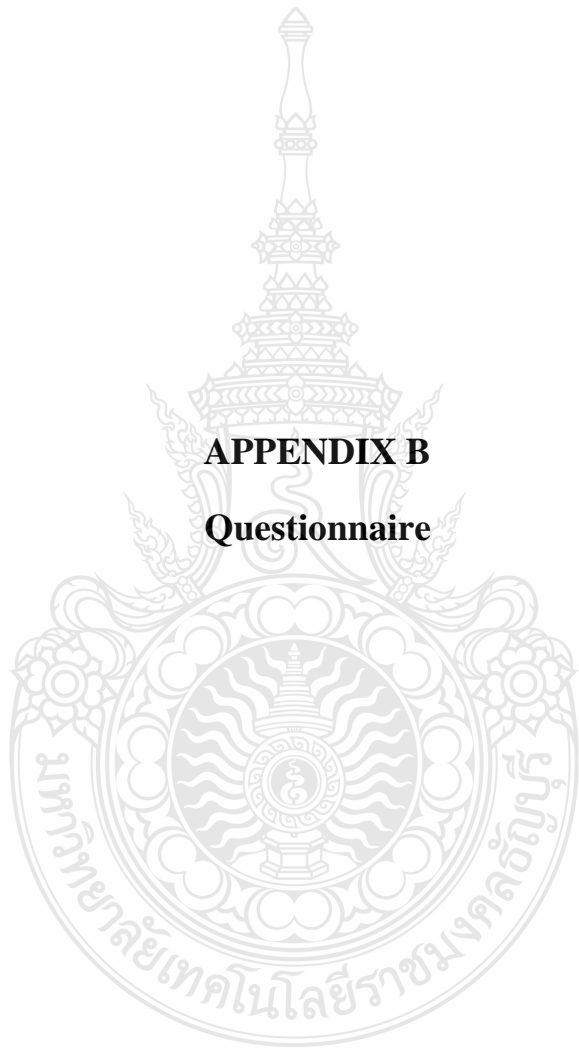
APPENDIX B

Questionnaire

INFORMED CONSENT

Dear Participant,

    You are being asked to complete a questionnaire that will ask you about your thoughts and experiences in your workplace. Completing the questionnaire will take approximately 10 minutes of your time. This questionnaire is the data-collection tool for a Doctoral Dissertation project overseen by Rajamangala University of Technology Thanyaburi.

Thank you for considering participation in this project.

Panath Phucharoen, Rajamangala University of   Technology Thanyaburi

Part 1: The following is a list of attributes assessing your perceptions of Phuket 's destination image. Please give your opinion by checking the number which best describes your level of agreement with the statement

(1 = strongly disagree, 7 = strongly agree)   Phuket is a place with:

	1 strongly disagree	2 disagree	3 slightly disagree	4 neither disagree nor agree	5 slightly agree	6 agree	7 strongly agree
1. Interesting history							
2.Strong security and personal safety							
3.Appetizing local /cuisine							
4. Beautiful arts and crafts							
5. Tranquil environment							
6. Attractive landscape							
7. Wide variety of accommodation							
8. Spectacular scenery							
9. Diversity of cultural attraction							
10. Attractive national parks							
11.Impressive cities							
12.Impressive climate conditions							
13. Reasonable cost of living							
14. Accessible local infrastructure and transportation							
15. Attractive architecture and local building							
16. Friendliness of local people							
17. Helpful local residents							
18.Various shopping opportunities							
19. Availability of sport facilities and recreational activities							
20. Opportunity for adventure							
21. Diverse evening entertainment and nightlife							
22. Relaxing atmosphere							
23. Wide variety of accommodations							
24. Opportunity to increase knowledge							

Part 2: Which of the following trait best describes Phuket personality? (1 = Not at all Descriptive, 2=Not very Descriptive, 3= Not very Descriptive, 4= Undecided, 5= Mildly Descriptive, 6=Moderately Descriptive, 7=Extremely Descriptive)

	1	2	3	4	5	6	7
Wholesome							
Original							
Friendly							
Down to earth							
Family oriented							
Cheerful							
Sincere							
Daring							
Up to Date							
Spirited							
Exciting							
Independent							
Imaginative							
Reliable							
Successful							
Secure							
Confident							
Intelligent							
Outdoorcy							
western							
Masculine							
Tough							
Rugged							
Glamorous							
Good Looking							
Upper Class							
Charming							

Part 3: Please evaluate the tourist intention with using the following scale
(1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither disagree nor agree, 5 = slightly agree, 6 = agree, and 7 = strongly agree)

	1	2	3	4	5	6	7
1. It is very likely that I will go to travel in Phuket within 2 year.							
2. I will go to travel in Phuket the next time that I need to travel.							
3. I will definitely go to travel in Phuket within 2 year.							

Part 4: Please evaluate the tourist destination with using the following scale
(1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = neither disagree nor agree, 5 = slightly agree, 6 = agree, and 7 = strongly agree)

	1 strongly disagree	2 disagree	3 slightly disagree	4 neither disagree nor agree	5 slightly agree	6 agree	7 strongly agree
1. Phuket is consistent with how I see myself.							
2. Phuket is consistent with how I like to see myself							
3. Phuket is consistent with how I believe others see me.							
D 4.Phuket is consistent with how I would like others to see me.							
5. People who travel to Phuket is consistent with how I see myself.							
6. People who travel to Phuket is consistent with how I like to see myself							
7. People who travel to Phuket is consistent with how I believe others see me.							
8. People who travel to Phuket is consistent with how I would like others to see me.							

Part 5: Demographic information

1. Gender   1 Male ☐   2. Female ☐

2. Age   1. ☐ Less than or equal to 20   2. ☐ 21-30

          3. ☐ 31-40   4. ☐ 41-50   5. ☐ above 50

3. Education   1. ☐ Below bachelor's Degree   2. ☐ Bachelor's Degree

          3. ☐ Master's Degree   4. ☐ Doctoral Degree

4. Source of media?

          1. ☐ Internet 2. ☐ Friends and relatives 3. ☐ Television

          4. ☐ Books 5. ☐ Travel agencies 6. ☐ Fairs and exhibitions

          7. ☐ Other, please specify……………………

5. Past experience with the destination?   1. ☐ Yes   2. ☐ No

    How many times……………………………………………..

6. Travel with whom?

          1. ☐ Family 2. ☐ Friends 3. ☐ Colleagues 4. ☐ Alone

7. Choice of accommodation?

          1. ☐ Chain hotel 2. ☐ Local hotel

          3. ☐ Budget hotel 4. ☐ Guesthouse 5. ☐ Other

8. Please, name your country of nationality: …………………………………………
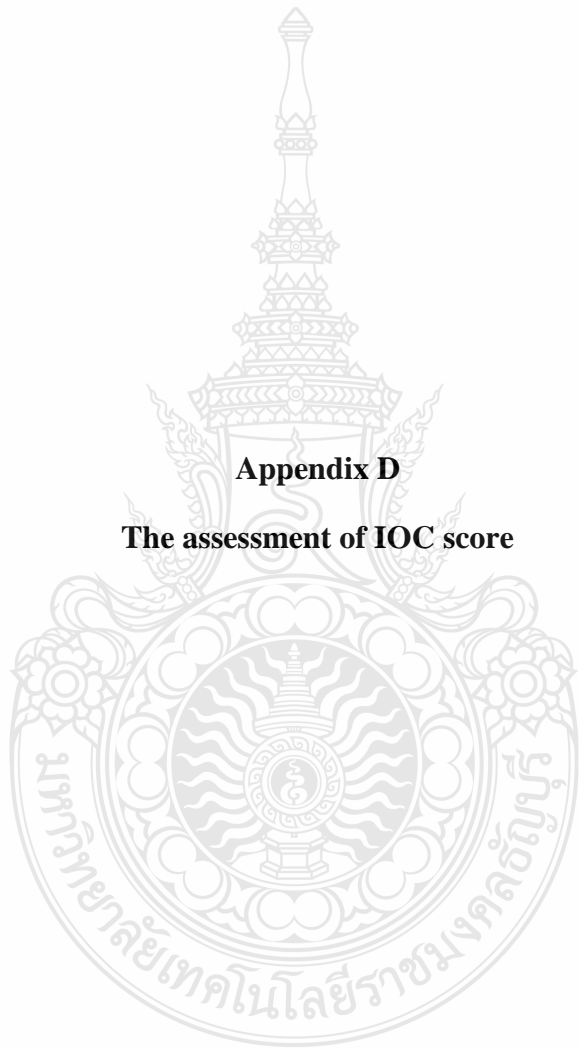
Appendix C

Reliability Assessment By Cronbach's Alpha with SPSS

Appendix C.1 Reliability Assessment by Cronbach's Alpha Coefficient before dropped item

Constructs	Number of items in original scale	Number of items in refined scale	Cronbach's Alpha
Destination Image			**0.9622**
Place	7	7	0.9648
Environment	4	4	0.9500
People	5	5	0.9654
Facility	4	4	0.9655
Entertainment	4	4	0.9653
Destination Personality			**0.9607**
Sincerity	7	7	0.9630
Encitement	6	6	0.9633
Competence	5	5	0.9590
Sophistication	5	5	0.9590
Ruggedness	4	4	0.9590
Self Congruity			**0.9263**
Actual	3	2	0.9263
Ideal	3	2	0.9263
Intention			**0.8767**

Appendix C.2 Reliability Assessment by Cronbach's Alpha Coefficient after dropped item

Constructs	Number of items in original scale	Number of items in refined scale	Cronbach's Alpha
Destination Image			**0.9622**
Place	7	7	0.9648
Environment	4	4	0.9500
People	5	5	0.9654
Facility	4	4	0.9655
Entertainment	4	4	0.9653
Destination Personality			**0.9590**
Sincerity	7	5	0.9590
Encitement	6	6	0.9592
Competence	5	5	0.9590
Sophistication	5	5	0.9590
Ruggedness	4	4	0.9590
Destination Congruity			**0.9263**
Actual	3	2	0.9263
Ideal	3	2	0.9263
Intention			**0.8767**

Appendix D

The assessment of IOC score

Appendix D .1 The assessment of IOC score for Destination Image Phuket is a place with:

	Can not Measure	Not sure	Can Measure	IOC	Meaning
1. Interesting history			3	1	Usable
2. Strong security and personal safety			3	1	Usable
3. Appetizing local food/cuisines			3	1	Usable
4. Beautiful arts and crafts		1	2	0.67	Usable
5. Tranquil environment			3	1	Usable
6. Attractive landscape			3	1	Usable
7. Wide variety of accommodation			3	1	Usable
8. Spectacular scenery			3	1	Usable
9. Diversity of cultural attraction			3	1	Usable
10. Attractive national parks			3	1	Usable
11.Impressive cities			3	1	Usable
12.Impressive climate conditions			3	1	Usable
13. Reasonable cost of living			3	1	Usable
14. Accessible local infrastructure and transportation			3	1	Usable
15. Attractive architecture and local building			3	1	Usable
16. Friendliness of local people			3	1	Usable
17. Helpful local residents			3	1	Usable
18.Various shopping opportunities			3	1	Usable
19. Availability of sport facilities and recreational activities			3	1	Usable
20. Opportunity for adventure			3	1	Usable
21. Diverse evening entertainment and nightlife			3	1	Usable
22. Relaxing atmosphere			3	1	Usable
23. Wide variety of accommodations			3	1	Usable
24. Opportunity to increase knowledge		1	2	0.67	Usable

Appendix D.2 The assessment of IOC score for Destination Personality

	Can not Measure	Not sure	Can Measure	IOC	Meaning
Wholesome			3	1	Usable
Original			3	1	Usable
Friendly			3	1	Usable
Down to earth			3	1	Usable
Family oriented			3	1	Usable
Cheerful			3	1	Usable
Sincere			3	1	Usable
Daring			3	1	Usable
Up to Date			3	1	Usable
Spirited			3	1	Usable
Exciting			3	1	Usable
Independent			3	1	Usable
Imaginative			3	1	Usable
Reliable			3	1	Usable
Successful			3	1	Usable
Secure			3	1	Usable
Confident			3	1	Usable
Intelligent			3	1	Usable
Outdoorsy			3	1	Usable
western			3	1	Usable
Masculine			3	1	Usable
Tough			3	1	Usable
Rugged			3	1	Usable
Glamorous			3	1	Usable
Good Looking			3	1	Usable
Upper Class			3	1	Usable
Charming			3	1	Usable

Appendix D.3 The assessment of IOC score for Tourist Intention

	Can not Measure	Not sure	Can Measure	IOC	Meaning
1. It is very likely that I will go to travel in Phuket.			3	1	Usable
2. I will travel to Phuket the next time that I need to travel.			3	1	Usable
3. I will definitely travel to Phuket.			3	1	Usable

Appendix D. 4 The assessment of IOC score for self-Congruity

	Can not Measure	Not sure	Can Measure	IOC	Meaning
1. Phuket is consistent with how I see myself.			3	1	Usable
2. Phuket is consistent with how I like to see myself			3	1	Usable
3. Phuket is consistent with how I believe others see me.			3	1	Usable
4. Phuket is consistent with how I would like others to see me.			3	1	Usable
5. People who travel to Phuket is consistent with how I see myself.			3	1	Usable
6. People who travel to Phuket is consistent with how I like to see myself			3	1	Usable
7. People who travel to Phuket is consistent with how I believe others see me.			3	1	Usable
8. People who travel to Phuket is consistent with how I would like others to see me.			3	1	Usable

Appendix D.5 The assessment of IOC score for Demographic information

|	Can not Measure	Not sure	Can Measure	IOC	Meaning
1. Gender			3	1	Usable
2. Age			3	1	Usable
3. Education			3	1	Usable
4. Where did you hear about Phuket ?			3	1	Usable
5. Have you ever traveled to Phuket?			3	1	Usable
6. With whom do you travel there most often ?			3	1	Usable
7. Where do you like to stay ?			3	1	Usable
8. Please, name your country of nationality			3	1	Usable
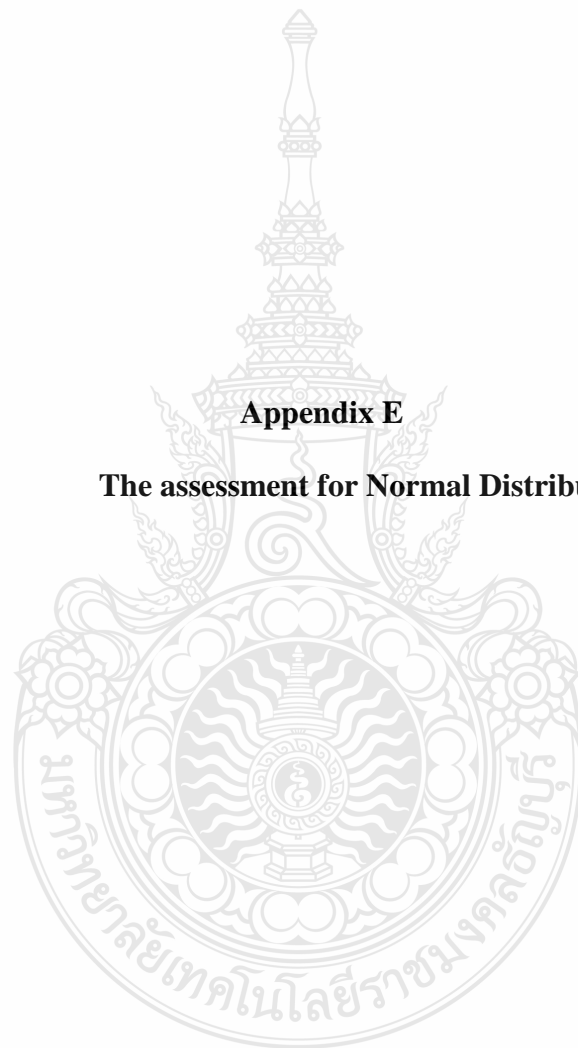
Appendix E

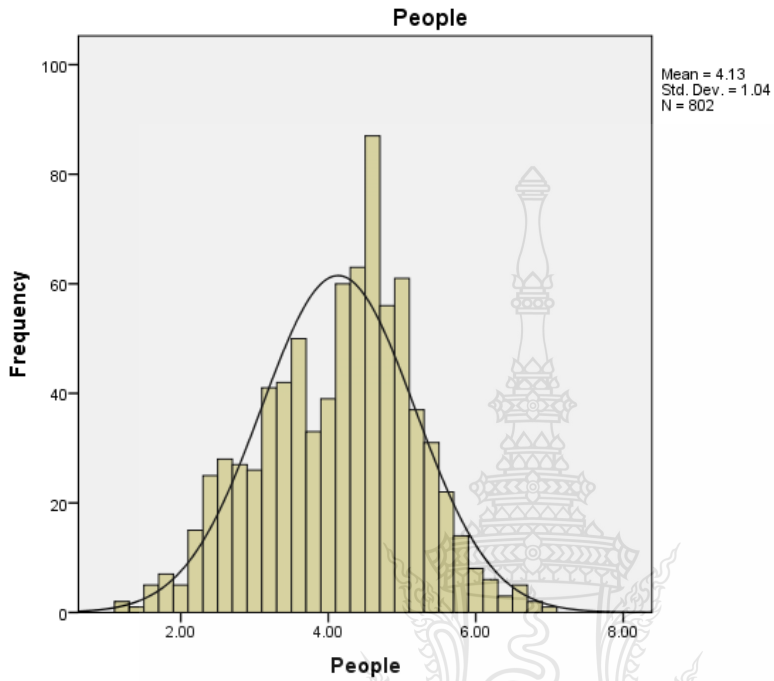**The assessment for Normal Distribution**

Appendix E.1 Skewness and Kurtosis score of Constructs

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Intent	802	3.9572	1.10232	-.051	.086	.177	.172
Place	802	3.9692	1.06206	.064	.086	-.858	.172
Environ	802	4.1069	1.06163	-.137	.086	-.427	.172
People	802	4.1329	1.04047	-.226	.086	-.314	.172
facility	802	4.1696	1.04125	-.235	.086	-.391	.172
Entert	802	4.2983	1.09637	-.222	.086	-.363	.172
Sincer	802	4.4404	.97061	-.334	.086	-.245	.172
Encite	802	4.4332	.92169	-.379	.086	-.155	.172
Compet	802	4.4130	.99739	-.394	.086	-.303	.172
Sophis	802	4.3965	.98751	-.428	.086	-.058	.172
Rugged	802	4.5418	.99662	-.444	.086	-.076	.172
Actual	802	3.8840	.92769	-.070	.086	-.456	.172
Ideal	802	3.9941	.90344	-.126	.086	-.090	.172
Image	802	4.1354	.92669	.052	.086	-.708	.172
Personal	802	4.4450	.83753	-.183	.086	-.497	.172
Congru	802	3.9391	.87339	-.061	.086	-.298	.172
Valid N (listwise)	802						

Appendix E.2 The assessment for Normal Distribution of Destination Image

Place

Mean = 3.97
Std. Dev. = 1.062
N = 802

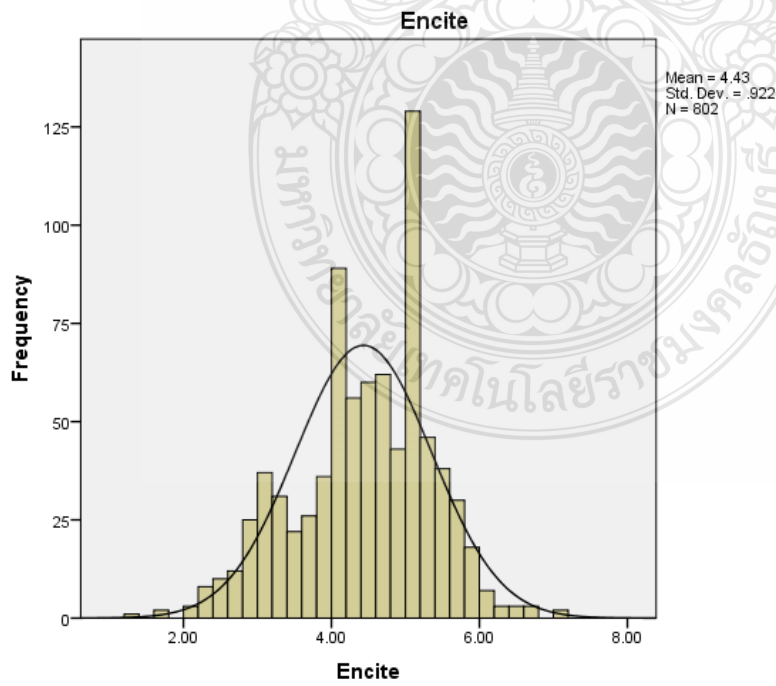**Environ**

Mean = 4.11
Std. Dev. = 1.062
N = 802
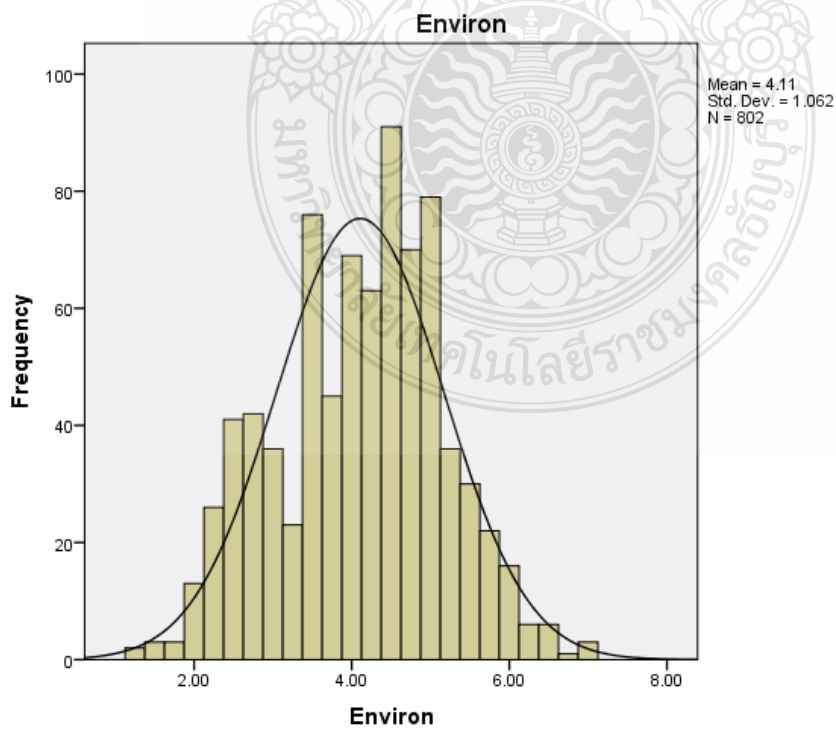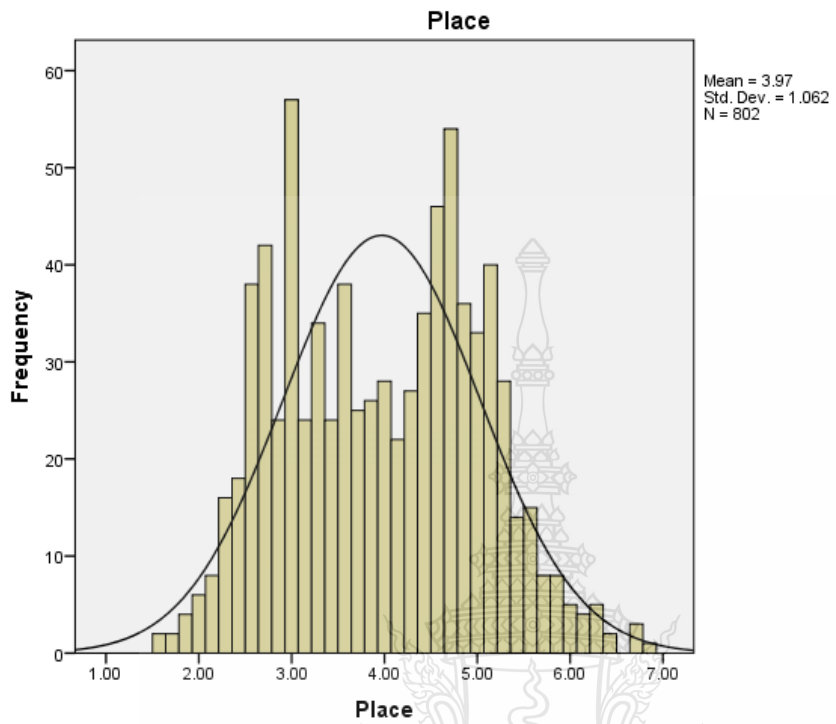
Appendix E.3 The assessment for Normal Distribution of Destination Image (Continue)

People

Mean = 4.13
Std. Dev. = 1.04
N = 802

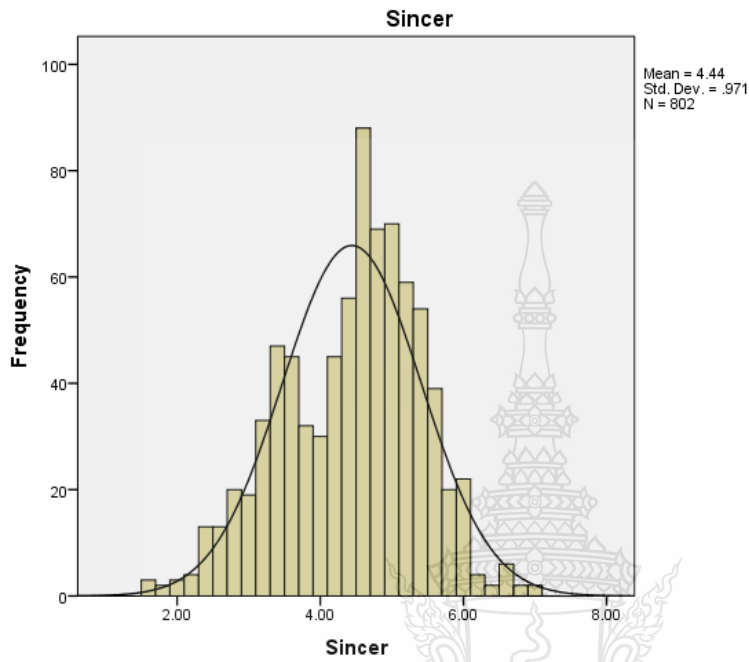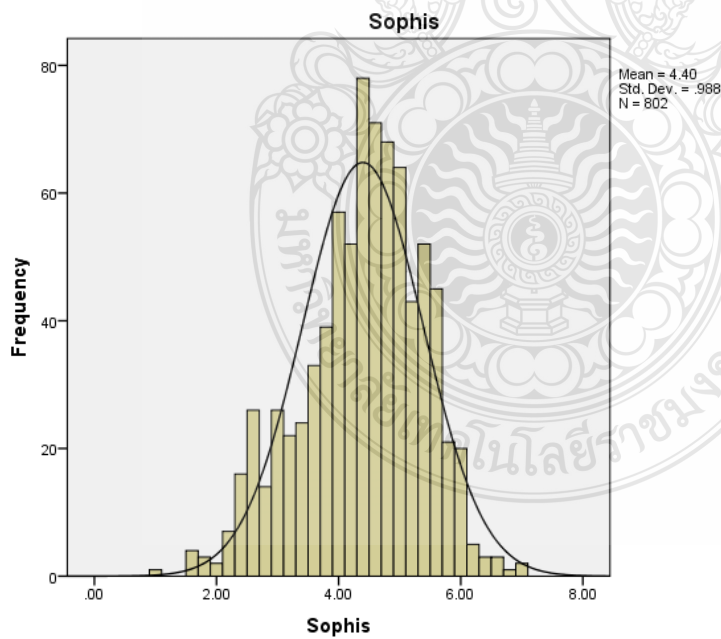facility

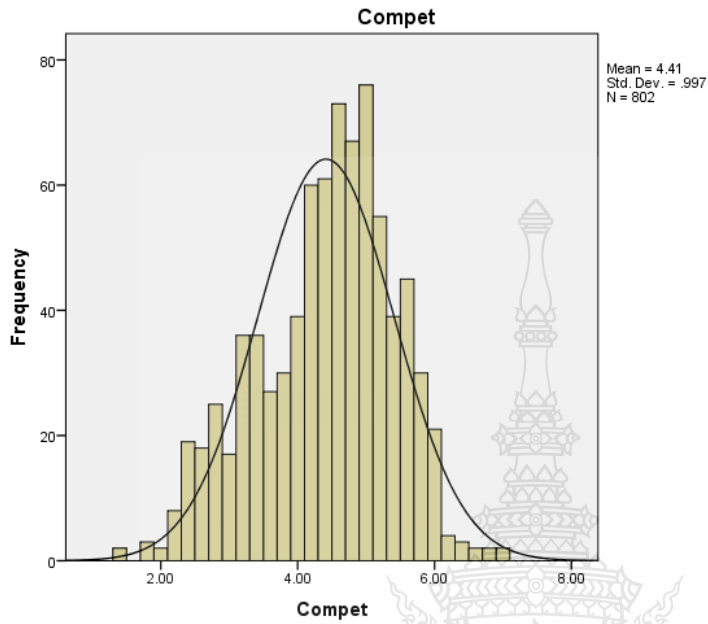Mean = 4.17
Std. Dev. = 1.041
N = 802
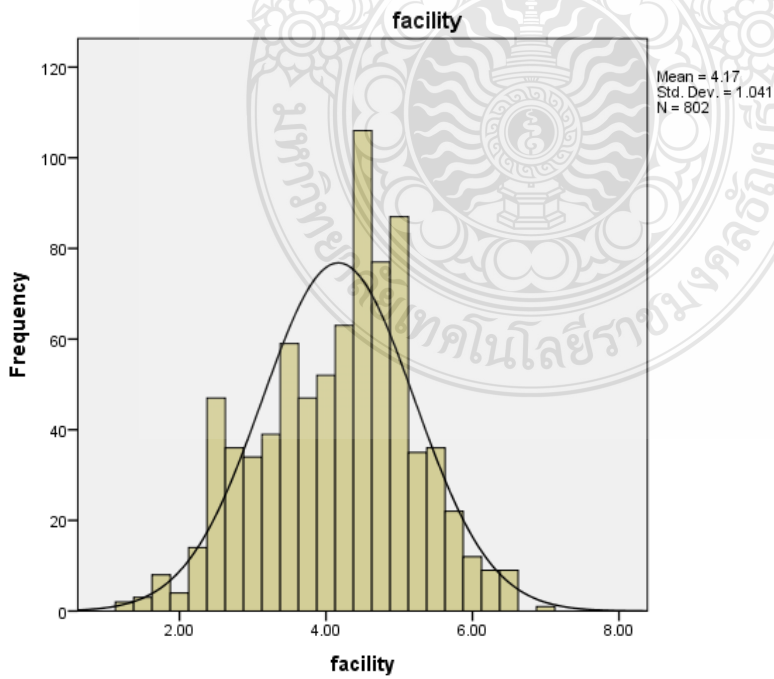
Appendix E.4 The assessment for Normal Distribution of Destination Image
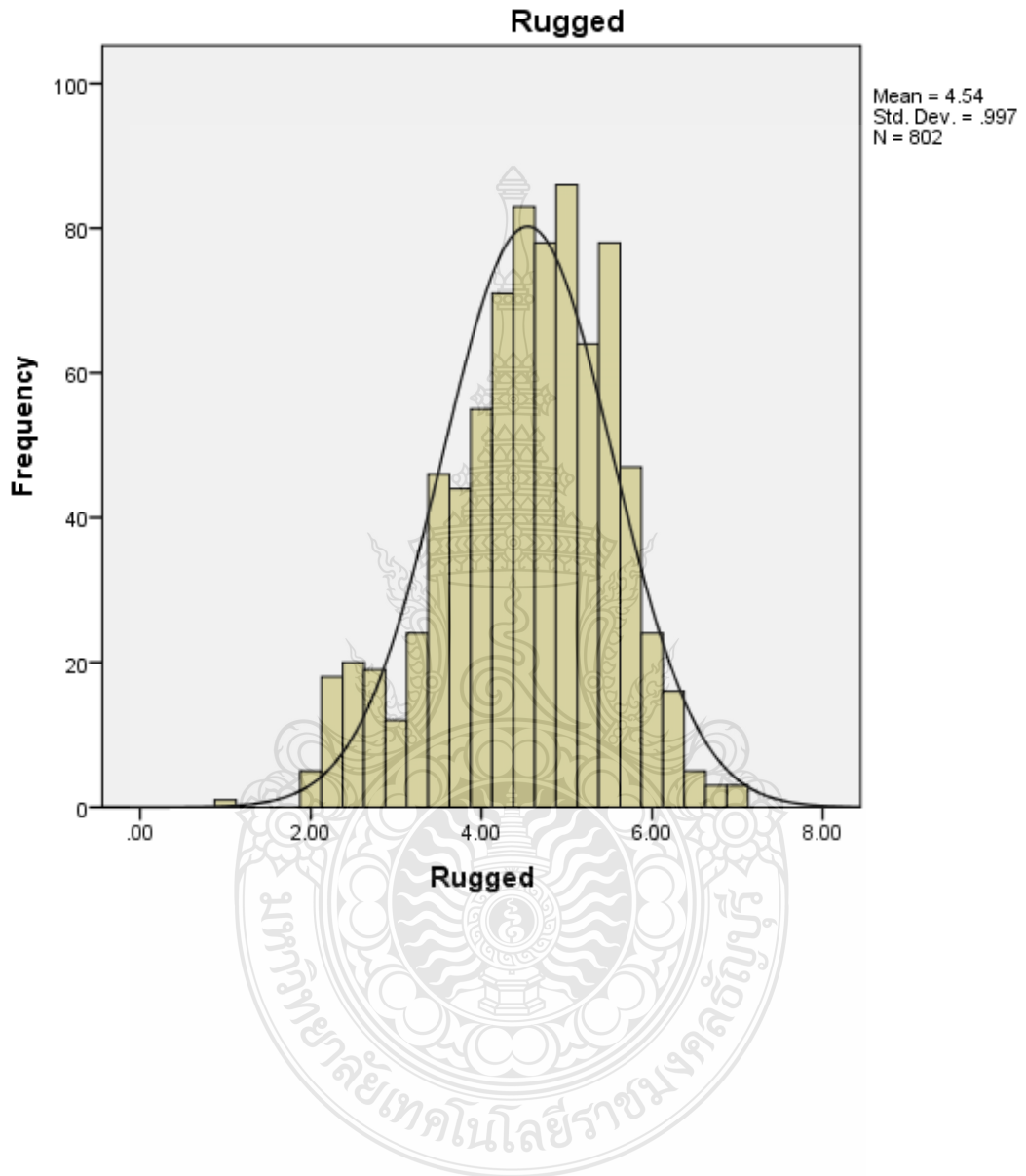(Continue)
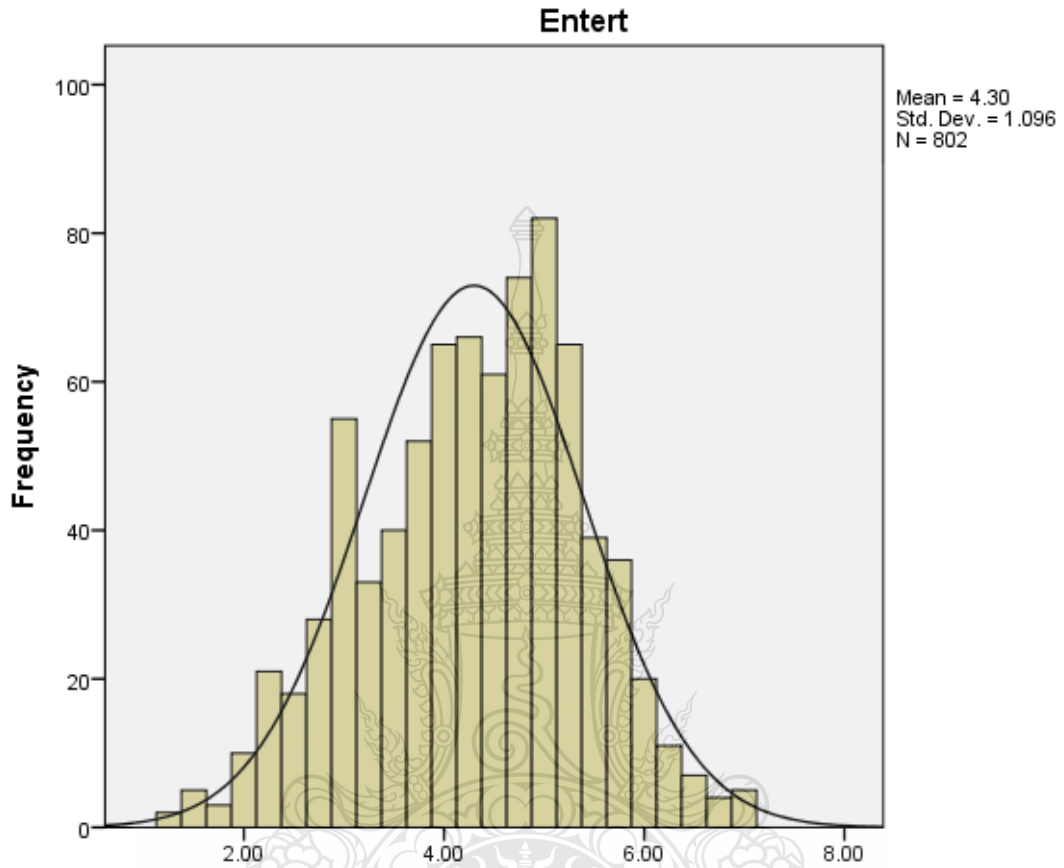
Appendix E.5 The assessment for Normal Distribution of Destination Personality
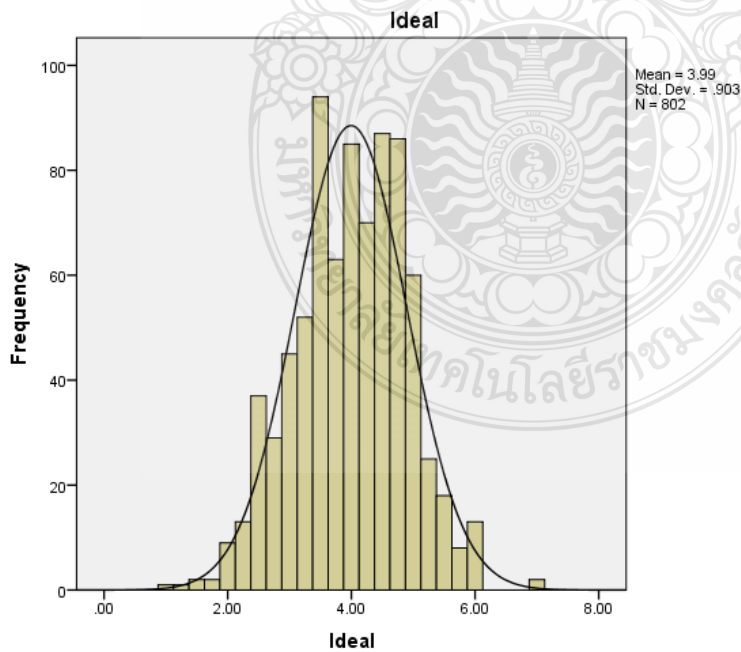
Appendix E.6 The assessment for Normal Distribution of Destination Personality
(Continue)

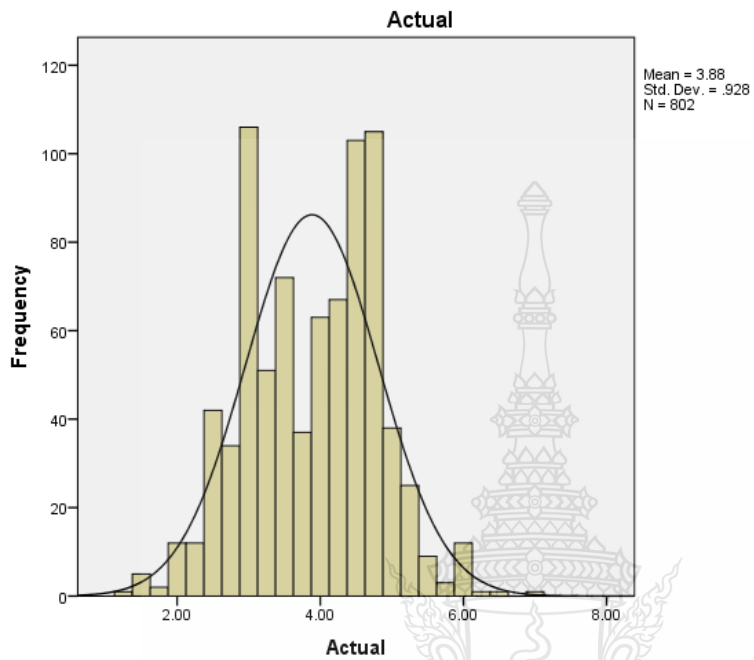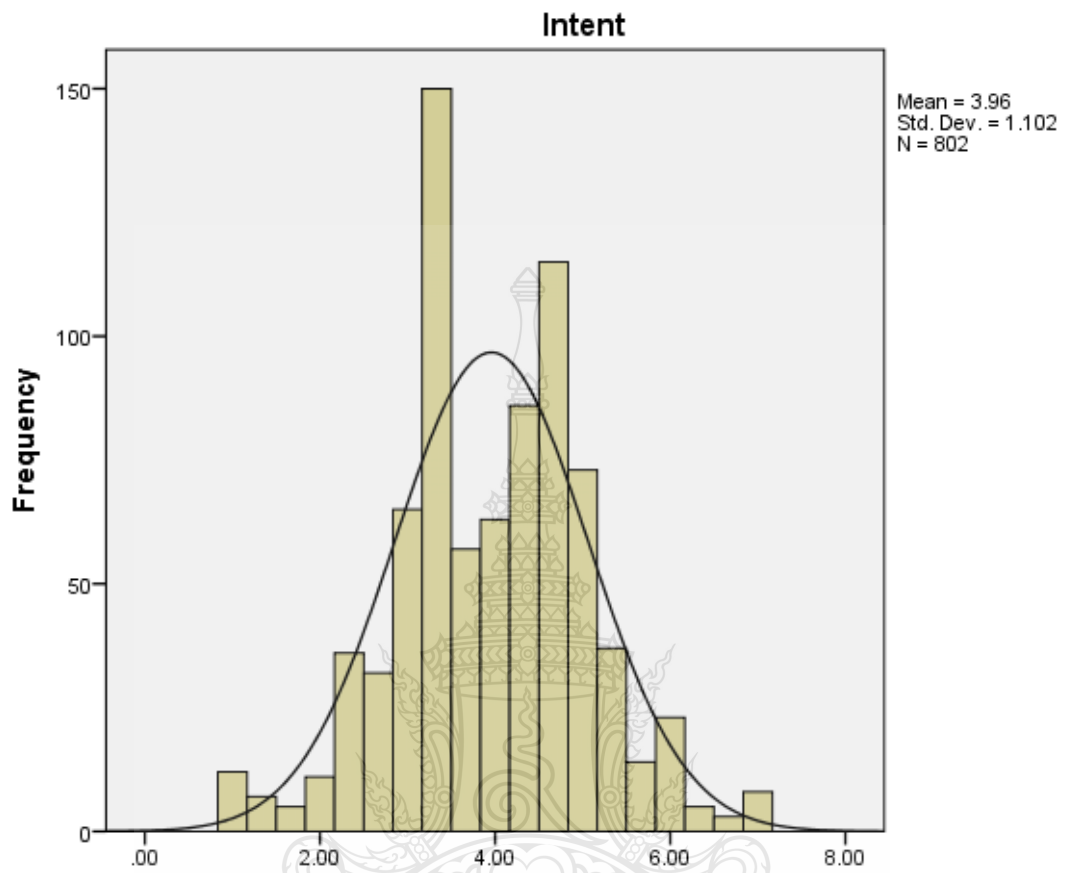**Appendix E.7** The assessment for Normal Distribution of Destination Personality (Continue)

Appendix E.8 The assessment for Normal Distribution of Self-Congruity

Actual

Mean = 3.88
Std. Dev. = .928
N = 802

Ideal

Mean = 3.99
Std. Dev. = .903
N = 802

Appendix E.9 The assessment for Normal Distribution of Tourist intention

Appendix F

Total Variance Explained for Destination Personality

Appendix F.1 Total Variance Explained for Destination Personality Before Drop P1-P2

Component	Initial Eigen Values			Extraction sums of squared loading			Rotation Sums of squared loading
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
Competence	14.084	52.163	52.163	14.084	52.163	52.163	4.741
Encitement	1.523	5.640	57.803	1.523	5.640	57.803	3.898
Ruggedness	1.373	5.084	62.887	1.373	5.084	62.887	3.744
Sophistication	1.264	4.680	67.566	1.264	4.680	67.566	3.615
Sincerity	1.196	4.428	71.994	1.196	4.428	71.994	3.441

* Extraction Method : Principle Component Analysis.

Appendix F.2 Rotated Component Matrix of Destination Personality Before

Drop P1-P2

Item	Sincerity	Encitement	Competence	Sophistication	Ruggedness
Sincerity					
Wholesome	**.432**	.471	.402	.300	.283
Original	**.419**	.459	.409	.314	.160
Friendly	**.639**	.411	.345	.206	.146
Down to earth	**.670**	.370	.234	.172	.157
Family oriented	**.793**	.393	.236	.149	.161
Cheerful	**.726**	.405	.211	.112	.230
Sincere	**.653**	.353	.116	.152	.289
Encitement					
Daring	.062	**.727**	.289	.209	.290
Up to Date	.216	**.719**	.117	.272	.265
Spirited	.445	**.677**	.044	.264	.182
Exciting	.418	**.688**	.097	.282	.098
Independent	.232	**.797**	.166	.225	.200
Imaginative	.119	**.756**	.340	.156	.282
Competence					
Reliable	.491	.014	**.591**	.123	.331
Successful	.355	.062	**.685**	.099	.380
Secure	.176	.102	**.712**	.208	.315
Confident	.063	.182	**.701**	.345	.257
Intelligent	.071	.242	**.602**	.521	.170
Sophistication					
Outdoorsy	.126	.257	.426	**.692**	.123
Western	.175	.197	.248	**.802**	.143
Masculine	.257	.191	.150	**.768**	.221
Tough	.259	.224	.089	**.652**	.437
Rugged	.261	.211	.145	**.693**	.484
Ruggedness					
Glamorous	.198	.253	.199	.285	**.731**
Good Looking	.209	.263	.299	.143	**.759**
Upper Class	.119	.210	.294	.153	**.742**
Charming	.188	.239	.357	.133	**.615**

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Declaration

This work contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and beliefs, contains on material previously published or written by another person, except where due reference has been made in the text.

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