

Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination

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Highlights

- examines the complex relationship between destination image components and tourists' intention to revisit a destination
- integrates holistic image as a mediator and Personal Normative Beliefs as a moderating variable
- Provides practical recommendations for enhancing intention to revisit a destination

Destination images, holistic images and personal normative beliefs:

Predictors of intention to revisit a destination

Abstract

This research examines the complex relationship between destination image components and behavioral intentions, incorporating two pivotal but unexplored in related literature constructs, namely holistic image and personal normative beliefs (PNBs). Previous studies incorporating destination images as predictors of intention to revisit have mostly investigated their direct effect. This research integrates holistic image as a mediator and PNBs as a moderating variable. This study verified the mediating role of holistic image for predicting tourists' intention to revisit a destination. Results also suggest that only affective and conative images contribute to the prediction of tourists' intention to revisit a destination through the holistic image towards this destination. PNBs impact upon tourists' holistic image, which in turn influences their intention to revisit. From a practical viewpoint, the research shed light to factors that affect tourist tendency to select a tourism destination, which can serve as a tailoring basis for effective positioning of destinations.

Keywords: destination images, holistic image, personal normative beliefs, intention to revisit a destination

1 Introduction

The impact of tourism in the economic growth of countries and local destinations has been widely confirmed (i.e. Song, Dwyer, & Cao, 2012; Tugcu, 2014; Webster & Ivanov, 2014), causing competition among countries in the tourism industry (Dwyer et al., 2009; Molina et al., 2013). Hence, modeling consumer behavior has been an important concern of researchers studying tourism destinations selection (i.e. Baloglu, 2000; Moutinho, 1987). Through the years, alternative concepts and theoretical frameworks have been proposed and tested for behavioral prediction purposes, such as the Attention-Interest-Desire-Action (AIDA) framework (Hudson, Wang, & Gil, 2011; Pike & Ryan, 2004; Strong, 1925), the Push-Pull factors framework (Dann, 1977; 1981), and the Escape-Seeking dichotomy (Iso-Ahola, 1983).

Tourism products are intangible and often compete only on the basis of destination images (Pike & Ryan, 2004). In this way, tourism destinations are central to the tourism industry (Kozak & Rimmington, 1999), with destination image formation being critical to destination positioning (Kotler, Haider & Rein, 1993) and destination selection process (Chon, 1990; Hunt, 1975). Several theories and corresponding models have hitherto been utilized in explaining consumers' decisions in tourism context among others, such as the Theory of Planned Behavior (Ajzen, 1991), Motivation – Opportunity – Ability framework (MacInnis & Jaworski, 1989), the theory of Tourism Consumption System (Woodside & Dubelaar, 2002), and the Theory of Reasoned Action (Fishbein & Ajzen, 1975; 2010). Additionally, various forecasting models, such as the general model of tourists' destination choices (Lin & Morais, 2009), as well as the tourist destination choice model (Woodside & Lysonski,

1989), have been applied, rendering the tourist flows and at the same time examining a pattern for revisit behavior. Interestingly, a common element in applications explaining tourists' behavior, is the inclusion of destination image as an important predictor of tourists' attitude or/and behavioral intentions (Alvarez & Campo, 2014; Assaker, Vinzi, & O'Connor, 2011; Baloglu, 2000; Bigné, Sanchez, & Andreu, 2009; Campo-Martínez, Garau-Vadell, & Martínez-Ruiz, 2010; Castro, Martín Armario, & Martín Ruiz, 2007; Chew & Jahari, 2014; Chen, Hua, & Wang, 2013; Chen & Tsai, 2007; Li, Cai, Lehto, & Huang, 2010; Molina, Frías-Jamilena, & Castañeda-García, 2013; Noh & Vogt, 2013; Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012; Wang & Hsu, 2010). Still, according to Tasci, Gartner, & Cavusgil (2007), there is no systematic structure in defining and operationalizing the destination image construct towards behavioral intentions, creating a vague picture for the construct across the research community.

Taken together, the present research sets out to add to current knowledge regarding the effect of destination image dimensions, as defined by Crompton (1979) and popularized by Gartner (1993), on tourist behavioral intentions. So far, the vast majority of previous studies emphasize the cognitive and affective images (Bigné Alcañiz, Sánchez Garcia, & Sanz Blas, 2009; Bigné Alcañiz, Sánchez, & Sánchez, 2001; Chew & Jahari, 2014; Hosany, Ekinici, & Uysal, 2006; Jang, Bai, Hu, & Wu, 2009; Kim & Yoon, 2003; Yüksel & Akgül, 2007), recognizing their exemplifying role for consumer attitude and behavioral intentions (i.e. Beerli & Martin, 2004). On the contrary, tourism research almost neglects the conative aspect of destination image when predicting consumer attitude and behavioral intentions (i.e. Gallarza, Saura, & García, 2002; Tasci, 2009; White, 2013), despite the fact that numerous researchers agree on its indispensable and irreplaceable character for tourists'

perceived image (Chen, Ji, & Funk, 2014; Dann, 1996; Gartner, 1993; King, Chen, & Funk, 2012; Li, Pan, Zhang, & Smith, 2009; Nadeau, Heslop, O'Reilly, & Luk, 2008; Pike & Ryan, 2004; Stepchenkova & Morrison, 2008). As Pike (2008, p. 102) notes, “conative image is analogous to behavior since it is the intent or action component”. This deviation regarding the role of conative image and the need to examine it is in line with the wider debate in the marketing scholarship regarding whether conation is an equivalent construct to intention or not (i.e. Bagozzi, 1992, Boden, 1973; Fishbein & Stasson, 1990). Overall, the relationship between cognitive, affective, and conative images remains vague, thus we include all three destination images in our conceptual model and examine their interrelationship.

The present study focuses on adding to current knowledge with regard to predicting tourists' intention to revisit a destination in particular. Previous researchers incorporating destination images (cognitive and affective) as predictors of intention to revisit in their studies have mostly investigated their direct effect alone (i.e. Bigné Alcañiz et al., 2009; Chew & Jahari, 2014; Ross, 1993). To further unravel the effect of destination images on tourists' intention to revisit a destination, this research integrates holistic image as a mediator and Personal Normative Beliefs (PNBs) as a moderating variable (Figure 1). In specific, we examine the moderating role that PNBs have on the effect that conative images separately has on holistic image and the moderating effect that all destination images have on tourists' intention to revisit a destination, via holistic image. Concerning the contribution of this research, this is of both theoretical and practical value. Theoretically, this research draws attention to the complexity of the relationship between image components and behavioral intentions, incorporating two pivotal but unexplored in related literature constructs, namely holistic image (Echtner & Ritchie, 1993) and PNBs (Jaccard & Davidson, 1975;

Schwartz & Tessler, 1972; Triandis, 1977, 1980). From a practical viewpoint, we shed light to factors that affect tourist tendency to select a tourism destination, which can serve as a tailoring basis for the effective positioning of tourism destinations (Ahmed, 1991; Pike & Ryan, 2004).

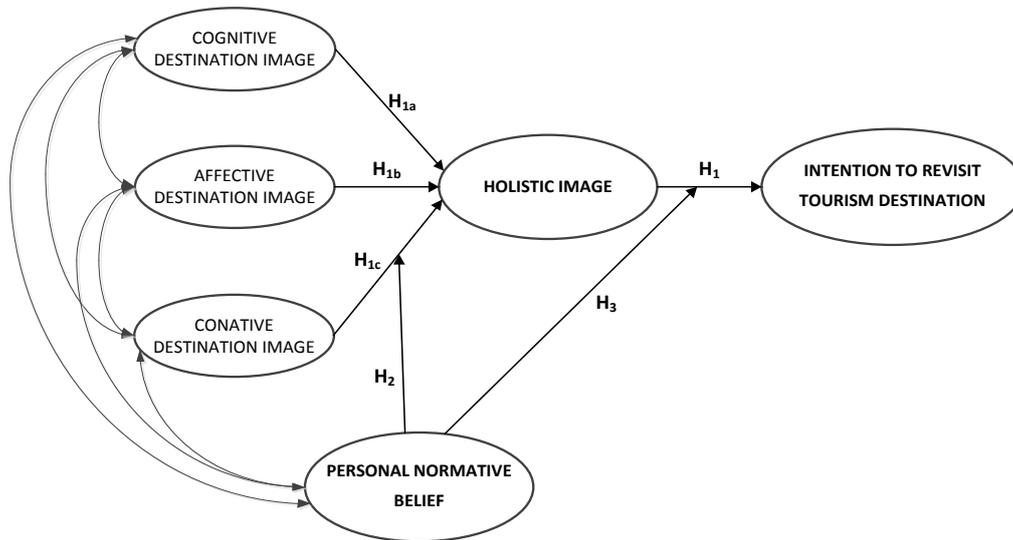


Figure 1: The conceptual model under investigation

2 Research background

2.1 Intention to revisit a destination

Intention to revisit a tourism destination has been defined as an individual's readiness or willingness to repeat visitation to the same destination, providing the most accurate prediction of actual revisit decision, e.g. repurchase of vacations package (Han & Kim, 2010). Cole and Scott (2004) considered it to be the desire to visit, in a specific timeframe, a prior destination for a second time. As Um, Chon, & Ro (2006, p. 1141) posit, "Revisit intention has been regarded as an extension of satisfaction rather than an initiator of revisit decision making process".

So far, numerous researchers have focused on delineating factors that contribute to it (i.e. Baloglou, 2000; Chen & Tsai, 2007; Alegre & Garau, 2011), as the benefits related with actions of retaining revisitors are higher than those of focusing on new ones (Um, Chon, & Ro, 2006). For instance, Petrick, Morais & Noran (2001) concluded that intention to revisit a destination is influenced by tourist satisfaction level, the perceived value, and the past behaviors. In a similar vein, there is evidence that the need for variety and alternatives or novelty-seeking tendency urge tourists not to revisit a destination (i.e. Assaker & Hallak, 2013; Assaker, Vinzi & O'Connor, 2011; Barroso, Martin & Martin, 2007; Bigné, Sanchez & Andreu, 2009). As aforementioned, concerning specifically the relationship between destination images and intention to revisit that is the scope of the present study, extant literature suggests that cognitive and affective images have a positive direct effect on tourists' intention to revisit a destination (i.e. Bigné Alcañiz, Sánchez Garcia, & Sanz Blas, 2009; Chew & Jahari, 2014; Kim & Yoon, 2003).

2.2 Destination image

Image is a construct widely applied in marketing and behavioral sciences to represent people's perceptions of products, objects, behaviors and events driven by beliefs, feelings, and impressions (Baloglu & Brinberg, 1997; Crompton, 1979). In the area of tourism destination marketing, image has been given various definitions. Most of them agree that destination image is a set of impressions, ideas, expectations and emotional thoughts an individual has of a specific place (Assaker, 2014; Baloglu & McCleary, 1999a; Beerli & Martin, 2004; Kim & Richardson, 2003).

Diachronically, the multi-attribute conceptualization of destination image serves as common ground for most destination image researchers (Dann, 1996; Gallarza, Saura, & García, 2002; Huang & Gross, 2010; Zhang, Fu, Cai, & Lu, 2014). The two main approaches are the ones developed by Echtner and Ritchie (1991) and Gartner (1993), with the latter being more popular among tourism scholarship (Zhang et al., 2014). Gartner's (1993) approach postulates that destination image consists of cognitive, affective and conative components. In specific, the cognitive image is expressed through the sum of beliefs and knowledge reflecting evaluations of the perceived attributes of the destination (Bigné Alcañiz et al., 2009; del Bosque & Martín, 2008; Stylos & Andronikidis, 2013). In addition, with respect to cognition, Pike (2008) supported that it is the sum of what is known or believed by the individual about a tourism destination, as well as the associated knowledge that could or could not be derived from a previous visit. The affective component refers to the emotional responses or appraisals of the individual, echoing tourists' feelings towards the destination (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999a; Bigné, Andreu, & Gnoth, 2005; Hallmann, Zehrer, & Müller, 2013). According to Russell and Snodgrass (1987) people develop affective evaluations for a place before entering that environment, during their presence there and after leaving that place to move somewhere else. Moreover, Klenosky (2002) has shown that before tourists make their travel decision, they will formulate a more positive affective destination image if the destination-related emotions match their motives and the benefits pursued. The conative component of destination image represents tourists' active consideration of a place as a potential travel destination (Gartner, 1993). Although conative destination image has been considered by many scholars as synonymous to intention (King et al., 2012; Pike & Ryan, 2004; Prayag, 2009; Woodside & Dubelaar, 2002), representing

how and why knowledge and feelings of new or repeat visitors contribute to the selection or not of a specific destination for vacations (Pike & Ryan, 2004; Tasci et al., 2007), there is evidence that conative destination images and intentions are distinct constructs (Perugini & Bagozzi, 2004; Prestwich et al., 2008; White, 2013). Hence, the destination image theory suggests that cognitive and affective images represent individuals' subjective associations or perceptions related to destination's characteristics (Chen & Uysal, 2002; Gartner, 1993; Kim & Richardson, 2003) and conative image outlines the idealized and desired future situation the individual wants to carry out for himself/herself (Dann, 1996). Similarly, Bagozzi (1992, p. 184) notes that "A person who finds an act appealing may have no desire to perform it and either may intend not to do it or may form no intention one way or the other", stressing the role of conation for intention to act.

Worth to note is the fact that extant literature is not clear regarding the interrelationship among cognitive, affective, and conative image. In example, Gartner (1993) argued components are hierarchical with cognitive images preceding affective image, and affective images preceding conative image. Such proposition is in correspondence with Fishbein and Ajzen's (1975) attitude theory which is based on a sequentially causal relationship between cognition, affect, and conation. Bagozzi (1992) insisted that cognition also has a direct effect on conation.

2.3 Holistic Image as a mediator

Further to the confusion relating to the interrelationship among the three destination images, Echtner and Ritchie (1993) postulated that related studies should incorporate not only attribute-based components but also a holistic one. MacKay and Fesenmaier

(1997, p. 538) defined holistic image as “a composite of various products (attractions) and attributes woven into a total impression” while Um and Crompton (1990, p. 432-33) posited that holistic or overall image is “a holistic construct which, to a greater extent, is derived from attitudes towards the destination’s perceived tourism attributes”. In conjunction, numerous researchers have argued that the holistic representation of images, basically capturing the cognitive and affective component of destination image in specific (i.e. Baloglu & Brinberg, 1997; Chen, 2001; Tapachai & Waryszak, 2000), is greater than the sum of its components (Fakeye & Crompton, 1991; Phelps, 1986). Again, there are conflicting views of the relationship among cognitive, affective, and holistic images. In particular, Baloglu (1997) indicated that cognitive and affective images predict holistic image while Stern and Krakover (1993) and Baloglu & McCleary (1999a, b) revealed the mediating role of affective image in the relationship between cognitive and holistic image. Yet, whether the overall image is similar to the cognitive and affective perception of the destination or not remains unclear (Baloglu & Love, 2005; Gartner, 1993), indicating the necessity to measure both when investigating the positioning of a destination (Bigne Alcaniz et al, 2009). Interestingly, however, Aurifeuille, Clerfeuille, & Quester (2001) found that all cognitive, affective, and conative images contribute similarly to overall attitudes while Chi and Qu (2008) argued that cognitive image exerts a positive influence to the destination selection process.

Thus the present research looks at all three destination images. In parallel to Dobni and Zinkhan’s (1990) argument, the conceptualization of holistic image as “attitude”, within the tourism marketing context, may provide an “orientation that is more amenable to measurement and evaluation, and a broader explanation to the impact of destination image components on behavioral intentions (Nadeau, Heslop,

O'Reilly, & Luk, 2008). As concerns the relationship between holistic image and intention to revisit, Chen and Tsai (2007) indicated that destination image appears to have the most important effect on behavioral intentions. Finally, Prayag (2009) has already revealed the mediating role of holistic image, concluding that destination images affect indirectly visitors' loyalty through holistic image. Besides, destination loyalty has been conceptualized as "repeat visitation frequency" or "relative desire of same destination revisit" (Opermann, 2000; Tasci et al, 2007; Yoon & Uysal, 2005). Hence, we anticipate that:

H1: Holistic image mediates the relationship between destination images and tourists' intention to revisit a tourism destination

H1a: Holistic image mediates the relationship between cognitive image and tourists' intention to revisit a tourism destination

H1b: Holistic image mediates the relationship between affective image and tourists' intention to revisit a tourism destination

H1c: Holistic image mediates the relationship between conative image and tourists' intention to revisit a tourism destination

2.4 The role of Personal Normative Beliefs

PNBs are measures of one's own expectations about their own behavior and the corresponding motivation to comply with those expectations (Ajzen & Fishbein, 1973; Budd & Spencer, 1985; Schwartz & Howard, 1980). Schwartz (1968, 1977) defines personal norms as self-expectations that are based on internalized values (norm-activation theory), thus reflecting commitment with them. As suggested by

Schwartz (1977), personal norms are experienced as feelings of personal obligation to engage in a certain behavior; however, they will influence behavior only when they are activated. Activation is subject to conditions, namely, (a) someone is aware of the consequences of one's behavior for the welfare of others, and (b) one ascribes at least some responsibility for these consequences to oneself (Schwartz & Howard, 1980).

In line with the Theory of Reasoned Actions (Fishbein, 1967), PNBs reflect individual's ideal behavioral intentions (what a person feels it should be done), and are hence constituent parts of general normative pressure that influences subsequent behaviors (Schwartz, 1977). Budd and Spencer (1985) stressed the need to incorporate PNBs in models examining behavioral intentions, emphasizing its explanatory role. The usefulness and explanatory value of PNB has also been recognized in various research domains in recent years (Bamberg & Schmidt, 2003; Gagnon, Sánchez, & Pons, 2006; Valois, Desharnais, & Godin, 1988). In this respect, this research investigates both the direct and indirect effect of PNBs in predicting tourists' intention to revisit a destination.

Consequently, we expect that what a tourist should do, will intervene in the relationship between conative and holistic image of the tourism destination as compliance between normative pressures and desires may enhance positive overall attitude towards this destination. Contradictorily, in case of incongruence, obligations designated by PNBs may alter in strength or direction the impact of conative image on holistic image. The expected moderating role of PNBs is in congruence with the work of Bozionelos and Bennett (1999), Godin, Conner, and Sheeran (2005), and Park and Smith (2007) who argued that subjective norms may enhance or reduce the effect that predicting factors have over attitudinal and behavioral responses. Therefore, our expectation is:

H2: PNBs moderate the relationship between conative image and holistic image, such that in case of congruence between PNBs and conative holistic image will be improved and vice versa

Likewise, activated personal norms may also mitigate the effect of holistic image on tourists' intention to revisit. Specifically, congruence between tourists' view of ideal behavior and overall attitude towards the tourist destination could boost intention to revisit the tourist destination and vice versa as PNBs set the normative framework for acceptable and non acceptable behavioral intentions. As Robinson (2012) notes, destination image is interpreted within personal contexts before being experienced by tourists. Consequently, the anticipation is that:

H3: PNBs moderate the effect that cognitive, affective and conative images have on tourists' intention to revisit a destination, via holistic image, such that in case of congruence between PNBs and holistic image tourists' intention to revisit a destination will be increased and vice versa

Overall, the perception of what should be done is shaped by the individual's evaluation of the proposed action, while what would actually be intended to be done is driven by the emotional response to that action (Budd & Spencer, 1985). In addition, according to the Theory of Interpersonal Behavior (Triandis, 1977, 1980), PNB greatly contributes in explaining behavioral intentions (Bamberg & Schmidt, 2003; Gagnon et al., 2006; Sönmez, Apostolopoulos, Yu, Yang, Mattila, & Yu, 2006; Valois

et al., 1988; Zhang, Inbakaran, & Jackson, 2006). Hence, PNB is expected to influence intention to revisit a tourism destination.

3 Study One

Study 1 aimed at testing the reliability and validity of the scale items among Russian tourists (Anderson & Gerbing, 1988).

3.1 Sampling procedure and data collection

The present study focused on tourists departing from the largest Northern Greece airport (Macedonia/ Thessaloniki) towards airports located in Russian Federation (Sheremetyevo/Moscow, Tolmachevo/Novosibirsk, and Tsentralny/Omsk). The Russian tourist market has been selected because it is the fastest growing market for Northern Greece destinations (annual increase of 54.7%, for years 2013/2012), and within the top three foreign tourist markets, representing 7.5% of total market (ELSTAT, 2014). Fifteen undergraduate students of business administration served as field researchers and worked voluntarily on the field in teams of three, including a research coordinator, on a daily basis. The distribution of a self-administered questionnaire took place at International Airport “Macedonia” of Thessaloniki (SKG) during the period 21 June to 23 June, 2013. Participants were asked to provide their opinions while waiting at the non-Schengen countries transit area of Macedonia airport, linking the passport / hand luggage control point and departure gates between 08:00 and 19:00 hours. The study was conducted using a mall-intercept technique, with one tourist of every three asked to participate in the study. A pen carrying the University of Macedonia brand name was given as a gift to every respondent after

filling out the questionnaire, which typically took approximately eleven minutes to complete. Ultimately, 270 Russian tourists responded. Description of participants' demographic characteristics appears in Table 1.

Table 1: Survey participant profile

| Characteristics | Distribution of answers |
|-----------------------------|---|
| Gender | Male: 45.7%; Female: 54.3% |
| Age | < 19: 9.4%; 20-29: 23.7%; 30-39: 19.0%; 40-49: 23.2%; 50-59: 17.9%; > 60: 6.8% |
| Annual Household income (€) | < 10k: 16.5%; 10 k – 30 k: 29.3%; 30 k – 50 k: 20.9%; 50 k – 70 k: 7.9%; 70 k – 100 k: 5.2%; > 100 k: 20.2% |
| Highest Level of Education | Secondary degree: 9.8%; Post-Secondary degree: 19.2%; Undergraduate degree: 58.6%; Graduate degree: 12.4% |
| Employment Status | *FLB: 13.9%; **FTE:55.5%; †PTE: 5.9%; Household: 4.3%; Student: 16.0%; Pensioner: 4.0%; Other: 0.4% |

*Note: *FLB = Free-Lance professional / Businessman, **FTE = Full-Time Employee, †PTE = Part -Time Employee*

3.2 Measures

A detailed presentation of all measures appears at the Appendix A, where the full questionnaire is provided.

Intention to revisit a destination. We used three statements developed by Lam and Hsu (2006) and one developed by Quintal & Polczynski (2010). The items were measured on a 7-point Likert scale, ranging between “1 = extremely unlikely” and “7 = extremely likely”.

Cognitive image. It was measured with a 28-item-scale, which is a composite of corresponding scales adopted by Beerli and Martin, 2004; Pike and Ryan, 2004; Baloglu and McCleary, 1999a; Chen and Kerstetter, 1999 and validated by Stylos and Andronikidis (2013). Cognitive image items resulted as products of perceived consequences (Pc_i) and evaluated importance (Vc_i) items. A 7-point Likert scale was employed ranging from “1=strongly disagree” to “7=strongly agree”, including a “0=I do not know/I cannot answer” option in order to avoid false neutral evaluations (Shoemaker, Eichholz, & Skewes, 2002).

Affective image. Respondents were asked to rate Greece as a tourism destination with a synthesis of 8 bipolar feelings previously proposed (Baloglu & Bringer, 1997; Baloglu & Mangalolu, 2001; Russel & Pratt, 1980; Russel, Ward, & Pratt, 1981). The scale was 7-point semantic differential.

Conative image. Concerning measurement of conative image, we propose a new 12-item scale, emerging from an extensive literature review and content analysis (Bagozzi, 1992; Brunstein & Gollwitzer, 1996; Dann, 1996; Heckhausen & Dweck, 1998; Huitt, 1999; Huitt & Cain, 2005; Kolbe, 1990; Sansone & Harackiewicz, 1996;

Sheldon & Elliott, 1999; Valois et al., 1988), and a field experts round review (Delphi method). These techniques have been reported to be sufficient for validating the proposed conative image scale and improving wording (Dabholkar, Thorpe, & Rentz, 1995). Respondents were asked to respond on a 7-point Likert scale with anchors of “1=strongly disagree” and “7=strongly agree”, plus a “0=I cannot answer” option.

Holistic image. It was measured with a single item, in accordance with Echtner and Richie (1993, 2003). “Please circle the number that best describes your overall perception of Greece as a tourism destination”, anchored with 1 = Very negative and 7 = Very positive. Additionally, the extremes and the midpoint of the scale were also depicted with smiley/sad faces for facilitating respondents’ preference.

PNB. Three items have been used to measure personal normative beliefs, which stem from the work of Triandis (1977), Valois et al. (1988), and Huitt (1999). The items have been successfully content validated through previously mentioned qualitative techniques, similarly to cognitive image scale, and then verified with exploratory (see Appendix B, Table Y) and confirmatory factor analyses. In this case a 7-point Likert scale was employed, ranging from “1 = strongly disagree” to “7 = strongly agree”.

3.3. Methodological issues

A series of research actions have been implemented for enhancing the content validity and reliability of measurements. Specific procedures before, during and after data collection were followed to deal with the potential dangers of response bias (either response set or response style). Briefly, these involved the following: (1) reversing the scale of questions so that high scale values reflect a low value in the measured

attribute (Tibbles, Waalen, & Hains, 1998), (2) scrambling the order of questions (Ruble & Stout, 1991) for nearly half of the distributed questionnaires, and (3) reducing situational press (Paulhus, 1991). Further to these, all data were collected in the same setting and all respondents enjoyed access to standardized information about the study. Finally, to ensure that no significant deviations among the responses received, three corrected data sets were computed, each one reflecting corrections for extreme response style alone, acquiescence response style alone, and both of them, correspondingly (Dolnicar & Grun, 2009). Frequency counts of responses were computed from each dataset for each of the answer categories (responses from specific tourists departing to the three alternative destinations in Russian Federation, i.e. Moscow, Novosibirsk and Omsk), were identified using a nominal dummy variable: 1=yes and 0=no), and chi-squared tests were utilized to assess differences in frequency distributions. Results indicated no statistically significant differences suggesting that response styles have not biased the data.

3.4 Results

The first step of our analysis in Study 1 included Missing Values Analysis (MVA). Our results indicate that all missing values are completely at random ($\chi^2=24420.14$, $df=24350$, Sig.=0.374) (Little, 1988). Concerning univariate normality of data, both skewness and kurtosis were within limits for all independent variables, ranging from -0.990 to 0.936 for the first and -0.765 to 0.998 for the latter, supporting univariate normality for our data. Furthermore, we calculated scale reliability, before proceeding with exploratory factor analysis. Then, we performed Principal Components Analysis

(PCA- promax rotation with Kaiser normalization) to examine the dimensionality of the proposed scales (see Appendix B, Table Z).

Cognitive image scale was reduced to a 21-item set (items CI4, CI7, CI9, CI13, CI20, CI26 were excluded). Moreover, application of PCA to affective image scale has shown that only 7 out of 8 items represent adequately the information included in the dataset (AI3 has been pruned). Concerning conative image scale, 4 out of 12 items were excluded (CnI1, CnI7, CnI8, CnI12), resulting to a set of 8 conative image items. As regards PNB, all 3 items loaded satisfactorily in a single factor. Finally, the results of PCA show that all items for measuring intention to revisit tourism destination form a very robust scale (see Table 4).

Table 4 shows the internal consistency of each latent construct and measures associated with exploratory factor analyses. Bartlett’s test of sphericity rates (Bartlett, 1954) reached statistical significance, supporting factorability of the correlation matrices for all factors and latent dimensions. Also, for cognitive image, principal axis factoring with promax rotation suggested four factors (must-be conditions, attractive conditions, appealing activities and natural environment) which explained 58.85% of the variance. For affective image, conative image, holistic image, PNB and Intention to Revisit a Destination (IRD henceforth), factor analyses confirmed one factor each, accounting for 69.06%, 62.98%, 82.89%, 70.65% and 85.60% of the total variance, respectively. The reliability coefficients of all factors ranged from 0.768 to 0.944, which exceeded the minimum standard for reliability of 0.70 (Nunnally & Bernstein, 1994). Thus, in all cases, Cronbach’s alpha coefficients indicated acceptable reliability of the constructs to be used in SEM modeling.

Table 4: Results of PAFs, construct reliability and factorability of correlation matrix.

| Factors & Dimensions | Eigenvalue | Variance | Bartlett’s test of | Cronbach’s |
|---------------------------------|-------------------|-----------------|---------------------------|-------------------|
|---------------------------------|-------------------|-----------------|---------------------------|-------------------|

| | | extracted (%) | Sphericity* | alpha |
|----------------------------------|------|---------------|-------------|-------|
| Cognitive image | | | | |
| <i>Must-be conditions</i> | 9.55 | 41.51 | 2.262 | .86 |
| <i>Attractive conditions</i> | 1.54 | 6.69 | 2.172 | .87 |
| <i>Appealing activities</i> | 1.33 | 5.76 | 1.715 | .77 |
| <i>Natural environment</i> | 1.13 | 4.89 | 548 | .78 |
| Affective image | 4.83 | 69.06 | 4.182 | .92 |
| Conative image | 5.04 | 62.98 | 3.519 | .92 |
| Holistic image | 1.66 | 82.89 | 416 | - |
| Personal normative belief | 2.12 | 70.65 | 722 | .79 |
| Intention to revisit destination | 3.42 | 85.60 | 2.828 | .94 |

*All values reported are significant at $p < 0.001$

Next, we performed principal axis factoring (PAF) with a promax rotation. As Haig (2005, p. 322) underlines “EFA contributes to detection of the empirical phenomena that motivate the need for generating factorial hypotheses; and, it helps to present factorial hypotheses in a form suitable for subsequent testing by CFA.

4 Study Two

4.1 Sampling procedure and data collection

Study 2 adopted the same sampling procedure and data collection as Study 1. Data collection took place between July 26 and August 16, 2013. During the 22 research days a total of 1506 Russian tourists were asked to participate and 1263 accepted to participate in the field research study, yielding a response rate of 83.9%. Usable questionnaires were 1244 (82.6% response rate). Response rates were deemed adequate both according to rules of thumb and to power analysis (Hair et al. (2010, for more information please see Appendix B). Sample composition of Study 2 participants was similar as that of Study 1, with no statistically significant deviations.

In designing and conducting this study, we took several steps to eliminate potential errors (Carmines & Zeller, 1979; Davidshofer & Murphy, 2005). In particular, a) we ensured that only Russian tourists participated to reduce the coverage error (Moutinho & Chien, 2007), b) we reflect the perceptions of 14.2% of Russian tourists that visited Greece in 2014 (HCAA, 2014) to avoid sampling error (Zikmund & Babin, 2007), b) we achieved a 83.86% response rate, which suggests that non-response error is not an issue (Baumgartner and Steenkamp, 2001) and, d) added an “0 = I don’t know/I cannot reply” option to the 7-point Likert scale to reduce measurement error (Weijters, Cabooter, & Schillewaert, 2010).

4.2 Measures

The measures that emerged from Study 1 were utilized in Study 2.

4.3. Methodological issues

The same series of research actions as in Study 1 have been implemented to ensure content validity and reliability of measurements. In addition, As with Study 1, Missing Values Analysis (MVA) was conducted before proceeding with structural equation modeling (Hair et al., 2010). Again, our results indicate that all missing values are completely at random ($\chi^2=17396.89$, $df=17629$, $Sig.=0.892$ (Little, 1988). Next, we calculated scale reliability and validity. Then, given that deviations from univariate and multivariate normality may distort the results of structural equation modeling (Byrne, 2001), we also checked for normality. As in Study 1, univariate normality has been confirmed again. Furthermore, calculation of Mahalanobis

distance through AMOS revealed it is equal to 539.461. Then, we compared it with the corresponding chi-square critical value (955.392, $df = 885$, $\alpha = 0.05$). Thus, distance value has been found to be clearly smaller than the critical one, indication lack of multivariate outliers in the data set (Pallant, 2010). Next, the examination of the multivariate kurtosis value (Mardia's coefficient; Mardia, 1970) suggests that the assumption of multivariate normality is tenable (i.e. 1361.909 with a critical ratio of 284.238, which is smaller than the 2024 cut-off point value derived from $p(p+2)$ formula, where $p=44$ represents the number of observed variables (Bollen, 1998). Therefore, multivariate normality of the total sample data distribution can be safely assumed. Since normality was not an issue, we proceeded with the confirmation of the factorial structure of the measurement model. Finally, goodness-of-fit indices, path coefficients and squared multiple correlations were assessed for the structural model through AMOS.

4.4 Results

Study 1 indicated that the initial theoretical model constructs are suitable to be used in a structural equation modeling setting. In Study 2, holistic image is conceived as a mediator between the tripartite concept of images and intention to revisit a tourism destination. Moreover, PNB is anticipated to moderate the relationship between conative image and intention to revisit a tourism destination via holistic image and also the effect that holistic image - as a mediator - has on intention to revisit the tourism destination.

Table 5 provides an overview of the final list of items with their means and standard deviations that have been used for measuring the constructs of the proposed

model. Additionally, the standard loadings, standard errors and critical ratios (t-statistics) of relationships between observed and latent variables, resulting from confirmatory factor analysis, are provided. According to relevant criteria indicated (Hair et al. 2010), loadings and t-statistics ($t_{0.001}=3.291$) of all indicators included in the model are significant ($p<0.001$).

Table 5: Final scales, means, standard deviations, standardized factor loadings, errors and critical ratios of the measurement model constructs.

| Construct | Item | Code | Mean (SD) | St.Loading | Std. error | t-statistic |
|--|---|-------|---------------|------------|------------|-------------|
| 1. Cognitive Image | | | | | | |
| Attractive Conditions | Good quality of infrastructure | CI5 | 27.71 (10.62) | .749 | .059 | 17.348 |
| | Standard hygiene & cleanliness | CI19 | 32.03 (11.53) | .756 | .063 | 17.865 |
| | Political stability | CI22 | 27.85 (11.52) | .636 | .057 | 16.640 |
| | Good reputation of destination | CI23 | 34.20 (12.82) | .680 | .070 | 16.240 |
| | Unpolluted/unspoiled natural environment | CI24 | 32.69 (11.50) | .671 | | |
| | Implementation of policies towards sustainability & environmental protection | CI25 | 28.71 (11.20) | .750 | .040 | 26.921 |
| Must-be Conditions | Availability of hotels/lodgings/camping | CI6 | 30.82 (10.72) | .725 | .049 | 19.327 |
| | Relaxing/avoidance of daily routine | CI10 | 35.16 (14.95) | .503 | .070 | 12.592 |
| | Safe place to travel | CI16 | 38.87 (9.99) | .689 | .058 | 15.997 |
| | Easily accessible from permanent residence | CI17 | 32.00 (12.53) | .609 | .052 | 19.567 |
| | Family-oriented destination | CI18 | 35.54 (11.25) | .736 | .051 | 18.156 |
| | Good value for money | CI21 | 32.77 (11.00) | .682 | | |
| | Satisfactory customer care on behalf of various professionals | CI27 | 34.99 (11.12) | .736 | .048 | 14.659 |
| Appealing Activities | Various shopping opportunities | CI8 | 25.95 (11.61) | .662 | .052 | 16.145 |
| | Interesting cultural attractions | CI11 | 34.47 (17.88) | .519 | .079 | 12.862 |
| | Interesting historical monuments & relevant events | CI12 | 37.93 (13.26) | .763 | .059 | 13.551 |
| | Nice opportunities for biking/fishing /hunting/climbing | CI14 | 26.10 (11.93) | .716 | | |
| | Nice opportunities for wine-tourism | CI28 | 25.93 (11.77) | .549 | .053 | 17.463 |
| Natural Environment | Good climate | CI1 | 41.82 (8.97) | .574 | .053 | 12.002 |
| | Great beaches | CI2 | 37.18 (11.00) | .742 | | |
| | Beautiful landscape | CI3 | 39.18 (9.75) | .836 | .061 | 16.484 |
| 2. Affective Image | | | | | | |
| <i>Rate Greece as a tourism destination for the following set of feelings:</i> | Unpleasant – Pleasant | AI1 | 6.26 (1.02) | .708 | .029 | 22.542 |
| | Gloomy – Exciting | AI2 | 5.39 (1.28) | .635 | .038 | 19.668 |
| | Distressing – Relaxing | AI4 | 6.08 (1.21) | .792 | .028 | 31.445 |
| | Negative – Positive | AI5 | 6.21 (1.18) | .924 | | |
| | Unenjoyable – Enjoyable | AI6 | 6.24 (1.16) | .945 | .023 | 43.002 |
| | Unfavorable – Favorable | AI7 | 6.13 (1.18) | .908 | .027 | 37.048 |
| | Boring – Fun | AI8 | 5.37 (1.37) | .612 | .040 | 19.340 |
| | 3. Conative Image | | | | | |
| <i>Greece as a tourism destination...</i> | Was always a dream-destination to visit sometime during my lifetime | CnI2 | 5.81 (1.24) | .683 | .033 | 19.802 |
| | Expresses myself as a suitable vacations choice | CnI3 | 5.12 (1.41) | .771 | .034 | 24.405 |
| | Helps me put in use knowledge that I have (i.e. history, geography, philosophy) | CnI4 | 5.12 (1.33) | .645 | .037 | 18.082 |
| | Was always / constitutes a personal goal for vacations | CnI5 | 5.49 (1.33) | .702 | .033 | 21.643 |
| | As a choice, it stems from a personal need of mine that had to be fulfilled | CnI6 | 5.02 (1.50) | .775 | .037 | 24.581 |
| | Has evoked to me persistence to visit it | CnI9 | 5.53 (1.38) | .826 | .032 | 27.202 |
| | Encapsulates positive attributes that help in the growth of my personality | CnI10 | 5.20 (1.42) | .735 | .034 | 23.563 |

| | | | | | | |
|--|---|-------|--------------|-------|------|--------|
| | Makes me believe that my vacations there may be the best reward / gift I can offer myself | CnI11 | 5.12 (1.51) | .854 | | |
| 4. Holistic Image | | | | | | |
| | Rate the overall image of Greece as a tourism destination | HI | 5.926 (0.91) | 1.000 | | |
| 5. Personal Normative Belief | | | | | | |
| <i>The selection of a tourism destination in this case Greece...</i> | Is a personal responsibility | PNB1 | 5.76 (1.29) | .634 | .045 | 17.950 |
| | Is a process that I owe to support as a person | PNB2 | 4.93 (1.37) | .680 | .051 | 17.986 |
| | Requires a firm commitment from myself that my desire will be satisfied | PNB3 | 5.14 (1.34) | .765 | | |
| 6. Intention to Revisit Tourism Destination | | | | | | |
| | I intend to travel again to Greece sometime within the next 2 years | IRD1 | 5.32 (1.45) | .943 | .026 | 40.246 |
| | I want to visit again Greece within the next 2 years | IRD2 | 5.39 (1.45) | .923 | .026 | 38.500 |
| | The possibility for me to travel to Greece within the next 2 years is... | IRD3 | 5.30 (1.48) | .886 | | |
| | Greece could be again my next vacations place | IRD4 | 5.16 (1.44) | .839 | .028 | 32.688 |

Note: All t-statistics are significant at 0.001 level; AVE = average variance extracted.

As apparent, the model fits well the second sample of 1402 Russian tourists, ratifying the factorial structure of the measurement model (Figure 2). The substitution of the latent variables with composite ones in the structural model is a necessary action, due to the fact that complexity of the structure will be further increased with the introduction of the moderating variables; thus, all of them were turned into composite variables including the moderating factors, with 7 of them taking the form of observed variables and one moderating factor (conative image_x_PNB) retaining a latent factor structure. Fit indices satisfy the established criteria, even for the normed chi-square index, which takes values well below 3.0 for both measurement and structural models (Table 6). This six-factor model has undergone a confirmatory factor analysis supporting a robust construct reliability and validity (Table 7). Especially while checking for discriminant validity, the square root of average variance extracted between the different pairs of factors has been found in all cases greater than the estimated correlation of the factors.

Regarding regression weights for paths involved in the structural model, it appears that four causal relationships and one moderating effect have been found strongly significant, whereas the rest of them are insignificant, as shown on Table 8. The contribution of cognitive image to holistic image is insignificant, thus not supporting hypothesis H_{1a} . However, holistic image increases 0.343 and 0.445 standard deviations per unit of increase of affective and conative images, respectively. Thus, affective and conative images directly and positively affect holistic image and holistic image significantly and positively influences IRD ($\beta_{HI-IRD} = 0.411$), thus confirming H_{1b} and H_{1c} . With regard to the moderating effects of PNB, due to the presence of personal normative beliefs, Table 8 shows a significant and negative effect in the relationship between conative and holistic images; this means that the positive influence of conative image on the holistic one is negatively moderated by PNB, thus supporting H_2 . Notwithstanding, as indicated by path loadings and the associated significance levels, the moderating effects of PNB on the relationships between holistic image and IRD ($\beta = 0.074$) was not significant at the 0.05 level leading to the rejection of H_3 . Also, a direct and positive effect from PNB to IRD has emerged ($\beta_{PNB-IRD} = 0.227$), which has not been included in our hypotheses set. An aggregate picture of hypotheses testing is presented on Table 10.

As shown on Table 9, the proposed model has good prediction power. According to Cohen (1988), R^2 values of 0.01, 0.09 and 0.25 indicate small, medium and large effects, respectively, in behavioral sciences. In our case, the model explained 0.530 or 53% of the variance in holistic image. Furthermore, 0.295 (>0.25) or 29.5% of the variance in the intention to revisit destination variable has been explained, supporting the high usefulness of the proposed model.

Table 6: Fit Indices measurement model and corresponding structural model.

| Fit Indices | Measurement Model | Structural Model | Criteria |
|---------------|----------------------|------------------------------|------------------------|
| χ^2 / df | 2.753 for $p < .001$ | 1.399 for $p = .182 > 0.001$ | < 3 |
| CFI | .932 | .998 | $> .90$ |
| TLI | .924 | .992 | $> .90$ |
| RMSEA | .049 | .023 | $< .08$ |
| SRMR | .0562 | .0145 | $< .08$ (CFI $> .92$) |

Table 7: Construct Reliability & Validity measures of measurement model.

| | CR | AVE | MSV | ASV | Conative Image | Affective Image | Revisit Intention | Cognitive Image | PNB |
|-------------------|------|------|------|------|----------------|-----------------|-------------------|-----------------|------|
| Conative Image | .911 | .562 | .467 | .454 | .781 | | | | |
| Affective Image | .924 | .639 | .375 | .206 | .475 | .800 | | | |
| Revisit Intention | .944 | .807 | .398 | .246 | .631 | .305 | .899 | | |
| Cognitive Image | .926 | .761 | .490 | .293 | .607 | .436 | .408 | .872 | |
| PNB | .839 | .636 | .610 | .311 | .750 | .382 | .459 | .501 | .798 |

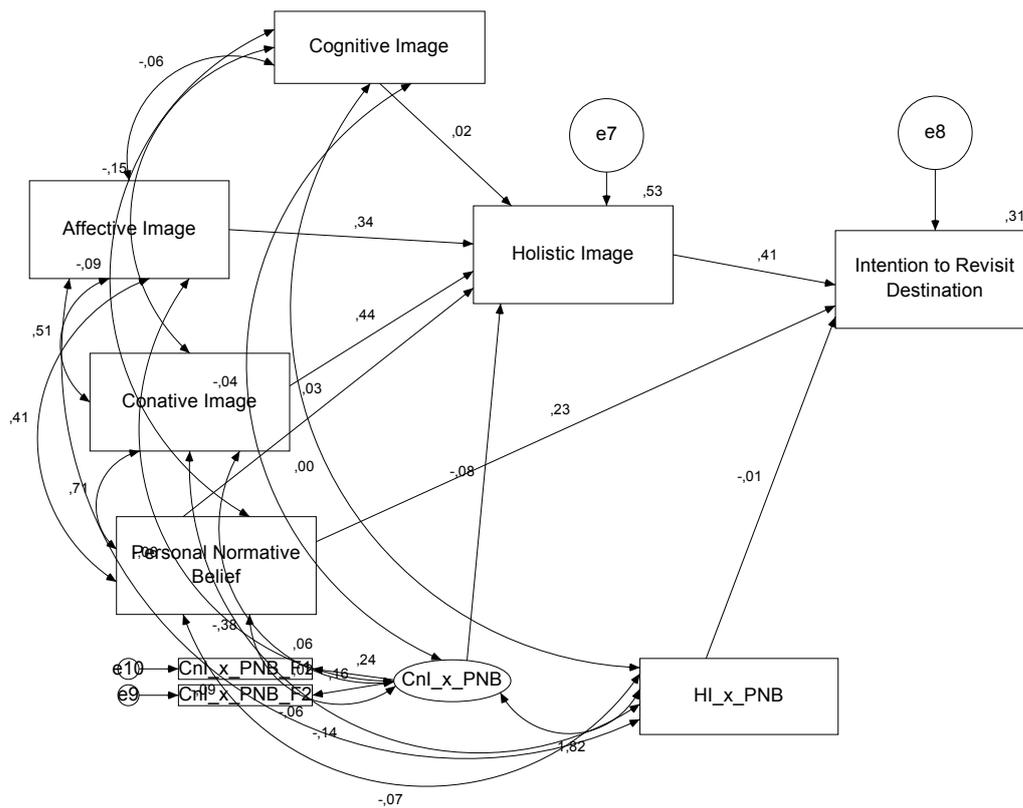


Figure 2: Structural model.

Table 8: Results obtained for the structural model relationships tested.

| Regression paths | | | St.R W | S.E. | C.R. | P |
|-------------------|---|----------------------|-----------|------|--------|-------|
| Holistic image | ← | Cognitive image | .022 | .03 | .795 | .43 |
| Holistic image | ← | Affective image | .342 | .03 | 10.701 | <.001 |
| Holistic image | ← | Conative image | .444 | .04 | 10.279 | <.001 |
| Revisit Intention | ← | Holistic image | .411 | .04 | 11.390 | <.001 |
| Holistic Image | ← | PNB | .026 | .04 | .663 | .51 |
| Revisit intention | ← | PNB | .227 | .03 | 6.490 | <.001 |
| Holistic Image | ← | Conative Image_x_PNB | -.084 | .11 | -5.038 | <.001 |
| Revisit Intention | ← | Holistic Image_x_PNB | -.006 | .03 | -.175 | .86 |

Table 9: Squared multiple correlation values R^2 of endogenous latent variables.

| Endogenous Latent Variables | R^2 |
|----------------------------------|-------|
| Holistic Image | .53 |
| Intention to Revisit destination | .31 |

Table 10: Hypotheses testing and conclusions.

| Hypothesis | Description | Result |
|-----------------|--|---------------|
| H _{1a} | Holistic image mediates the relationship between cognitive image and tourists' intention to revisit a tourism destination | Not supported |
| H _{1b} | Holistic image mediates the relationship between affective image and tourists' intention to revisit a tourism destination | Supported |
| H _{1c} | Holistic image mediates the relationship between conative image and tourists' intention to revisit a tourism destination | Supported |
| H ₂ | PNB moderates the impact that conative image has on tourists' intention to revisit destination via holistic image | Supported |
| H ₃ | PNB moderates the impacts that all cognitive, affective, and conative images have on tourists' intention to revisit destination via holistic image | Not supported |

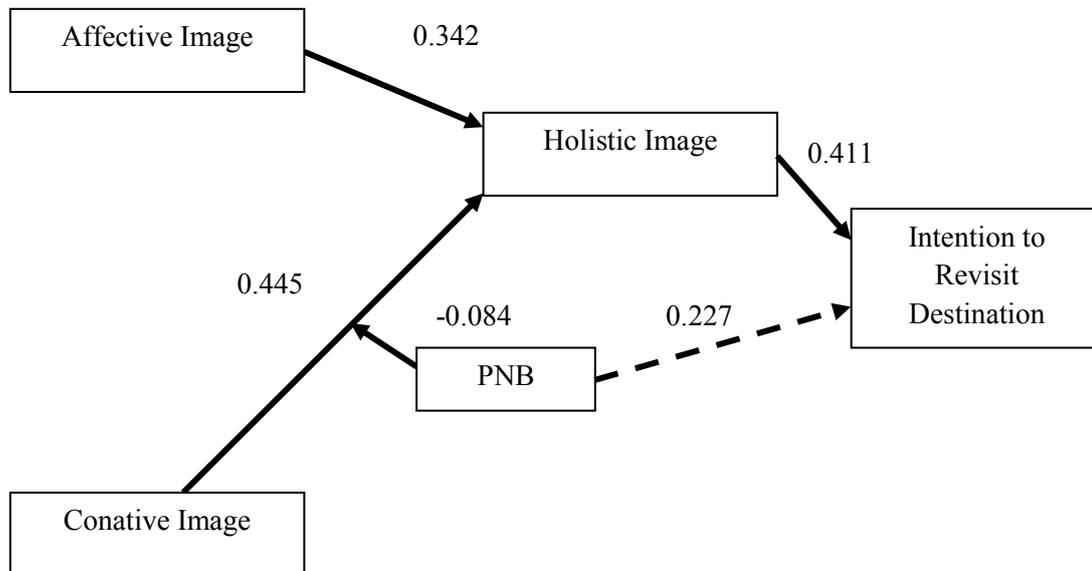


Figure 3. The simplified path model with the statistical significant ($p=0.001$) structural relations based on our SEM analysis results

5 Discussion of findings

5.1 Theoretical implications

Recognizing the fundamental role of tourists' intention to revisit a destination for tourism organizations, which entails relatively limited effort and cost for tourist attraction (Petrick, 2004), we adopted the destination image theory to delineate the factors that generate it through a moderated mediation model. In doing so, we adopted Gartner's (1993) typology, which is very popular among tourism destinations scholars (Zhang et al., 2014). Given the various alternative available for measuring the constructs under investigation, though, we performed a study to develop a valid and reliable measure for each construct. Evidence suggests that measures that emerged from this study could improve our understanding of tourists' intention to revisit a tourism destination.

Next, we performed a second study to examine the effect that each distinct form of destination image has over intention to revisit a destination via holistic image, expecting also that the impact of conative image on holistic image and of holistic image on intention to revisit a destination would be moderated by PNBs. Our results provide support to most of our hypothesized relationships. In particular, affective and conative images seem to contribute to the prediction of tourists' intention to revisit a tourism destination through the overall attitude formed towards this tourism destination. Important to note is that cognitive images are insignificant for predicting tourists' intention to revisit a destination via holistic image. This finding suggests that the long-term memory of a tourist destination is core for predicting intention to revisit and may hence inhibit or suppress the effect of knowledge and beliefs derived from previous visit (Pearce, 1988). On the contrary, feelings and conation have a positive influence upon tourists' overall impression of a tourism destination which in turn influences their intention to revisit it. Such findings imply that overall impression towards a destination could be more essential than distinct destination images, as suggested by Um and Crompton (1990), because either it may reflect more attributes than those measured through a distinct dimension approach (Baloglu & McCleary, 1999a) or it represents only those attributes that are meaningful to tourists. Taken together, this research verifies the significance of holistic image for predicting tourists' intention to revisit a destination (Echtner & Ritchie, 2003) and at the same time identifies its mediating role (Prayag, 2009), highlighting its explanatory power over tourists' intention to return to a destination they have already visited.

A possible explanation for the insignificant role of cognitive image for predicting intention to revisit a destination through holistic image may be explained by a destination's inability to develop a distinct identity. Specifically in the case of the

tourism destination examined, namely Greece, it bears important similarities with regards to quality and pricing features (3's; sun, sand and sea), sights and landscapes (i.e ancient theaters, archeological sites), and infrastructure (i.e marinas) with Turkey and Spain. This increased level of perceived similarities among destinations may cause indifference towards cognitive image attributes, not influencing their intention to revisit. Such proposition is in line with King, Chen and Funk's (2012) suggestion that cognitive images are quite stable overtime whereas affective and conative components of image are more susceptible to change.

The fundamental role of conative image has long been questioned. For instance, Vaughan (2007) argued that conative image is the translation of the cognitive and affective images into whether the destination is worth visiting or not. Nevertheless, another theoretical contribution of this research is the acknowledgment of conative images as significant predictor of tourists' overall perception of a tourism destination and subsequent intention to revisit that destination. As Dann (1996) proposes, during the destination decision making process, tourists project themselves into an imagined or idealized future situation as if they have already experienced it. The most frequent way they use for expressing images in behavioral terms is by personally identifying themselves with the portrayed scenario. In specific, tourists' pre-trip interest moves from the impersonal scenery and destination related touristic activities to the personal enjoyment and delights for themselves and their intimates (Dann, 1993). Consequently, the recognition of conative image as intention to revisit a destination antecedent reintroduces the necessity to examine conative images, contrary to the suggestions of previous researchers who considered conative image as the intent or action component of image and analogous to behavior (Çakmak & Isaac, 2012; Gartner, 1996; Hallmann et al. 2013; Lee, 2009; Nadeau et al., 2008;

Prebensen, 2007; Roth & Diamantopoulos, 2009; Styliadis, Belhassen, & Shani, 2014; White, 2005; Zhang et al. 2014) or who disregarded it when examining images (Assaker 2014; Bigné Alcañiz et al., 2009; Byon & Zhang, 2010; Hudson et al., 2011; Lam & Hsu, 2006; Lin, Morais, Kerstetter, & Hou, 2007; Ryan & Cave, 2005; San Martin & Rodríguez del Bosque, 2008).

Concerning PNB, recognizing it as a behavioral intention contributor draws upon the Theory of Reasoned Action, as originally introduced Fishbein (1967), and the Theory of Interpersonal Behavior (TIB) (Sönmez et al., 2006; Triandis, 1977; Valois et al., 1988; Zhang et al., 2006). In fact, our findings add to the argumentation of researchers stressing the significance of PNB for predicting and understanding behavioral intentions (Budd & Spencer, 1985). Yet, the present study recognizes the intervening role of PNBs, which reflects, suggesting that “the moral obligation to performing an act” (Schwartz & Tessler, 1972) can add to the explanatory power of behavioral intention models, by unraveling motivation at a tourist, personalized, level.

5.2 Practical implications

Other than its theoretical importance, this research sought to offer tourism destination managers advice. Destination managers should capitalize on our findings by devising appropriate marketing policies to increase destination revisit intention. To start with, since affective and conative destination images represent a solid basis for analysis of alternative tourism product offerings in the eyes of visitors, such components need to be taken into serious consideration when designing the positioning strategy of a tourism destination.

Specifically, given that the affective component is significant to the formulation of holistic destination image, which in turn positively affects intention to revisit, managers need to be able to transform external destination related experiences into internal emotional affect, and should also utilize communication that emphasize image affective impulses. For example, positive experiences in “contact-points” between suppliers and tourists can enforce positive affective images of the destination. Indicative “contact-points” are destination tourism web sites, tourist offices, airports, lodgings, the catering industry of the place, and transportation means. Moreover, to stress the affective image of a destination, the promotional messages (i.e. in leaflets and media advertisements) should mainly consist of emotional content, incorporating words such as enjoyable, exciting, and relaxing.

Regarding conative image of a tourism destination, marketing managers should focus on boosting word-of-mouth communication to amplify the desire to repeat travelling to a specific destination. Nowadays, given with the plethora of social media platforms available to the travelers, practitioners can exploit countless word-of-mouth (or mouse) opportunities over the internet. Marketers should make use of digital outdoor and ambient types of communication mix to offer an enhanced and innovative experience. In doing so, events that emphasize the gastronomy, hospitality, and culture and involve tourists should be organized in key departure countries of visiting tourists before reservation period starts. Even more, the promotion of previous experiences that visitors had could further evoke internal motivation to revisit the destination.

Concerning holistic image, the improvement of the services-related P's (i.e. people, processes, physical evidence) could increase serviceability. Towards this direction, training of employees pursuing a career in the hospitality industry should be

aligned to the principles of relationship marketing. At the same time, customer relationship management (CRM) systems should be devised and put in systematic use in order to support front-line service employees. With regard to processes of the overall service value chain, it is important that public and private sector initiatives develop a common plan for improving several aspects of the tourism product at large. For instance, public organization should focus on improving services provided at airports, ports and public points of interest while private organizations should work together to design and offer unique overall experiences to tourists.

Regarding the moderating role of PNB, marketing managers need to promote the ethical point of revisiting a tourism destination, by emphasizing the responsibility that accompanies the choice of a tourism destination. For example, positioning Greece as the destination that responsible and well-educated individuals should visit by promoting the fact that it is the origin of European civilization and democracy could turn revisiting Greece into a personal obligation. Similarly, revisiting Greece could be communicated as a means to help the nation exit the financial crisis. Finally, creating a brand name for Greece as a tourism destination that is synonymous to ultimate tourism experience, could serve as another normative pressure to revisit it, as a reward that any tourist ought to offer him/herself in exchange for hard work during the previous months of the year. Of course, as Mossber and Astrid Kleppe (2005) suggest, image programs from countries and promotion programs for tourism destinations should be coordinated. Yet, a solid communications strategy alone is not sufficient to support and/or increase tourists' re-visitation.

5.3 Limitations

As with any research, our work has several limitations that need to be taken into account when interpreting its findings. First of all, this research explored only a region of Greece as a tourism destination and only Russians as visiting tourists. Thus, future research is needed to test our theoretical framework among visitors of different national origin and towards different tourism destinations. Additionally, this research does not distinguish between first-timers' revisit intentions and repeaters' intention to revisit despite evidence on different attitudinal responses and predicting mechanisms (Oppermann, 2000, Um, et al., 2006). Another limitation pertains to the fact that social norms were not incorporated in our analysis. Given that behavioral and social norms are distinct constructs, the inclusion of separate measurement items of PNBs and social norms in a system of regression equations "could lead to invalid predictions and an overestimation of normative influence in the model" (Donald & Cooper, 2001, p. 602). Therefore, future researchers could incorporate both in their analysis.

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Appendix. Descriptive statistics for scaled measurement items

| Descriptive statistics | | | | | | |
|------------------------|------|-------|---------|---------|------|----------------|
| Variables | N | Range | Minimum | Maximum | Mean | Std. deviation |
| Pc1 | 1244 | 6 | 1 | 7 | 6.49 | .913 |
| Pc2 | 1244 | 6 | 1 | 7 | 6.08 | 1.147 |
| Pc3 | 1244 | 6 | 1 | 7 | 6.13 | 1.067 |
| Pc4 | 1244 | 6 | 1 | 7 | 5.05 | 1.369 |
| Pc5 | 1244 | 6 | 1 | 7 | 4.40 | 1.425 |
| Pc6 | 1244 | 6 | 1 | 7 | 5.49 | 1.268 |
| Pc7 | 1244 | 6 | 1 | 7 | 5.07 | 1.443 |
| Pc8 | 1244 | 6 | 1 | 7 | 4.90 | 1.433 |
| Pc9 | 1243 | 6 | 1 | 7 | 5.07 | 1.529 |
| Pc10 | 1244 | 6 | 1 | 7 | 6.15 | 1.127 |
| Pc11 | 1244 | 6 | 1 | 7 | 5.54 | 1.353 |
| Pc12 | 1244 | 6 | 1 | 7 | 5.73 | 1.370 |
| Pc13 | 1244 | 6 | 1 | 7 | 4.34 | 1.526 |
| Pc14 | 1244 | 6 | 1 | 7 | 4.85 | 1.560 |
| Pc15 | 1243 | 6 | 1 | 7 | 5.99 | 1.236 |
| Pc16 | 1244 | 6 | 1 | 7 | 6.03 | 1.143 |
| Pc17 | 1244 | 6 | 1 | 7 | 5.38 | 1.518 |
| Pc18 | 1244 | 6 | 1 | 7 | 5.86 | 1.282 |
| Pc19 | 1243 | 6 | 1 | 7 | 5.06 | 1.503 |
| Pc20 | 1242 | 6 | 1 | 7 | 6.17 | 1.159 |
| Pc21 | 1244 | 6 | 1 | 7 | 5.43 | 1.400 |
| Pc22 | 1244 | 6 | 1 | 7 | 4.30 | 1.451 |
| Pc23 | 1244 | 6 | 1 | 7 | 5.30 | 1.455 |
| Pc24 | 1244 | 6 | 1 | 7 | 4.90 | 1.164 |
| Pc25 | 1244 | 6 | 1 | 7 | 4.30 | 1.681 |
| Pc26 | 1241 | 6 | 1 | 7 | 3.87 | 1.287 |
| Pc27 | 1244 | 6 | 1 | 7 | 5.64 | 1.358 |
| Pc28 | 1244 | 6 | 1 | 7 | 4.93 | 1.506 |
| Vc1 | 1244 | 6 | 1 | 7 | 6.34 | .863 |
| Vc2 | 1244 | 6 | 1 | 7 | 6.18 | .955 |
| Vc3 | 1244 | 6 | 1 | 7 | 6.00 | 1.020 |
| Vc4 | 1243 | 6 | 1 | 7 | 4.93 | 1.367 |
| Vc5 | 1244 | 6 | 1 | 7 | 5.28 | 1.260 |
| Vc6 | 1244 | 6 | 1 | 7 | 5.73 | 1.184 |
| Vc7 | 1244 | 6 | 1 | 7 | 5.50 | 1.328 |
| Vc8 | 1242 | 6 | 1 | 7 | 4.89 | 1.345 |
| Vc9 | 1244 | 6 | 1 | 7 | 4.83 | 1.446 |
| Vc10 | 1244 | 6 | 1 | 7 | 6.19 | 1.077 |
| Vc11 | 1244 | 6 | 1 | 7 | 5.63 | 1.233 |
| Vc12 | 1244 | 6 | 1 | 7 | 5.58 | 1.332 |
| Vc13 | 1243 | 6 | 1 | 7 | 4.18 | 1.376 |
| Vc14 | 1244 | 6 | 1 | 7 | 4.45 | 1.295 |
| Vc15 | 1244 | 6 | 1 | 7 | 6.14 | 1.073 |
| Vc16 | 1244 | 6 | 1 | 7 | 6.30 | 1.037 |
| Vc17 | 1242 | 6 | 1 | 7 | 5.51 | 1.412 |
| Vc18 | 1244 | 6 | 1 | 7 | 5.49 | 1.610 |
| Vc19 | 1244 | 6 | 1 | 7 | 6.01 | 1.214 |
| Vc20 | 1244 | 6 | 1 | 7 | 6.30 | .966 |
| Vc21 | 1244 | 6 | 1 | 7 | 6.03 | 1.108 |
| Vc22 | 1244 | 6 | 1 | 7 | 5.33 | 1.357 |
| Vc23 | 1243 | 6 | 1 | 7 | 5.55 | 1.447 |
| Vc24 | 1244 | 6 | 1 | 7 | 5.83 | 1.265 |
| Vc25 | 1244 | 6 | 1 | 7 | 5.36 | 1.480 |
| Vc26 | 1244 | 6 | 1 | 7 | 4.94 | 1.271 |
| Vc27 | 1244 | 6 | 1 | 7 | 5.90 | 1.189 |
| Vc28 | 1243 | 6 | 1 | 7 | 4.14 | 1.618 |
| HI | 1244 | 6 | 1 | 7 | 5.93 | .910 |
| AI1 | 1244 | 6 | 1 | 7 | 6.26 | 1.021 |
| AI2 | 1244 | 6 | 1 | 7 | 5.39 | 1.284 |
| AI3 | 1242 | 6 | 1 | 7 | 5.11 | 1.257 |
| AI4 | 1244 | 6 | 1 | 7 | 6.08 | 1.212 |
| AI5 | 1244 | 6 | 1 | 7 | 6.21 | 1.183 |
| AI6 | 1244 | 6 | 1 | 7 | 6.24 | 1.160 |
| AI7 | 1244 | 6 | 1 | 7 | 6.13 | 1.181 |
| AI8 | 1243 | 6 | 1 | 7 | 5.37 | 1.372 |
| Cnl1 | 1244 | 6 | 1 | 7 | 5.84 | 1.159 |

| | | | | | | |
|-------|------|---|---|---|------|-------|
| CnI2 | 1244 | 6 | 1 | 7 | 5.81 | 1.240 |
| CnI3 | 1244 | 6 | 1 | 7 | 5.12 | 1.413 |
| CnI4 | 1244 | 6 | 1 | 7 | 5.12 | 1.331 |
| CnI5 | 1244 | 6 | 1 | 7 | 5.49 | 1.333 |
| CnI6 | 1244 | 6 | 1 | 7 | 5.02 | 1.501 |
| CnI7 | 1242 | 6 | 1 | 7 | 4.62 | 1.848 |
| CnI8 | 1243 | 6 | 1 | 7 | 5.08 | 1.850 |
| CnI9 | 1244 | 6 | 1 | 7 | 5.53 | 1.381 |
| CnI10 | 1244 | 6 | 1 | 7 | 5.20 | 1.423 |
| CnI11 | 1244 | 6 | 1 | 7 | 5.12 | 1.512 |
| CnI12 | 1241 | 6 | 1 | 7 | 4.94 | 1.610 |
| PNB1 | 1244 | 6 | 1 | 7 | 5.76 | 1.293 |
| PNB2 | 1244 | 6 | 1 | 7 | 4.93 | 1.372 |
| PNB3 | 1244 | 6 | 1 | 7 | 5.14 | 1.340 |
| IRD1 | 1244 | 6 | 1 | 7 | 5.32 | 1.451 |
| IRD2 | 1243 | 6 | 1 | 7 | 5.39 | 1.449 |
| IRD3 | 1244 | 6 | 1 | 7 | 5.30 | 1.477 |
| IRD4 | 1244 | 6 | 1 | 7 | 5.16 | 1.441 |

(*) Note: Variable coding corresponds to relevant statements included in the questionnaire provided

Table Z: Covariances Matrix

| | | Estimate | S.E. | C.R. | P |
|----------------------|---------------------------|----------|------|--------|------|
| Affective Image | <--> Conative Image | ,506 | ,041 | 12,259 | *** |
| Affective Image | <--> PNB | ,408 | ,040 | 10,263 | *** |
| Affective Image | <--> Holistic Image_x_PNB | -,092 | ,037 | -2,492 | ,013 |
| Affective Image | <--> Conative Image_x_PNB | -,010 | ,021 | -,483 | ,629 |
| Affective Image | <--> Cognitive Image | -,059 | ,037 | -1,608 | ,108 |
| Conative Image | <--> PNB | ,711 | ,045 | 15,733 | *** |
| Conative Image | <--> Holistic Image_x_PNB | -,141 | ,037 | -3,799 | *** |
| Conative Image | <--> Conative Image_x_PNB | -,060 | ,022 | -2,787 | ,005 |
| Conative Image | <--> Cognitive Image | -,148 | ,037 | -3,990 | *** |
| Holistic Image_x_PNB | <--> PNB | -,070 | ,037 | -1,908 | ,056 |
| PNB | <--> Conative Image_x_PNB | -,010 | ,021 | -,474 | ,636 |
| PNB | <--> Cognitive Image | -,093 | ,037 | -2,523 | ,012 |
| Holistic Image_x_PNB | <--> Conative Image_x_PNB | ,286 | ,037 | 7,700 | *** |
| Holistic Image_x_PNB | <--> Cognitive Image | -,005 | ,037 | -,129 | ,897 |
| Conative Image_x_PNB | <--> Cognitive Image | -,007 | ,021 | -,328 | ,743 |

Table Z: Results of Exploratory Factor Analysis (PCA) for cognitive destination image.

| Component / Items | Factor Loadings | Eigenvalue | Variance Explained | Cronbach's Alpha (α) |
|--|-----------------|--------------|--------------------|-------------------------------|
| Factor 1: | | | | |
| Must-be Conditions | | 9.325 | 40.54% | .852 |
| Availability of hotels/lodgings/camping | .633 | | | |
| Relaxing/avoidance of daily routine | .796 | | | |
| Appealing local food (cuisine) | .739 | | | |
| Safe place to travel | .687 | | | |
| Easily accessible from permanent residence | .688 | | | |
| Family-oriented destination | .509 | | | |
| Good value for money | .647 | | | |
| Satisfactory customer care on behalf of various professionals | .562 | | | |
| Factor 2: | | | | |
| Attractive conditions | | 1.743 | 8.58% | .877 |
| Good quality of infrastructure | .571 | | | |
| Standard hygiene & cleanliness | .547 | | | |
| Political stability | .796 | | | |
| Good reputation of destination | .558 | | | |
| Unpolluted/unspoiled natural environment | .808 | | | |
| Implementation of policies towards sustainability & environmental protection | .856 | | | |
| Factor 3: | | | | |
| Appealing Activities | | 1.660 | 7.27% | .793 |
| Various shopping opportunities | .559 | | | |
| Interesting cultural attractions | .774 | | | |
| Interesting historical monuments & relevant events | .806 | | | |
| Good facilities for sports training | .504 | | | |
| Nice opportunities for biking/fishing /hunting/climbing | .638 | | | |
| Nice opportunities for wine-tourism | .576 | | | |
| Factor 4: | | | | |
| Natural environment | | 1.359 | 5.82% | .754 |
| Good climate | .667 | | | |
| Great beaches | .810 | | | |
| Beautiful landscape | .767 | | | |
| Total Variance Explained | | | 62.21% | |

Table Y: Results of Exploratory Factor Analysis (PCA) for personal normative belief.

| Components/items | Factor loadings | Cronbach's Alpha |
|---|------------------------|-------------------------|
| <i>The selection of a tourism destination....</i> | | .791 |
| Is a personal responsibility | .680 | |
| Is a process that I owe to support as a person | .609 | |
| Requires a firm commitment from myself that my desire will be satisfied | .764 | |

Questionnaire Items

E1a. Have you traveled to GREECE, for the purpose of **PLEASURE**, for more than three nights away from home?

Yes No **(If your answer is No, then we thank you for participating. You have concluded!)**

E1b. What is the name of the main destination **within Greece** to which you have **traveled**?

(Please write down): (City/Place) _____ (Country) GREECE

E1c. How many days did you spend on your trip to Greece (including departure & arrival)?

_____ days

E1d. Please write down the **exact date you have entered Greece**:

(Day) _____ (Month) _____ (Year) _____

E1e. During the last five (5) years, how many times did you travel to Greece? _____ times

E1f. How many of these trips to Greece were for vacations? _____ trips

E1g. Which of the following categories best describes **your travel party to Greece**? (You can tick more than one option, if necessary)

₁ Alone , ₂ Couple , ₃ Friends/Relatives , ₄ Family members , ₅ Organized group

₆ Other: (please, specify) _____

E2. The following statements determine **attributes of Image of a tourism destination**.

Please rate each item on a scale from “1 = Strongly Disagree” to “7 = Strongly Agree” for the case of Greece as a vacation destination. (You can make use of rating “0 = I cannot answer», in case you are not in position to provide evaluation of an item).

My visit to Greece has included or it can offer.....:



| | | <i>Strongly Disagree</i> | <i>Moderately Disagree</i> | <i>Slightly Disagree</i> | <i>Neutral</i> | <i>Slightly Agree</i> | <i>Moderately Agree</i> | <i>Strongly Agree</i> | <i>I cannot answer</i> |
|---|-----|--------------------------|----------------------------|--------------------------|----------------|-----------------------|-------------------------|-----------------------|------------------------|
| Good climate | Pc1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Great beaches | Pc2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Beautiful landscape | Pc3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Great variety of plants and animals | Pc4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good quality of infrastructure | Pc5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Availability of hotels/ lodgings/ camping | Pc6 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Convenient to get tourism information | Pc7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Various shopping opportunities | Pc8 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| Exciting night life and entertainment (e.g. nice bars, restaurants, shows, casinos etc.) Pc9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Relaxing /avoidance of daily routine Pc10 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Interesting cultural attractions Pc11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Interesting historical monuments & relevant events Pc12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good facilities for sports training Pc13 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Nice opportunities for biking / fishing / hunting / climbing Pc14 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Appealing local food (cuisine) Pc15 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Safe place to travel Pc16 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Easily accessible from permanent residence Pc17 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Family-oriented destination Pc18 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Standard hygiene and cleanliness Pc19 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Friendly and hospitable local people Pc20 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good value for money Pc21 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Political stability Pc22 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good reputation Pc23 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Unpolluted / unspoiled natural environment Pc24 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Implementation of policies towards sustainability & environmental protection Pc25 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Strikes and Social unrests Pc26 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Satisfactory customer care on behalf of various professionals (e.g. waiters, hotel managers, tour guides) Pc27 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Nice opportunities for wine-tourism Pc28 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |

E3. In continuation to question E2, please **evaluate the importance of these attributes when considering Greece as a tourism destination**, according to a 7-point-evaluative scale, with “1 = Totally unimportant” to “7 = Totally important”. (You can make use of rating “0 = I cannot answer», in case you are not in position to provide evaluation of an item).

| | | <i>Totally unimportant</i> | <i>Very unimportant</i> | <i>Unimportant</i> | <i>Neutral</i> | <i>Important</i> | <i>Very important</i> | <i>Totally important</i> | <i>I cannot answer</i> |
|---|---|----------------------------|-------------------------|--------------------|----------------|------------------|-----------------------|--------------------------|------------------------|
| Good climate Vc1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |
| Great beaches Vc2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |
| Beautiful landscape Vc3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |
| Great variety of plants and animals Vc4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |
| Good quality of infrastructure Vc5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |
| Availability of hotels/ lodgings/ camping Vc6 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Convenient to get tourism information Vc7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Various shopping opportunities Vc8 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Exciting night life and entertainment (e.g. nice bars, restaurants, shows, casinos etc.) Vc9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Relaxing /avoidance of daily routine Vc10 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Interesting cultural attractions Vc11 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Interesting historical monuments & relevant events Vc12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good facilities for sports training Vc13 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Nice opportunities for biking / fishing / hunting / climbing Vc14 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Appealing local food (cuisine) Vc15 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Safe place to travel Vc16 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Easily accessible from permanent residence Vc17 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Family-oriented destination Vc18 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Standard hygiene and cleanliness Vc19 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Friendly and hospitable local people Vc20 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good value for money Vc21 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Political stability Vc22 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Good reputation Vc23 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Unpolluted / unspoiled physical environment Vc24 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Implementation of policies towards sustainability & environmental protection Vc25 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Strikes and Social unrests Vc26 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Satisfactory customer care on behalf of various professionals (e.g. waiters, hotel managers, tour guides) Vc27 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |
| Nice opportunities for wine-tourism Vc28 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 0 |

Evaluate the following attributes, for the case of Greece, as follows:

E4. Please rate below **the overall image of Greece as a tourism destination**, with “1 = Very negative overall image” to “7 = Very positive overall image” (HI).

| | | | | | | | | |
|--|---|---|---|--|---|---|---|--|
| Very negative  | 1 | 2 | 3 | 4  | 5 | 6 | 7 | Very positive  |
|--|---|---|---|--|---|---|---|--|

E5. Below is a list of items that can be used to describe your **feelings toward a place**. Please rate Greece as a tourism destination for every set of feelings by selecting the appropriate number, with “1 = very negative feeling» to “7 = very positive feeling”. (You can make use of

rating “0 = I cannot describe my feeling», in case you are not in position to provide evaluation of an item).

| | | | | | | | | |
|-------------|---|---|---|---|---|---|---|-----------|
| Unpleasant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Pleasant |
| Gloomy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Exciting |
| Sleepy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Arousing |
| Distressing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Relaxing |
| Negative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positive |
| Unenjoyable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Enjoyable |
| Unfavorable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Favorable |
| Boring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fun |

A11
A12
A13
A14
A15
A16
A17
A18

| <i>I cannot describe my feeling</i> |
|-------------------------------------|
| 0 |
| 0 |
| 0 |
| 0 |
| 0 |
| 0 |
| 0 |
| 0 |

E6. The following statements refer to the **aspect of self-determination and your formulated self-conceptions** of motives for selecting a tourism destination. Please rate these statements on the 7-point-scale, with “1 = Strongly disagree” to “7 = Strongly agree”. (You can make use of rating “0 = I cannot answer», in case you are not in position to provide evaluation of an item).

Greece, as a tourism destination.....:

| | <i>Strongly Disagree</i> | <i>Moderately Disagree</i> | <i>Slightly Disagree</i> | <i>Neutral</i> | <i>Slightly Agree</i> | <i>Moderately Agree</i> | <i>Strongly Agree</i> | | <i>I cannot answer</i> |
|---|--------------------------|----------------------------|--------------------------|----------------|-----------------------|-------------------------|-----------------------|------|------------------------|
| ↓ Fits in with my personal needs and style | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn11 | 0 |
| Was one of my dreams to visit it sometime during my lifetime | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn12 | 0 |
| Expresses myself as a suitable vacations choice | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn13 | 0 |
| Helps me put in use knowledge that I have in general | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn14 | 0 |
| Was always /or constitutes a personal goal for vacations | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn15 | 0 |
| As a choice, it stems from a personal need of mine that had to be fulfilled | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn16 | 0 |
| It was more desirable for me to get to Greece, in comparison to a potential doubt I had that it may not prove a good experience | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn17 | 0 |
| Has not been affected, as potential option for vacations, by negative experiences of the past | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn18 | 0 |

| | | | | | | | | | |
|--|---|---|---|---|---|---|---|-------|---|
| Has created to me persistence to visit it | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn19 | 0 |
| Encapsulates positive attributes that help in the growth of my personality | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn110 | 0 |
| Makes me believe that my vacations there may be the best reward/gift I can offer my self | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn111 | 0 |
| Is the right place to have a high status vacation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Cn112 | 0 |

E7. The following statements are related to your **personal beliefs that stem from your desires** with regard to Greece, as a tourism destination. Please rate these statements on the 7-point-scale, with “1 = Strongly disagree” to “7 = Strongly agree”. (You can make use of rating “0 = I do not know”, in case you are not in position to provide evaluation of an item).

The selection of a tourism destination, in this case Greece....:

| | <i>Strongly Disagree</i> | <i>Moderately Disagree</i> | <i>Slightly Disagree</i> | <i>Neutral</i> | <i>Slightly Agree</i> | <i>Moderately Agree</i> | <i>Strongly Agree</i> | | <i>I do not know</i> |
|--|--------------------------|----------------------------|--------------------------|----------------|-----------------------|-------------------------|-----------------------|------|----------------------|
| Is a personal responsibility | 1 | 2 | 3 | 4 | 5 | 6 | 7 | PNB1 | 0 |
| Is an action that I owe to support as a person | 1 | 2 | 3 | 4 | 5 | 6 | 7 | PNB2 | 0 |
| Requires a firm commitment from myself that my personal wish will be fulfilled | 1 | 2 | 3 | 4 | 5 | 6 | 7 | PNB3 | 0 |

E8. Below are several statements that describe in different ways your **intentions with regard to traveling to Greece in the foreseeable future**. Please indicate the likelihood of your behaviors by choosing the number that applies on a scale from “1 = Extremely Unlikely” to “7 = Extremely Likely”.

| | | | | | | | |
|------|--|---------------------------------|-------------------------------|---------------------|-----------------------------|-------------------------------|------------------------------|
| IRD1 | I intend to travel to Greece sometime within the next two years. | | | | | | |
| | 1 Extremely Unlikely | 2 Moderately Unlikely | 3 Slightly Unlikely | 4 Neutral | 5 Slightly Likely | 6 Moderately Likely | 7 Extremely Likely |
| IRD2 | I want to visit Greece within the next two years. | | | | | | |
| | 1 Extremely Unlikely | 2 Moderately Unlikely | 3 Slightly Unlikely | 4 Neutral | 5 Slightly Likely | 6 Moderately Likely | 7 Extremely Likely |
| IRD3 | The possibility for me to travel to Greece within the next two years is... | | | | | | |
| | 1 Extremely Unlikely | 2 Moderately Unlikely | 3 Slightly Unlikely | 4 Neutral | 5 Slightly Likely | 6 Moderately Likely | 7 Extremely Likely |
| IRD4 | Greece could be my next vacations place. | | | | | | |
| | 1 Extremely Unlikely | 2 Moderately Unlikely | 3 Slightly Unlikely | 4 Neutral | 5 Slightly Likely | 6 Moderately Likely | 7 Extremely Likely |

E15. What is your marital status?

| | | Kids (X) | Without kids (0) |
|--|---|---------------------------------|------------------|
| <input type="checkbox"/> I live alone or with my parents, I am not married or/and I don't have a spouse that I live with E25.1 | | | |
| <input type="checkbox"/> I am not married, but live with a spouse E25.2 | > | _____(number of kids) E25.21 | 0 |
| <input type="checkbox"/> Married E25.3 | > | _____(number of kids) E25.31 | 0 |
| <input type="checkbox"/> Divorced E25.4 | > | _____(number of kids) E25.41 | 0 |
| <input type="checkbox"/> Separated E25.5 | > | _____(number of kids) E25.51 | 0 |
| <input type="checkbox"/> Widowed E25.6 | > | _____(number of kids) E25.61 | 0 |

E16. Which category best describes your current employment status?

(You can tick more than one option, in case it is necessary).

- ₁ Full-time employee professional
₂ Part-time employee
₃ Free-lance
- ₄ Entrepreneur/Businessperson
₅ Household keeping
₆ Pensioner
- ₇ Student / pupil specify):_____
₈ Unemployed
₉ Other, (please

**You have completed the questionnaire.
Thank you very much for your time and cooperation!**

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