



MASTER THESIS

WHERE ARE YOU GOING?

A dive into destination image and destination marketing

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This Master Thesis was, without any doubt, one of my toughest challenges. This last hurdle in my academic journey has seen quite a few rough times. During these rough times I thought about quitting more times than I can remember. However, quitting is not in my nature. It is not even in my vocabulary. So, here we are finally. This Master Thesis is very much the result of never ending support from those close to me. They have all supported me in this enormous challenge. I could never thank them enough and will be forever grateful. I hope I make you all proud with this one.

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ABSTRACT

Purpose: Destination image is one of the most important factors affecting travel decisions by tourists. Establishing and maintaining an attractive image in the minds of potential visitors should be the number one goal of destination marketing organisations. Several studies show that there is no standardized system of analysis to determine destination image and its related components and processes. There is also no standard measurement for destination marketing organisations to study their own destination image. This research aims to develop a model and fitting measuring instrument to measure a current destination image, with the important variables personal factors, stimulus factors, destination attributes, affective and cognitive image, expected satisfaction and behavioural intention. The city of Enschede in the Netherlands was the target city in this research.

Method: An online survey was conducted among Dutch residents. To test the direct and indirect effects of personal factors, stimulus factors and destination attributes on affective and cognitive image and on expected satisfaction and behavioural intention, structural equation modelling was applied.

Results: The results show that personal factors (holiday, age, gender, civil status and education), stimulus factors (information sources and previous visit) and destination attributes (city and residents, cultural and natural attractions and price) are important predictors of affective image, cognitive image, expected satisfaction and behavioural intention. Cognitive image has larger effects on expected satisfaction and behavioural intention, than affective image. The final model shows a >50% prediction of the variance in cognitive image, expected satisfaction and behavioural intention. Results also showed Enschede does not have a distinct destination image, but is scoring moderately positive on every attribute.

Conclusion: Overall, this study examined in depth the multi-dimensional nature of destination image in relation to expected satisfaction and behavioural intention. Thereby, a useful path model for the formation of destination image was developed, which is a valuable guideline for all destination marketing organisations for further research. In general, the more people are aware of Enschede, know more positive things about the city and have affectionate feelings towards Enschede, the higher the chance they will like, (re)visit and recommend Enschede. Women, people of older age and non-singles are more likely to have a more positive destination image of Enschede. Academical and practical implications along with limitations and further research opportunities are provided at the close of this thesis.

Keywords: destination image, destination marketing, affective image, cognitive image, expected satisfaction, behavioural intention

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1. INTRODUCTION

This chapter discusses the subject and the main objectives of the present research.

1.1 *COVID-19*

This present study was conducted one year before the start of the COVID-19 pandemic. The pandemic had has an unprecedented social and economic impact on the tourism sector (World Tourism Organization, 2021). The COVID-19 pandemic will affect the tourism sector on multiple levels the upcoming years. However, according to UNWTO (2022) the tourism sector recovered almost 60% of pre-pandemic levels. International tourism continues to show strong signs of recovery. Specific implications of COVID-19 for this research have been included in the discussion.

1.2 *Destination marketing and image*

With increasing globalization and distances becoming relatively shorter due to innovations within transportation and telecommunication, the world is getting smaller. International tourism has grown strongly in recent decades. UNWTO (2018) shows a worldwide growth of 4%-5% per year. Thereby, modern tourists are more experienced and more demanding in contrast with tourists over a decade ago. When tourists decide to travel for leisure, there are many destinations to choose from. According to multiple studies (Chen & Tsai, 2007; Crompton, 1992; Um & Crompton, 1990), choosing a destination is a process where people narrow down their choices among hundreds of destinations by eliminating unfavourable destinations. Among these destinations are only destinations that people are aware of, while they did not even consider destinations which they don't know of (Hahm & Severt, 2018). Therefore, it is essential for destinations to be in people's choice-sets if a destination wants to be considered as a potential travel destination. To react on these developments, complete nations, regions and cities are using more and more strategies to stand out (Ratcliffe & Krawczyk, 2004). For several decades now, cities all over the world have been applying marketing techniques to attract visitors. However, destinations need to create a unique identity to differentiate themselves from others (Hudson & Ritchie, 2009). Destination image (DI) is one of the most important factors affecting travel decisions by tourists (Roche, 1994; Scharl, Dickinger, & Weichselbraun, 2008), therefore establishing and maintaining an attractive image in the minds of potential visitors should be the number one goal of destination marketing organisations (Camisón & Forés, 2015).

In the past decennia DI has been investigated extensively. Many researchers have attempted to form a conceptual framework of destination image. The majority of DI studies are focused on its formation (e.g. Echtner & Ritchie, 2003; Fakeye & Crompton, 1991; Gallarza, Saura, & García, 2002; Iordanova, 2015; Kislali, Kavaratzis, & Saren, 2016; Tasci, Gartner, & Cavusgil, 2007), components (e.g. Baloglu & McCleary, 1999; Beerli & Martin, 2004; Gartner, 1994; Martín-Santana, Beerli-Palacio, & Nazzareno, 2016), measurement (e.g. Alrawadieh, Dincer, Dincer, & Mammadova, 2018; Echtner & Ritchie, 1991; Jeong, Holland, Jun, & Gibson, 2012; Martín-Santana et al, 2016); and its

influence (e.g. Bigne, Sanchez, & Sanchez, 2001; Chi & Qu, 2008; Papadimitriou, Apostolopoulou, & Kaplanidou, 2015). Determining a destination image is a complex task, while the concept of DI is often subjectively assessed. There is no standardized system of analysis to determine destination image and its related components and processes. Which results in a variety of techniques and strategies being used. And even though the main reason for studying the image of a destination is to understand what potential tourists perceive of the destination and to see if that affects their attitude and behaviour toward the destination (Echtner & Ritchie, 2003), there is no standard measurement for countries, cities, regions or other places to use to study their own destination image. Therefore, this research aims to contribute to the improvement of knowledge about the aspects of destination image formation and provides a measurement tool that can be used by multiple destination marketing organisations. To substantiate this measurement tool it will be applied for the city Enschede (the Netherlands) in collaboration with the destination marketing organisation Enschede Promotie.

1.3 Enschede as target city

Enschede Promotie is the city marketing organisation of Enschede. With around 160.000 inhabitants, Enschede currently is the 13th largest city in the Netherlands and the largest city in the province of Overijssel (Centraal Bureau voor Statistiek, 2018). Traditionally, Enschede's city image is associated with adjectives like 'far away', 'boring' and 'industrial' (TWIX, 2008). Nowadays, Enschede has developed into a more modern city (see appendix A).

In collaboration with the municipality and other partners, Enschede Promotie's main goal, besides strengthen the city image of Enschede, is to attract visitors who come more often, stay longer and spend more (Enschede Promotie, 2016). To strengthen the city image of Enschede, Enschede Promotie has conducted multiple campaigns in recent years, in Germany and in The Netherlands as well (see appendix B).

Dutch residents are travelling more often within their own country. In 2016, 17.6 million trips were made within the Netherlands by Dutch inhabitants. (NRIT Media, Centraal Bureau voor de Statistiek, NBTC Holland Marketing, & Centre of Expertise Leisure, Tourism & Hospitality, 2017). Nearly eight out of ten Dutch people go on holiday at least once a year. However, research has indicated that 64% of the Dutch residents has never visited Enschede as daytrip or weekend getaway. Of all people who have never visited Enschede, 36% would consider Enschede as travel destination, 41% would not and 21% does not know enough about Enschede to even make a choice (I&O Research, 2018). According to I&O Research (2018) people do not have a clear city image of Enschede. Additionally, people are not familiar with Enschede's highlights and they think Enschede is not worth staying for a couple of days.

Even though research showed people are travelling more often each year, people are not convinced (yet) about going on a citytrip to Enschede. According to I&O Research (2018) many people do not have a clear city image of Enschede or do not know what Enschede has to offer in

comparison to other Dutch cities. In the past, research has been done about the city image of Enschede, however those studies are outdated already. In order to investigate the current city image of Enschede, research into the destination image is needed. Additionally, a fitting measuring instrument is needed to investigate Enschede's current city image.

The proposed underlying research questions to be treated within the scope of this research are five-fold:

1. *What is destination image and what concepts are part of the destination image formation process?*
2. *In what way are a new and comprehensive destination image formation model and framework for a destination image measurement an added value for the academic world?*
3. *Which concepts of destination image need to be included in a fitting measuring instrument to measure a current destination image of a city/region/country?*
4. *What is the current destination image of Enschede among Dutch residents?*
5. *To what extent can destination marketing organisation Enschede Promotie use this current destination image to attract more visitors to Enschede in the future?*

This research pursues four main objectives. First, it explores the definition and formation of destination image itself. Second, it seeks to develop a conceptual model of DI, which will be used to develop a framework for a quantitative measurement of destination image. Third, it explores the academic relevance and added value of the model and measurement. Fourth, it will evaluate Enschede's destination image and tries to produce concrete and usable results for Enschede Promotie to build on.

2. THEORETICAL FRAMEWORK

2.1 *Destination image*

Many researchers have demonstrated that image is one of the most important factors when tourists choose a destination (Ashworth & Goodall, 1988; J. Chen & Hsu, 2000; Chon, 1990). A tourist destination image is part of the overall impression of a tourism destination (Baloglu & McCleary, 1999; Fakeye & Crompton, 1991), because it provides an affective response to a destination (Bigne, Sanchez, & Sanchez, 2001), and it influences the preferences or intentions to choose and visit a given destination (Boo & Busser, 2006; Ekinci, 2003; Jun & Yan, 2015; Korstanje, 2009; Milman & Pizam, 1995). According to Beerli and Martin (2004) the more favourable the destination image, the higher tourists' intention to visit a certain destination. Hence, tourist destination image plays a crucial role in the current travel decision-making process, (Beerli & Martin, 2004; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Gallarza, et al., 2002; Gartner, 2007; Hunt, 1975).

The main task of a destination marketing organisation (DMO) is to attract potential visitors to their destination. To attract these visitors, DMOs promote destinations in the destination market place (Mariussen, von Ibenfeldt, & Vespestad, 2014). Their goal is to try to uniquely and positively position their own destination and differentiate them from competition (Echtner & Ritchie, 2003; Hyun & O'Keefe, 2012), by creating and managing the destination image tourists hold about their destination (Stepchenkova & Mills, 2010). Additionally, according to Gallarza, Saura and Garcia (2002), DMOs try to affect tourists' personal expectations and perceptions of a destination, and try to influence tourists' attitudes and behaviours and eventually tourists' destination choice (Kim, Kim, & Wise, 2014).

Nonetheless, positioning a destination is challenging on the already overcrowded and constantly changing destination market, where tourists have unlimited choices where they want to go. Thereby, the image visitors have about a particular destination always interacts with visitor's perceptions, motivations, interests, background, emotional state and many other factors, that are important in the travel decision-making process (Stepchenkova & Mills, 2010). The use of destination imaging, to differentiate a destination from competitors and positively position them in the minds of potential tourists is therefore a strategic marketing tool (Kozak & Baloglu, 2011).

Due to the importance of DI in terms of its effects on tourist behaviour, researchers have been trying to identify the determinants that define, modify, and strengthen this construct. However, despite the importance of DI and its wide application in many different studies, because of the rapidly changing world due to globalisation and innovation, DI is changing quickly. Thereby, several authors recognize a lack of conceptual framework because there is no unified definition or theoretical or conceptual structure of DI (Kozak & Baloglu, 2011; Rodrigues, Correia, Kozak, 2011; Stepchenkova

& Mills, 2010; Tasci, Gartner & Cavusgil, 2007). This means, that after almost four decades of research, there still is a need for better understanding of the concept and dimensions of DI.

2.2 *Definitions of destination image*

The term destination image is frequently used and found in many studies, in despite of this term to never be conceptualized precisely. The very first concept of DI was introduced in the early 1970s, when Hunt (1975) examined the role of image in tourism development. Since then, DI has become one of the most researched topics within tourism research. The importance of DI has led to many different studies on the definition and formation of this image in the past decades (Echtner & Ritchie, 1991; Gallarza, Saura, & Garcia, 2002; Pike, 2002; Tasci, Gartner, & Cavusgil, 2007). All concede DI is a multidimensional, dynamic and complex concept that can be seen through many different disciplines, because there are many different approaches to studying this image (Hunt 1975; Gallarza et al., 2002; Beerli & Martin, 2004). As a result of these many different studies, past definitions of destination image have been various and show its various dimensions (Table 1).

Table 1

Various definitions of destination image.

Researcher(s)	Definitions
Hunt (1975)	Perceptions held by potential visitors about an area in which they do not reside
Lawson and Baud-Bovy (1977)	An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts, and individual has of a specific place
Crompton (1979)	Sum of beliefs, ideas, and impressions that a person has of a destination
Dichter (1985)	It describes not individual traits or qualities but the total impression an entity makes on the minds of others
Gartner (1989)	A complex combination of various products and associated political, cultural, social and economic attributes of a place
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Um and Crompton (1990)	It is a holistic construct which, to a greater or lesser extent, is derived from attitudes towards the destination's perceived tourism attributes
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination
Fakeye and Crompton (1991)	A mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Milman and Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public
Gartner (1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
MacKay and Fesenmaier (1997)	A composite of various products (attractions) and attributes woven into a total impression

Baloglu and McCleary (1999)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Bigne et al. (2001)	Tourism destination image consists of all that the destination evokes in the individual; any idea, belief, feeling or attitude that tourists associate with the place
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time
Beerli & Martín (2004)	An integration of knowledge, emotion and perception of particular destinations within an individual's mind
Choi et al. (2007)	Compilation of beliefs and impressions based on information processing from a variety of sources over time, resulting in an internal mental construct representing attributes of and benefits sought in a destination
Tasci et al., (2007)	An interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination
Chi and Qu (2008)	Individual's mental representation of the knowledge, feelings and overall perception of a particular destination
Donaldson and Ferreira (2009)	A combination of the consumer's reasoned and emotional interpretations of a destination
Huang, Li and Cai (2010)	A mental structure that integrates the elements, impressions, and values people project onto a specific place
Ladeira, Santini, Araujo and Sampaio (2016)	Destination image perceptions are important antecedents of individuals' perceptions of quality, value, and satisfaction expectations from a destination.
Lai and Li (2016)	A voluntary, multisensory, primarily picture-like qualia arousing, conscious, and quasi-perceptual mental experience held by tourists about a destination. This experience overlaps and/or parallels the other mental experiences of tourists, including their sensation, perception, mental representation, cognitive map, consciousness, memory, and attitude of the destination
Sharma and Nayak (2018)	Destination image includes an affective image, which is a psychological emotion that a destination could evoke to the tourists

Some of these definitions are complementary to each other, while others are completely contradictory or only define a particular aspect of destination image (Iordanova, 2015). Several researchers define DI as a total set of beliefs, ideas, knowledge, thoughts, perceptions and impressions an individual has of a specific place (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Bigne, et al., 2001; Chi & Qu, 2008; Crompton, 1979; Echter & Ritchie, 1991; Embacher & Buttle, 1989; Fakeye & Crompton, 1991; Gartner, 1989; Huang, Li, & Cai, 2010; Hunt, 1975; Kim & Richardson, 2003; Lawson & Baud-Bovy, 1977; MacKay & Fesenmaier, 1997; Tasci, et al., 2007). Other researchers have defined DI based on cognitive, affective and conative components (Baloglu & McCleary, 1999;

Beerli & Martin, 2004; Dichter, 1985; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Gartner, 2007; Hosany, Ekinci, & Uysal, 2006; Marine-Roig & Ferrer-Rosell, 2018; Pike, 2009; San Martín & Del Bosque, 2008; Wang & Hsu, 2010; Zhang, Fu, Cai, & Lu; 2014). The cognitive component refers to the beliefs, memories, evaluations, interpretations and knowledge of a destination (Gartner, 2007; San Martín & Del Bosque, 2008; Tasci, et al., 2007; Wang & Hsu, 2010). The affective component refers to the emotional reactions, responses, and feelings toward the destination (Dichter, 1985; Fakeye & Crompton, 1991; Pike & Ryan, 2004). The conative component is derived from the previous two components and is related to behaviour, as it is the overall evaluation of a destination and the intention to (re)visit the destination (Marine-Roig & Ferrer-Rosell, 2018; Pike & Ryan, 2004). The coexistence of both the affective and cognitive component explain in a greater way the image a tourist has of a place that is not entirely determined by its physical attributes (Baloglu & Brinberg, 1997).

2.2.1 Affective image

Previous research shows that the affective image consists of emotional reactions, responses, and feelings toward the destination. Leisen (2001) states that affective associations influence the individual's destination image, and therefore their destination choice. The affective image is related to the emotions that a certain destination is able to evoke, such as joy, happiness or excitement and depends on the tourist's psychological motivations (Martin & del Bosque, 2008). If the tourist's emotions evoked by a destination correspond with their motivations or desires, individuals have a more positive and favourable affective image of the destination. Some studies show these feelings are developed during the evaluation stage of the selection of a destinations (Gartner, 1993), while others state these feelings develop continuously during the trip itself (Russel & Snodgrass, 1987).

2.2.2 Cognitive image

Previous research shows that the cognitive image refers to the beliefs, memories, evaluations, interpretations and knowledge about the attributes of the destination. A cognitive image is formed by an evaluation of the perceived attributes of the destination with or without prior visitation (Martin & del Bosque, 2008; Papadimitriou, Apostolopoulou & Kaplanidou, 2018). Baloglu and McCleary (1999) found that the cognitive image is influenced by the variety and type of information sources, such as professional advice, word of mouth, advertisement and books, movies and news. Thereby, Beerli and Martin (2004) stated that cognitive image is also positively influenced by organic and autonomous sources. Therefore, travel information appears to be one of the main factors for conducting a cognitive image.

2.3 Determinants of destination image

The components of DI are influenced by multiple factors. Understanding the image formation process may help to improve to define DI and may help DMOs to improve their destination marketing.

Numerous researchers across different fields and disciplines agree that DI is mainly caused or

formed by two major forces (Figure 1): stimulus factors and personal factors (Baloglu & McCleary, 1999). Stimulus factors are those that occur by external stimulus and physical objects, such as information sources and previous experiences (Baloglu & McCleary, 1999; Fakeye & Crompton, 1991; Gunn, 1972; Hsu, Wolfe, & Kang, 2004; Jeong, Holland, Jun, & Gibson, 2012; Martín-Santana, et al., 2016; Papadimitriou, Apostolopoulou & Kaplanidou, 2015; Zhang, Fu, Cai & Lu, 2014). Personal factors are the factors based on psychological and social characteristics of the visitor (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Martin & Rodriguez del Bosque, 2007). These two major forces can easily be recognized in the definitions of DI given in Table 2.

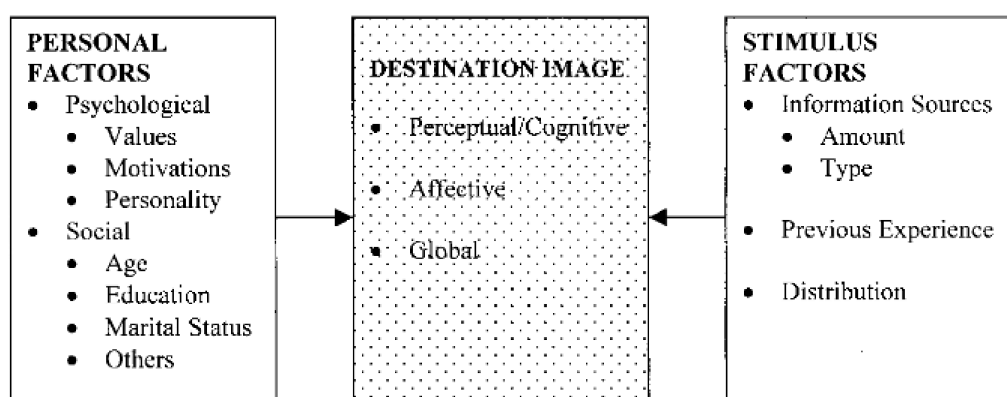


Figure 1. A general framework of destination image formation (Baloglu & McCleary, 1999)

Table 2
Selected determinants of destination image.

Researcher(s)	Definitions
Gunn (1972)	A destination image that a potential tourist has may be changed when he or she is exposed to travel information
Beerli and Martin (2004)	Stimulus factors, previous experience and a variety and type of information sources have an impact on the process of destination image formation
Martin and Rodriguez del Bosque (2007)	Personal factors, psychological motivations, personal needs and preferences, and socio-demographic characteristics have an influence on the development of destination images
del Bosque and San Martin (2008)	A destination image is appraised by tourists when emotions elicited by a destination concur with his/her desired benefits
Martinez and Alvarez (2010)	A personal impression of the destination is influenced by photos depicting destinations
Jeong, Holland, Jun, and Gibson (2012)	The evolution of destination image formation within an individual is change brought by exposure to a variety of information sources
Zhang, Fu, Cai and Lu (2014)	Advertising messages communicated by DMO's can have significant impact on target audience's attitudes toward the destination, their image perceptions and travel intentions
Papadimitriou, Apostolopoulou	Overall image perceptions are influenced by brand personality

and Kaplanidou (2015)	and affective images, though emotional in nature
Kislali, Kavartzis, and Saren (2016)	Destination image forms through 5 different images, the projected, organic, induced, secondary and primary image, while influenced by multiple factors, such as culture, history, politics, economics, technology and motivations
Martín-Santana, et al. (2016)	The image of tourism destinations may be subject to change during and after the visit. Factors responsible for this change may be related to the search process for secondary information and the characteristics of the trip

2.3.1 Stimulus factors

The stimulus factors are external factors which influence the destination image. The different concepts of the stimulus factors all know their aspects which take a role in forming the destination image. The amount of influence of such an aspect depends, given the situation.

2.3.1.1 Information sources

Information sources are the forces which influence the forming of perceptions and evaluations. In the past, researchers have demonstrated the importance of travel information. They have found that the formation of a positive destination image is significantly influenced by the type and amount of information available of a certain destination (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Choi, et al., 2007; Fakeye & Crompton, 1991; Gartner, 2007). Information can also influence the different stages of choosing a destination. When tourists visit a destination for the first time, looking for information is important. Multiple studies show travellers cannot evaluate destinations before experiencing them. Travellers refer to different sources for information, including internet and social media, which serve as important venues for travel-related information, to reduce uncertainty (Litvin, Goldsmith & Pan, 2008; Gretzel & Yoo, 2008). Additionally, according to van Raaij and Francken (1984) destination information may be used to influence the idea of having a vacation, by generating expectations and fantasies. Second, it may persuade a possible visitor to take a visit a particular destination. Third, background information on different aspects of the destination can influence the choices and appreciation of a destination. Last, some information may be used to legitimize or justify a particular destination. Negative information on rejected alternatives also influences generated destination images. Therefore, destination information plays a critical role in travellers' decision making and destination selection process (Kozak & Baloglu, 2011; Martín-Santana, Beerli-Palacio & Nazzareno; 2017; Xiang, Magnini & Fesenmaier, 2015).

However, technological changes show a shift from traditional (tourist) information sources to digital and individual (tourist) information sources. Since the appearance of social media, Web 2.0 and user generated contents, traditional destination marketing has changed (Kislali, Kavartzis, & Saren, 2016). Earlier, marketing organisations created desired destination images through campaigns and advertisements. Nowadays, there are multiple changes in the ways consumers receive, consume and

spread information about (tourist) products and services, which means that creation of destination-related information moved outside destination marketing organisations (Hudson & Thal, 2013; Mariussen, von Ibenfeldt, & Vespestad, 2014; Lo, McKercher, Lo, Cheung & Law, 2011).

Tourists search for information themselves, among internet and social media. Websites provide potential visitors quick and international information and communication (Jeong, Holland, Jun, & Gibson, 2012). Through social media tourists also search, organize, share and annotate their travel stories and experiences and they communicate with previous visitors, travel companies, local residents, accommodation suppliers and marketing organisations (Kislali, et al., 2012; Xiang & Gretzel, 2010). Traveller-generated content embody tourists' perceptions of the tourist experience and they have become a very influential information source for other tourists who read them online (Jalivand, et al., 2012; Marine-Roig & Ferrer-Rosell, 2018). Travel blogs are among the most popular and influential traveller-generated content where travel-related information shared by tourists is made accessible to a large audience of potential travellers. These blogs can significantly influence potential travellers' decision-making process (Banyai & Glover, 2012). Thus, online communication like websites, social media and traveller generated content eases interaction between marketing organisations, organisations and tourists and between tourists themselves. Besides that, online travel information has proven to be highly credible and trustworthy for travellers seeking advice (Marine-Roig & Ferrer-Rosell, 2018), and has a significant impact on destination choice and travel experience (Jalivand, Samiei, Dini & Manzari, 2012; Yan, Zhou & Wu, 2018). Online destination information has also a positive influence on the destination image, attitude towards the destination, intention to travel (again) and in general travellers' decision-making process (Jalilvand, Samiei, Dini, & Manzari, 2012).

2.3.1.2 Previous visits

Perceivers' past travel behavior variables, including previous visitation, the amount of previous visitation, and length of stay have also been investigated and documented as important determinants of destination (Baloglu & McCleary, 1999; Fakeye & Crompton, 1991; Hunt, 1975, Tasci & Gartner, 2007). Echtner and Ritchie (1993) believe that visitors that are more familiar with the destination have images that are more holistic, psychological, and unique. While those less familiar have images based more on attributes, functional aspects, and common features. Other studies also demonstrate that familiarity with, the number of visits to, and the length of stay at a destination all influence the destination image (Baloglu & Mangalolu, 2001; Fakeye & Crompton, 1991; Milman & Pizan, 1995). The information acquired through personal experience or by visiting the destination forms the primary image. When individuals actually visit a place, the image that they form after the visit tends to be more realistic, complex, and different from the one formed through secondary sources of information (Beerli & Martin, 2004). First-time visitors therefore rely more on affective and overall image, while repeat visitors turn to their cognitive impressions of the destination (Fakeye & Crompton, 1991).

2.3.2 Personal factors

Personal characteristics of visitors also affect DI formation. Personal factors refer to the sociodemographic characteristics of individuals (gender, age, level of education, family lifecycle, family size, income, possessions social class, place of residence, household etc.), as well as those of psychological nature (motivations, attitudes, aspirations, experiences, values, personality, lifestyle, etc.) (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Van Raaij & Francken, 1984; Um & Crompton, 1990). Various authors state that motivations influence the image forming process and the choice of destination, while they have a direct influence on its affective component (Baloglu & McCleary, 1999; Gartner, 2007; Um & Crompton, 1990). People with different motives may assess a destination in similar ways if its perception satisfies their needs. These factors affect one's cognitive organisation of perceptions, and influencing the perceptions of the environment and overall DI.

2.3.3 Destination attributes

Knowledge about how to identify features of a destination is scarce. Destination attributes are relatively subjective and depend on visitor's perceptions of the destination. Both researchers and DMOs would benefit from a standardized method for identifying destination's typical attributes. Each destination has common attributes (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Echtner & Ritchie, 1993; Gallarza et al., 2002; Huang, Chen, & Lin, 2013; Pike & Ryan, 2004). These common attributes represent the features universally important for all destinations: for instance accommodations, infrastructure, comfort and safety and beautiful scenery. However, each destination also has its unique and special attractions, such as cultural, local and natural attractions, nightlife, outdoor activities and recreation (Alrawadie, Dincer, Dincer, & Mammadova, 2018; Beerli & Martin, 2004; Fakeye & Crompton, 1991; Jeong, et al., 2011; Li, Ali, & Kim, 2015; Liu, Li, Yang, 2015; Leung, Dickinger & Nixon, 2017; Martín-Santana, et al., 2017).

2.4 Destination image and its influence on tourist behaviours

Prior research shows that destination image plays an important role in tourist behaviours by influencing (1) the pre-visit decision-making process (Chen & Tsai, 2007; Fakeye & Crompton, 1991; Gartner, 1989); (2) on-site experience (Chen & Tsai, 2007; Chi & Qu, 2008; Wang & Hsu, 2010); (3) evaluation of a destination (Chen & Tsai, 2007); and (4) future behavioural intentions, such as visiting intentions, positive word-of-mouth and destination loyalty (Bigne, Sanchez, & Sanchez, 2001; Chen & Gursoy, 2001, Chi & Qu, 2008; Qu, Kim & Im, 2011). There is wide agreement among scholars concerning the positive impact of DI on a tourist's decision to visit a certain destination, tourists' perceived image after they visit a destination, and the positive correlation between tourist satisfaction and their intentions or behaviour to (re)visit the destination (Beerli & Martín, 2004; Chen & Tsai, 2007; Chi & Qu, 2008; Kim, Holland & Han, 2013; Zhang, Fu, Cai & Lu, 2014), which capture the

four influencing aspects mentioned above. Hence, the overall destination image significantly affects tourists' expected satisfaction and behavioural intentions.

2.4.1 Expected satisfaction

Customer satisfaction is one of the most relevant and frequently operationalized concepts of marketing. Tourism satisfaction is defined as “the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfil the visitor’s desire, expectations and needs in relation to the trip (Chen & Tsai, 2007; p. 1116). Tourism satisfaction plays a crucial role in successful destination marketing because it influences the choice of destination, the consumption of tourism services and tourist loyalty. Satisfaction arises when consumers compare their perceptions with their initial expectations (Yoon & Uysal, 2005). A positive image of a destination will lead to tourists having high levels of satisfaction, which in return could lead tourists to have a positive evaluation, and, in turn, increase tourists’ intention to revisit the same destination (Bigne, et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2009; Choi, Tkachenko, & Sil, 2011; Hosanu & Prayag, 2013; Wang & Hsu, 2010). It is therefore important to examine the concept of image and its relation to satisfaction in order to determine visitor’s intentions to revisit and to recommend the destination (Bigne et al., 2001; Yoon & Uysal, 2005).

2.4.2 Behavioural intention

Past studies suggest that behavioural intentions are a good predictor of actual behaviour and can predict tourist loyalty (Baker & Crompton, 2000; Chen et al., 2010). Therefore, behavioural intentions are essential when evaluating destination image. Individuals with a favourable destination image will perceive their on-site experiences positively, which in turn will lead to greater satisfaction levels and behavioural intentions (Bigne, et al., 2001; Lee, Lee & Lee, 2005). Behavioural intentions includes a visitor’s willingness to (re)visit the destination and providing word-of-mouth (WOM) recommendation (Bigne, et al., 2001; Prayag & Ryan, 2012; Qu, Kim & Im, 2011; Wang & Hsu, 2010). Positive WOM is an indicator of a tourist’s preference for a destination and produces a reliable and trustworthy source of information for potential visitors, since tourists heavily rely on the opinions of previous travellers (Wang & Hsu, 2010; Yoon & Uysal, 2005; Zhang, Fu, Cai & Lu, 2014). Also, Baloglu and McCleary (1999) find that WOM has a significant effect on the cognitive evaluation of the destination and its overall image. Intention to recommend is one of the most important consequential characteristics of destination image and is considered as being the first sign of loyalty and the most important information source influencing other potential tourists’ choices of destination for their future visits (Baker & Crompton, 2000; Bigne et al., 2001). When tourists have a positive image toward a particular destination, they are more likely to recommend the destination to others (Kozak, 2001; Yoon & Uysal, 2005; Quadri-Felitti & Fiore, 2013; Zhang, Fu, Cai, & Lu, 2014).

Past studies show that destination image also significantly affects visit and revisit intention (Bigne et al., Choi et al., 2011; Yoon & Uysal, 2005). If tourists hold a positive destination image, it is

likely they will take the action of visiting or revisiting the place. Repeating visitors are a desired market segment, because they tend to stay longer, tend to be more satisfied, spread positive WOM and participate in activities more often (Zhang, Fu, Cai, & Lu, 2014). Intention to revisit is also crucial as it indicates tourist loyalty, which is an indicator of successful destination development and helps in increasing the competitiveness of tourist destinations (Chen & Phou, 2013; Yoon & Uysal, 2005).

2.5 Conceptual model

Since there are many different studies into the formation of destination image, and many different models and theories, there is no widely recognized complete conceptual model about destination image and the determinants and processes of DI. Based on the previous research, a conceptual model is developed (Figure 2).

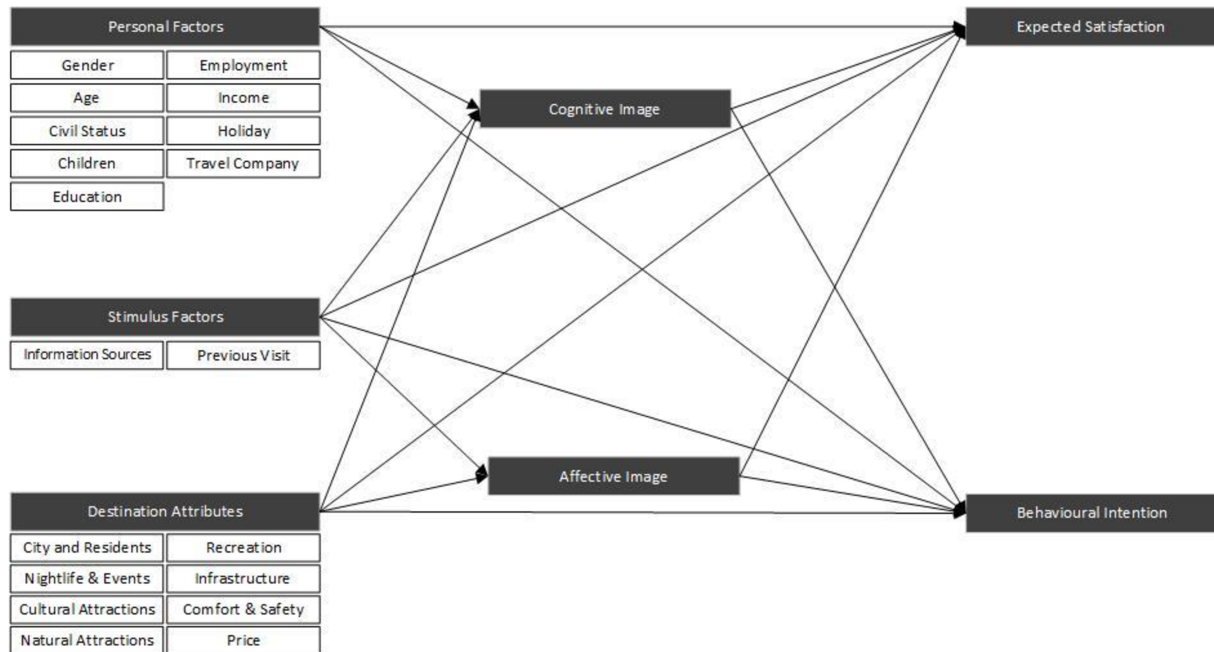


Figure 2. Conceptual model

As stated in previous sections, in the destination image literature it is widely acknowledged that destination image is influenced by the following components: (1) personal factors (demographic), (2) stimulus factors (information sources and previous visit), (3) destination attributes, (4) cognitive image and (5) affective image. The separate examination of these components is necessary to study their unique effects. Thereby, the components cognitive and affective image have unique contributions to the overall destination image. The separate examination of these two components is necessary to study their unique effects on consumer's expected satisfaction and behavioural intention. Figure 2 gives an impression of the relationship between the different variables of this research.

In line with the literature, the following effects will be expected: (1) *stimulus factors* will positively affect *cognitive image*, (2) *personal factors* will positively affect *cognitive image*, (3) *destination attributes* will positively affect *affective image*, (4) *cognitive image* will positively affect *expected satisfaction* and *behavioural intention* and (5) *affective image* will positively affect *expected satisfaction* and *behavioural intention*.

3. METHOD

In this chapter the used research procedure and measurement of the conducted researched will be clarified. The research procedure will be described, followed by the participants, the measures of the variables and the description of the analysis.

3.1 *Research design and procedure*

In the designed (online) measurement Enschede was used as the target city. The study population consisted of residents of the Netherlands above 18 years old. To recruit respondents a convenience sampling technique was used. Respondents were invited to participate via a link to the online survey. The survey began with an informed consent, which described a rough overview of the aim and structure of the questionnaire. Then, the survey consisted of four parts. The first part was about personal factors and demographic statistics. The second part was about stimulation factors and the cognitive and affective image of Enschede. The third part consisted of items about the destination attributes of Enschede. The last part was about their expected satisfaction and behavioural intention. In the end, participants were asked if they had any other questions or notes about the survey. Participants were allowed to stop and come back and finish the survey at a later time (but within 14 days).

3.2 *Sample*

In total, 1129 respondents were approached and 424 with missing values were excluded. After an outliers analysis, there were 689 participants included in this study. Of the 689 respondents who participated in the current study, 30% were men and 69% were women. Most of the participants were aged between 25-34 years (46%), were married or living together (59%) and didn't have any kids (64%). The majority of the respondents had a bachelor's or master's degree (31% & 32%) and were working full time (42%) or part time (25%). Regarding to the income level, 37% of the participants stated that their yearly household income was less than €30.000 per year; for 20% it was above €51.000. 39% of the participants lived in Enschede for several years (most of them lived in Enschede for under 6 years) and 60% haven't lived in Enschede at all. From all respondents, 42% live in the province of Overijssel, 19% in Gelderland, 8% in Utrecht, 6% in Zuid-Holland and 6% in Noord-Holland. All participants were asked with whom they most often went on holiday: 53% most often went out with their partner, 21% with family and 16% with friends.

Of the 689 respondents who participated in this study, 12% has never been to Enschede before, 5% visited Enschede one time, 4% visited Enschede two or three times before, 1,5% four or five times and 76% visited Enschede more than five times. Respondents who have been to Enschede before, visited Enschede mainly for shopping, to go out for dinner and drinks, to visit an event or to visit friends and family.

3.3 Measurement

Professional and academic papers have proposed a number of scales to determine the different attributes relevant to measuring perceived image. However, Beerli and Martin (2004) found that the existing scales revealed a lack of homogeneity among the attributes which define the individual's perceptions. To that end, different attractions and attributes included in existing scales, were incorporated and classified into various constructs (Table 3).

Table 3
Constructs and attributes determining the perceived destination image.

Construct		Contexts	Sources
Affective image	Affective image	Attractivity, interesting, pleasant, entertaining, exciting, friendly, fun place, fashionable, enjoyable, good reputation, relaxing, stressful, luxurious, boring, exotic, family-oriented, exotic, mystic, reputation	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017
Cognitive image	Knowledge	Knowledge of the destination	Zhang, Zhang, Gursoy and Fur, 2018;
Personal factors	Demographics and characteristics	Gender, age, marital state, educational, income, occupation, household, nationality	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017;
	Motivations	Personal, cultural, travel related motivations	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Baloglu and McCleary, 1999; Beerli and Martin, 2004;
Stimulus factors	Information sources	Time of search, methods of search, tourist information centres, network of tourist information	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Baloglu and McCleary, 1999; Beerli and Martin, 2004; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Prebensen, 2007;

Destination attributes	Previous experience		Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Baloglu and McCleary, 1999; Beerli and Martin, 2004;
	Comfort and safety	Safety, security, cleanliness, hotels, language skills, health services, crime rate, economic development, political stability, political tendencies,	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017;
	Cultural attractions	Historical buildings, museums, concerts, festivals, galleries, folklore, gastronomy, monuments, religion, handicraft, customs and way of life	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Jeong, et al., 2011; Li, Ali, and Kim, 2015; Liu, Li, Yang, 2015; Leung, Dickinger and Nixon, 2017; Martín-Santana, et al., 2017;
	Infrastructure	Public transport, parking, local transportation, accommodation, accessibility, facilities, telecommunication, roads (development and quality), building development, traffic congestion	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017;
	Local attractions	Number of activities, attractiveness of the city, restaurants, shops, family-oriented,	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015;
	Local quality of life	Cleanliness, hygiene, (health) facilities, technology, standard of living, economic welfare, lifestyle, atmosphere, friendliness of local residents, language barriers, familiarity, overcrowding	Alrawadieh, Dincer, Dincer, & Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015

	Natural attractions	Climate (temperature, rainfall, hours of sunshine), beaches, landscape, parks, fauna and flora, air and noise pollution, beauty of the scenery, crowdedness, wealth of countryside (nature reserves, lakes, mountains etc.),	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017;
	Nightlife	Bars, pubs, discos, casinos, clubs	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017
	Outdoor activities	Tours and excursions at and to the destination, number of sites, architecture,	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017; Li, Ali, and Kim, 2015;
	Price	Price-quality, price for services and goods, value,	Jeong, et al., 2011; Leung, Dickinger and Nixon, 2017;
	Recreation	Theme parks, adventure tourism, golf, wellness, entertainment and sports activities, zoos,	Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Beerli and Martin, 2004; Fakeye and Crompton, 1991; Li, Ali, and Kim, 2015; Martín-Santana, et al., 2017
	Behavioural intention	Plan to visit, recommendations, reviews, word of mouth	Leung, Dickinger and Nixon, 2017; Liu, Li, Yang, 2015
	Loyalty	I want to visit the place, I will tell my friends and family about the visit	Baloglu and McCleary, 1999; Leung, Dickinger and Nixon, 2017; Martín-Santana, et al., 2017
	Value	Tourist motivation, pull factors	Yoon and Uysal, 2006;

3.3.1 Measurement design

The questionnaire was designed as the survey instrument including all constructs of the proposed model. Most of the used questions in the questionnaire are based on a review of the literature (Table 3) and specific destination attributes for Enschede as a city (Appendix C). As a result a 97-item scale was used to operationalize destination attributes. The questionnaire consists of nine constructs (Appendix D). The construct for stimulus factors consists of two variables: information sources and previous experience. The items used for information sources were conducted from Kim, Kim and Wise (2014). The items used for previous experience were conducted from Hosany, Ekinci and Uysal (2005), Kim and Lee (2018) and Truong, Lenglet and Mothe (2018). The personal factors construct was formed with items used by Chen and Tsai (2007), Kim, Kim and Wise (2014), van Raaij and Francken (1984) and Sharma and Nayak (2018). The destination attributes construct was divided into nine variables: comfort and safety, cultural attractions, infrastructure, local attractions, local quality of life, natural attractions, nightlife, price, and outdoor and recreation. The items that were used for building these variables are shown in Appendix C. Destination image was measured in three different constructs: cognitive image, affective image and conative image. Cognitive image was measured through items from Zhang, Zhang, Gursoy and Fu (2018), Stojanovic (2017), Boo, Busser and Baloglu (2009), and Konecnik and Gartner (2017). Affective image was measured through items from Russell (2003). The conative image was divided into two variables: satisfaction and behavioural intention. The items used for satisfaction were conducted from Zhang, Zhang, Gursoy and Fu (2018), Tasci (2006), and Schiffman and Leslie (2000). The items used for behavioural intention were conducted from Zhang, Zhang, Gursoy and Fu (2018), Byon and Zhang (2009), and Schiffman and Leslie (2000). The final measurement can be found in Appendix D.

3.4 Measures and constructs

After conducting the survey, the data has been transformed into several variables and constructs by performing an exploratory factor analysis (using IBM SPSS Statistics 26.0), which were used in the eventual path model. Table 4 shows these variables, their number of items and descriptive statistics, and the Cronbach's alpha. Below the variables are described.

3.4.1 Personal factors

These demographic variables cover a broad range of subjects: *Gender* (P1), *Age* (P2), *Civil Status* (P3), *Number of Children* (P4), *Education* (P5), *Employment* (P6), *Income* (P7), *Holiday Frequency* (P8) and *Travel Company* (P9). All of these variables were measured based on multiple choice questions. In order to arrive at a suitable multiple choice question *Age* (P2) was divided in several brackets. *Travel Company* (P9) describes the composition of the group in which a person travels. This is not just group size, but also type of relation to the group, e.g. family, partner, friend(s).

3.4.2 Stimulus factors

Previous Visit is a variable based on a multiple choice question. It indicates the number of times someone has visited Enschede. Based on the literary research, previous visits normally have a significant influence on a destination image and the intent to visit.

Information Sources is a construct showing how often an individual has been in contact with an information source about Enschede. This construct is based on several statements on a 5-point Likert scale, which highlighted different types of information sources across different media (pictures, websites, articles, tourist info).

3.4.3 Destination attributes

For this research eight constructs concerning destination attributes were created. Each construct consists out of several items on the same topic. Each item is measured using a Likert 5-point scale. In order to keep internal consistency, some items were inverted before adding them into the construct. The final eight constructs are:

- *City and Residents (D1)* – Contains a broad perspective and overall feel of Enschede and its residents.
- *Nightlife and Events (D2)* – Focuses on standard nightlife (bars and clubs) and adjacent activities such as festivals.
- *Cultural Attractions (D3)* – An overview of several different cultural attractions such as musea, theatre and architecture.
- *Natural Attractions (D4)* – Describes the ecological setting of Enschede, both city parks and trees, as surrounding nature such as forests and meadow.
- *Recreation (D5)* – Contains a broad range of recreational activities, ambience, and general setting.
- *Infrastructure (D6)* – Shows the overall level of infrastructure with topics such as car parks, bicycle friendliness, public transport.
- *Comfort and Safety (D7)* – Indicates the perceived comfort and safety of Enschede in general. Items include crime and the feeling of safety at night.
- *Price (D8)* – Describes if Enschede is perceived as having a good value-for-money ratio

The perceived destination attributes are the attributes that form the main body of a destination image. They also are expected to have a dominant influence on the affective and cognitive image of a city.

3.4.4 Affective and cognitive image

Affective and cognitive image are both constructs based on several items with a 5-point Likert Scale. *Cognitive image* consists of several items concerning the perceived knowledge of Enschede. *Affective image* focuses on more broad statements that form an emotional connection with Enschede. Within

both the questionnaire as in the model, affective image was measured on the inverse. Meaning that high scores equal low affective image, and vice versa.

3.4.5 Expected satisfaction and behavioural intention

Expected satisfaction shows the extent of the fulfilment of tourist's desire, expectations and need in relation to a trip to Enschede. *Behavioural intention* shows the eagerness to (re)visit and recommend Enschede. These constructs both consist of multiple items with a 5-point Likert Scale. In the final path model, *behavioural intention* will be used as the dependent variable.

Overall there are 13 constructs within this research.

4. RESULTS

In this chapter the results of the conducted research are shown. First, it describes the descriptive statistics of the constructs. Second, it describes the path model and the conditions it had to meet. Third, the results of the model are listed and analysed.

4.1 Descriptive statistics

Table 4 shows sufficient internal consistency for these constructs with Cronbach's alpha above or approaching 0.7. Based on this, all constructs were used to arrive at the final path model, which will be discussed in Chapter 4.2.

4.1.1 Destination image of Enschede

Information sources, all *destination attributes*, *affective image*, *cognitive image*, *expected satisfaction* and *behavioural intention* were measured on a 5-point Likert scale (Table 4). *Information sources* scored 3.22. *Affective image* scored 2.60. *Cognitive image* scored 3.45. *Expected satisfaction* scored 3.36. *Behavioural intention* scored 3.37. All *destination attributes* scored between 3.20-3.56. This means Enschede scores moderately positive on every destination attribute. The destination image of Enschede tends more towards the positive than negative side on every attribute, but it also remains very much in the middle. People do not have a strong negative or positive opinion about Enschede. Therefore, Enschede does not have a distinct destination image, but people are positively curious. Since the destination image of Enschede is moderately positive on every aspect, the destination image of Enschede is promising. This offers many possibilities and opportunities to improve the destination image of Enschede.

Table 4
Measured variables and constructs

Variable	Measurement	Example Item*	Items (N)	Mean (SD)	Cr. α
Personal Factors					
Gender (P1)	Multiple Choice	What is your gender?	-	-	-
Age (P2)	Multiple Choice	What is your age?	-	-	-
Civil Status (P3)	Multiple Choice	What is your civil status?	-	-	-
Children (P4)	Multiple Choice	How many children do you have?	-	-	-
Education (P5)	Multiple Choice	What is your highest education level?	-	-	-
Employment (P6)	Multiple Choice	What is your employment level?	-	-	-
Income (P7)	Multiple Choice	What is your income level?	-	-	-
Holiday (P8)	Multiple Choice	How many times per year do you go on holiday?	-	-	-
Travel Company (P9)	Multiple Choice	Who do you most often travel with?	-	-	-
Stimulus Factors					
Information Sources (S1)	Likert (5-point)	I have visited multiple websites about Enschede	6	3.22 (0.70)	.77
Previous Visit (S2)	Multiple Choice	How many times have you visited Enschede?	-	-	-
Destination Attributes					
City and Residents (D1)	Likert (5-point)	Enschede is a modern city	9	3.43 (0.48)	.82
Nightlife and Events (D2)	Likert (5-point)	Enschede has an active nightlife	5	3.55 (0.71)	.82
Cultural Attractions (D3)	Likert (5-point)	Enschede is a historical city	5	3.20 (0.56)	.73
Natural Attractions (D4)	Likert (5-point)	Enschede has beautiful parks and nature	4	3.43 (0.56)	.69
Recreation (D5)	Likert (5-point)	Enschede has a broad range of tours and activities	14	3.51 (0.40)	.79
Infrastructure (D6)	Likert (5-point)	Enschede has plenty of public transportation options	4	3.48 (0.55)	.60
Comfort and Safety (D7)	Likert (5-point)	Enschede is safe at night	4	3.38 (0.65)	.76
Price (D8)	Likert (5-point)	Restaurant and shop prices in Enschede are fair	3	3.56 (0.51)	.65
Affective Image	Likert (5-point)	Enschede is: Fun <-> Boring	11	2.60 (0.57)	.85
Cognitive Image	Likert (5-point)	Enschede has a good name and reputation	8	3.45 (4.59)	.75
Expected Satisfaction	Likert (5-point)	Enschede is fun for a multi-day city trip	5	3.36 (3.51)	.82
Behavioural Intention	Likert (5-point)	I would like to visit Enschede	8	3.37 (5.39)	.79

Note: items were asked in Dutch

4.2 Path model

To test the conceptual model structural equation modelling using IBM SPSS Amos 26.0 was applied to test the relations presented in the conceptual model. The conceptual model was evaluated with the following criteria for a good fitting model, according to the recommendation from Valtr and Psotta (2019): the fit indices should satisfy the following conditions, namely the Chi-Square test X^2/df should be less than or equal to 5.00; relative $X^2(CMIN/df)$ should be less than 3.00, the Tucker-Lewis index (TLI) should be more than 0.9; and the root mean square error of approximation (RMSEA) should be less than 0.10. The conceptual model (presented in Figure 2) formed the basis of the final model used to model destination image. This conceptual model was slightly altered to arrive at a correct fit. In doing so, the relation of *previous visit* to *affective image* has been removed. Next to this, in order to have the most significant added value to the application of the model to destination marketing and a deeper insight into the specific attribution factors, the constructs were used individually rather than

overall constructs such as *destination attributes*. The fit results of the final model are as follows: CMIN = 946.29 , df = 168, $p < .001$, CMIN/df = 1.48; TLI = .688; CFI = .793; RMSEA = .095; LO 90 = .089; HI 90 = .10. Sadly, the TLI rather low, indicating a less than ideal fit between data and model. Most likely it stems from a lack of sample diversity. The data shows that there respondents to the questionnaire skewed towards the lower age brackets (students) and most respondents have visited Enschede before. This too eludes to the reason why the relation of *personal factors* and *previous visit* on *affective image* needed to be excluded from the model in order to approach a passing fit. The final model including direct effects is shown in Figure 3.

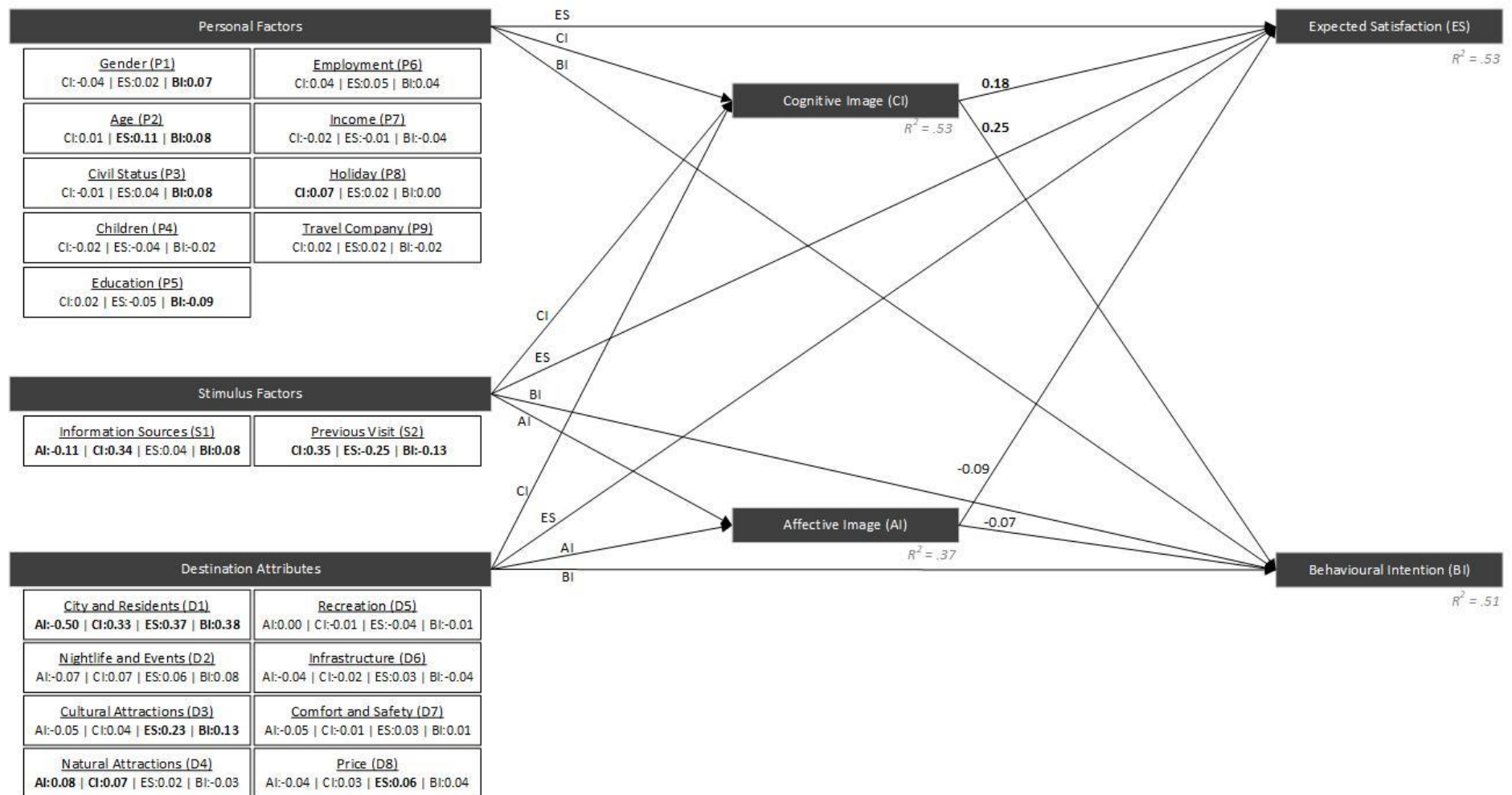


Figure 3. Final model

4.3 Result analysis

Table 5 shows the complete regression weights per relation within the final model (Figure 3). The path coefficients indicate several significant direct (and indirect) effects of primary constructs related to the secondary constructs: *affective image*, *cognitive image*, *expected satisfaction* and *behavioural intention*. This significance is at the $P < 0.05$ level. Typical to this model is the interplay of the secondary constructs *cognitive/affective image* in relation to *expected satisfaction* and *behavioural intention*. Together these results show the destination image of Enschede at the time of the questionnaire.

Table 5

Significant direct, indirect and total effects of personal factors, stimulus factors, destination attributes, affective image and cognitive image.

	Affective Image			Cognitive Image			Expected Satisfaction			Behavioural Intention		
	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total
Personal Factors												
Gender (P1)	-	-	-	-0,04	0,00	-0,04	0,02	-0,01	0,02	0,07	-0,01	0,06
Age (P2)	-	-	-	0,01	0,00	0,01	0,11	0,00	0,12	0,08	0,00	0,08
Civil Status (P3)	-	-	-	-0,01	0,00	-0,01	0,04	0,00	0,04	0,08	0,00	0,07
Children (P4)	-	-	-	-0,02	0,00	-0,02	-0,04	0,00	-0,04	-0,02	0,00	-0,03
Education (P5)	-	-	-	0,02	0,00	0,02	-0,05	0,00	-0,05	-0,09	0,00	-0,08
Employment (P6)	-	-	-	0,04	0,00	0,04	0,05	0,01	0,06	0,04	0,01	0,05
Income (P7)	-	-	-	-0,02	0,00	-0,02	-0,01	0,00	-0,01	-0,04	-0,01	-0,05
Holiday (P8)	-	-	-	0,07	0,00	0,07	0,02	0,01	0,03	0,00	0,02	0,02
Travel Company (P9)	-	-	-	0,05	0,00	0,05	0,03	0,01	0,04	-0,02	0,01	-0,01
Stimulus Factors												
Information Sources (S1)	-0,11	0,00	-0,11	0,34	0,00	0,34	0,04	0,07	0,11	0,08	0,09	0,17
Previous Visit (S2)	-	-	-	0,35	0,00	0,35	-0,25	0,06	-0,19	-0,13	0,09	-0,04
Destination Attributes												
City and Residents (D1)	-0,50	0,00	-0,50	0,33	0,00	0,33	0,37	0,10	0,48	0,38	0,12	0,50
Nightlife and Events (D2)	-0,07	0,00	-0,07	0,07	0,00	0,07	0,06	0,02	0,07	0,08	0,02	0,10
Cultural Attractions (D3)	-0,05	0,00	-0,05	0,04	0,00	0,04	0,23	0,01	0,24	0,13	0,01	0,15
Natural Attractions (D4)	0,08	0,00	0,08	0,07	0,00	0,07	0,02	0,01	0,02	-0,03	0,01	-0,02
Recreation (D5)	0,00	0,00	0,00	-0,01	0,00	-0,01	-0,04	0,00	-0,04	-0,01	0,00	-0,02
Infrastructure (D6)	-0,04	0,00	-0,04	-0,02	0,00	-0,02	0,03	0,00	0,03	-0,04	0,00	-0,05
Comfort and Safety (D7)	-0,05	0,00	-0,05	-0,01	0,00	-0,01	0,03	0,00	0,03	0,01	0,00	0,01
Price (D8)	-0,04	0,00	-0,04	0,03	0,00	0,03	0,06	0,01	0,07	0,04	0,01	0,05
Affective Image	-	-	-	-	-	-	-0,09	0,00	-0,09	-0,07	0,00	-0,07
Cognitive Image	-	-	-	-	-	-	0,18	0,00	0,18	0,25	0,00	0,25

Note: effects are significant at $p < 0.05$ level

Within *personal factors*, there are several significant relations. *Holiday* [P8] is the only factor to show a significant (positive) relation to *cognitive image* (0.07). In relation to *expected satisfaction*, only *age* [P2] shows a significant positive effect (0.11). The factors showing a significant positive direct relation to *behavioural intention* are *gender* [P1], *age* [P2] and *civil status* [P3], at respectively 0.07, 0.08 and 0.08. *Education* [P5] shows a negative significant effect (-0.09). *Children* [P4], *employment* [P6], *income* [P7] and *travel company* [P9] do not show significant effects.

Stimulus factors in general show to be significant. *Information sources* [S1] has a negative relation to *affective image* (-0.11), but show a significant positive relation to *cognitive image* (0.34) and *behavioural intention* (0.08). *Previous visit* [S2] also shows a significant positive relation to *cognitive image* (0.35). On the other hand, it shows a significant negative relation to both *expected satisfaction* (-0.25) and *behavioural intention* (-0.13).

Concerning *destination attributes*, there are only a few attributes that show a significant relation. *City and residents* [D1] is significant in all relations, showing strong positive relations to *cognitive image* (0.33), *expected satisfaction* (0.37) and *behavioural intention* (0.38). Contrarily, it shows a negative relation to *affective image* (-0.50), because of the inversed measuring. *Cultural attractions* [D3] show a positive relation to both *expected satisfaction* (0.23) and *behavioural intent* (0.13). *Natural attractions* [D4] have no significant relation to *expected satisfaction* and *behavioural intent*, but have a small significant positive relation to *affective* and *cognitive image*. Finally *price* [D8] shows a small significant positive relation to *expected satisfaction* at 0.06.

As typical for this model, *affective image* and *cognitive image* as secondary constructs could influence *expected satisfaction* and/or *behavioural intention*. *Affective image* shows a significant negative relation to *expected satisfaction* at -0.09. Opposite that, *cognitive image* shows a significant positive relation to both *expected satisfaction* (0.18) and *behavioural intention* (0.25).

5. DISCUSSION

This final chapter contains the academic and practical findings, implications and limitations of this conducted research. The chapter also provides suggestions for further research and the final conclusions of this study.

The present research investigated the following five questions:

1. *What is destination image and what concepts are part of the destination image formation process?*
2. *In what way are a new and comprehensive destination image formation model and framework for a destination image measurement an added value for the academic world?*
3. *Which concepts of destination image need to be included in a fitting measuring instrument to measure a current destination image of a city/region/country?*
4. *What is the current destination image of Enschede among Dutch residents?*
5. *To what extent can destination marketing organisation Enschede Promotie use this current destination image to attract more visitors to Enschede in the future?*

This research pursued four main objectives: (1) exploring the definition and formation of destination image, (2) developing a conceptual model of DI and framework for a quantitative measurement of destination image, (3) exploring the academic relevance and added value of a comprehensive destination image formation model and measurement and (4) examining the current destination image of Enschede and use this current destination image to attract more visitors to Enschede in the future. The first two main objectives have been addressed in Chapters 2 and 3. The first half of the fourth main objective has been addressed in Chapter 4. The other half of objective four and objective three will be addressed in the following sections.

5.1 Academic findings and implications

The present study investigated the definition of destination image and the concepts that are part of the formation of destination image. The theoretical framework showed there is no unified definition of destination image due to the fact that many variables are involved. The most used definition is: “Destination image is a total set of beliefs, ideas, knowledge, thoughts, perceptions and impressions an individual has of a specific place” (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Bigne, et al., 2001; Chi & Qu, 2008; Crompton, 1979; Echter & Ritchie, 1991; Embacher & Buttle, 1989; Fakeye & Crompton, 1991; Gartner, 1989; Huang, Li, & Cai, 2010; Hunt, 1975; Kim & Richardson, 2003; Lawson & Baud-Bovy, 1977; MacKay & Fesenmaier, 1997; Tasci, et al., 2007). The literature research showed that the most important concepts in the formation of destination image are personal factors (demographics), stimulus factors (information sources and previous visit), destination attributes, cognitive image and affective image. Thereby, it was found that destination image plays an important role in tourist satisfaction and behavioural intentions. All these concepts were included in a

conceptual model.

The academical relevance of this study can be found in the integration of all these concepts in one conceptual model and some surprising results. It was found that several personal factors certainly positively influence the cognitive image, expected satisfaction and behavioural intention. However, the level of education showed a negative influence on behavioural intention. The fact that personal factors are important contributors to various components of destination image corresponds with the studies of Baloglu and McCleary (1999), Gartner (2007), and Um and Crompton (1990). Additionally, for stimulus factors, information sources showed a significant influence on affective and cognitive image and behavioural intention. The positive influence on cognitive image and behavioural intention corresponds with the results of Baloglu and McCleary (1999), Beerli and Martin (2004), Fakeye and Crompton (1991) and Gartner (2007). Meanwhile in those studies there was no information about influences on affective image, while this study certainly showed a significant influence. As expected, for previous visit a positive relation was found to cognitive image. However, previous visit showed also negative relations to both expected satisfaction and behavioural intention, which is the opposite of what generally would be expected. Furthermore, the results stated that a few destination attributes show significant relations to various components. Specific destination attributes are scarcely integrated in destination image research, while they are relatively subjective. However, the results of this study show that destination attributes are important for the formation of the overall destination image. In this regard, these findings extend the destination image literature in a meaningful way. Additionally, affective image shows a significant relation to expected satisfaction and behavioural intention. This supports the existing literature. Last, cognitive image showed a significant positive relation to both expected satisfaction and behavioural intention. It is interesting to note that most studies show larger effects of affective image on expected satisfaction and behavioural intention, however this study has showed that cognitive image has larger significant effects than affective image.

Although there have been many studies on destination image in the past, none of the previous studies appear to have included these specific components for destination image along with expected satisfaction and behavioural intention. This study added extra variables to the formation of destination image, so that it could cover a broader perspective. Hence, it attempted to contribute to the body of knowledge on destination image with developing and validating a model on destination image formation and it's relation to tourist's expected satisfaction and behavioural intention.

For the model as a whole, the findings revealed that the used variables are important predictors of destination image. Although earlier studies already had established the importance of some components on destination image formation, this study contributed to the academic field with including variables such as specific destination attributes, various personal factors and expected satisfaction and destination image. The model shows a >50% prediction of the variance in cognitive image, expected satisfaction and behavioural intention. This provides evidence that the used components in this research are indeed important contributors to destination image and its concepts,

however it also provides evidence that the formation of these variables, is more complex and is influenced by many more factors than included in this research. Hence, future research could examine the missing components or factors influencing these variables.

At last, this study developed a comprehensive model and measurement that can be used in other studies on destination image formation and by destination marketing organisations to study their destination image.

5.2 *Practical findings and implications*

5.2.1 *Practical findings*

Enschede was used as the target city within this present research. The results show specific findings within the various constructs in relation to Enschede.

5.2.1.1 *Personal factors*

It was found that there is a significant positive relation of *gender* to *behavioural intention*. Which here means, women are more likely to have a higher level of intention to (re)visit Enschede and intention to recommend Enschede to others. This could be related to the fact Enschede presents itself as a shopping city and women in general are more interested in shopping (see Appendix A/B). Likewise, *age* has a significant positive influence on *expected satisfaction* and *behavioural intention*. This shows that the older people are, the higher the chance that they will like Enschede and the higher the chance they will (re)visit Enschede and recommend Enschede to others. This could be related to the fact Enschede is well-known for its historical and cultural offer (see Appendix A/B). *Civil status* also has a significant positive influence on *behavioural intention*. Which implies that Enschede is a better destination for non-single people. *Education level* has a significant negative effect on *behavioural intention*. People with higher education levels have less intentions to (re)visit Enschede and to recommend Enschede to others. Lastly, *holiday* has a significant positive effect on *cognitive image*. The more times someone has been on vacation, the more they know about going to (unknown) destinations and the more knowledge they can have about (unknown) destinations in general. Other personal factors, such as *children*, *employment*, *income* and *travel company* do not show any significant effects on the destination image of Enschede in this research. This may be due to the skewed research sample or the destination Enschede itself. It is possible that these personal factors could have a significant effect with another research sample or another destination.

5.2.1.2 *Stimulus factors*

The conducted results show a significant negative effect of *information sources* on *affective image*. As *affective image* was measured on the inverse (see Chapter 3.34), this implies that the more information people gathered and know about Enschede, the more emotionally attractive Enschede becomes to them. Which is to be expected, as Enschede Promotie tries to highlight positive communication about Enschede (Appendix A/B). Furthermore, *information sources* do have a significant positive effect on

cognitive image and *behavioural intention*. Thus, the more information people gathered and know about Enschede, the more their cognitive image is formed; they then have memories, evaluations, interpretations and knowledge of Enschede. As well as, the more information people gathered and know about Enschede, the more likely they are planning to (re)visit Enschede and recommend Enschede to others. *Previous visit* has a significant positive effect on *cognitive image*. Logically, when people have visited Enschede before, they know more about the city. However, *previous visit* has a significant negative effect on *expected satisfaction* and *behavioural intention*. This indicates that people are not likely to revisit Enschede after having been there. From the theory, trying curating a destination image could be the key to getting more revisits, which are generally more profitable (Bigne et al., 2001; Yoon & Uysal, 2005). It is clear that this is a point of improvement for Enschede.

5.2.1.3 Destination attributes

The findings showed, *city and residents* have a significant negative effect on *affective image*. This indicates that the more people like Enschede and its residents in general, the better emotional connection they feel with Enschede. Which is to be expected (Bigne, Sanchez, & Sanchez, 2001). Furthermore, *City and residents* do have significant positive effects on *cognitive image*, *expected satisfaction* and *behavioural intention*. The more people have an image of Enschede and its residents, the more they have formed a general idea of Enschede. The more people like and know about Enschede and its residents, the higher the chance they will like Enschede and have the intention to (re)visit and recommend Enschede. *Cultural attractions* have a significant positive effect on *expected satisfaction* and *behavioural intention*. This shows that the historical and cultural sides of Enschede have a positive influence on the chance people will like Enschede and they will (re)visit Enschede and recommend Enschede to others. *Natural attractions* have a significant positive effect on *affective image* and *cognitive image*. The natural sides of Enschede have a positive influence on the destination image of Enschede, both emotionally and rationally. However, these natural attractions don't significantly influence the expected satisfaction or behavioural intention. Thus, when people think positively about Enschede's natural sides, that does not necessarily mean that the chance that they will like, visit or recommend Enschede will be higher. Lastly, *price* has a significant positive effect on *expected satisfaction*. Which means, that the more people think they get their money's worth during a visit to Enschede, the higher and better their expectation of Enschede is. Other destination attributes, such as *nightlife and events*, *recreation*, *infrastructure* and *comfort and safety* do not show any significant effects on the destination image of Enschede in this research. This may be due to the skewed research sample or the destination Enschede itself. It is possible that these destination attributes could have a significant effect with another research sample or another destination.

5.2.1.4 Affective image

In the research model *affective image* was measured the other way around. Therefore the shown significant negative effect *affective image* has on *expected satisfaction* actually means a significant

positive effect. The more people have affectionate feelings towards Enschede, the higher their expectation of Enschede is and the higher the chance they will like Enschede. Which is to be expected, based on the theory (Bigne, Sanchez, & Sanchez, 2001).

5.2.1.5 Cognitive image

Cognitive image has a significant positive effect on *expected satisfaction* and *behavioural intention*. The more positive people are aware of Enschede and the more people positively know about Enschede, the higher the chance that they will like, (re)visit and recommend Enschede. This differs from the effects of information sources, because cognitive image in this model is viewed as a positive construct.

5.2.2 Practical implications

The results of this research shows a lot about the DI of Enschede, how destination marketing organisation Enschede Promotie could use the results in their future marketing strategies for Enschede and how they can use the used measurement in other studies for the DI of Enschede in the future. Furthermore, this research also offers many opportunities and possibilities for DI research for other destination marketing organisations.

The destination image results show that people think moderately positively about Enschede, but imply that this DI is more or less blank as well. Since Enschede does not have an outspoken image, it could be possible Enschede is not top of mind with potential visitors. Enschede could even be completely absent as a potential destination in the holiday decision-making process. A way to improve the DI is to highlight the most high-scoring and favourite aspects of Enschede which have significant higher positive effects on the intention to (re)visit. The results show *city and residents* and *cultural attractions* have a positive effect. It would be wise to use these aspects in future marketing campaigns. To even enhance this effect, Enschede Promotie could even target these campaigns to certain audiences that also have significant positive effects on behavioural intention (for example, the female older non-singles). Additionally, *information sources* and *cognitive image* have a positive effect on *behavioural intention*. Thus, it would enhance the chance of more visitors if more general knowledge about Enschede is easily available for people. The more people (rationally) know about Enschede, the more likely they will visit Enschede. For example, deploy marketing campaigns about what Enschede literally has to offer, without playing too much on people's feelings. Last, because the results show that people are not likely to revisit Enschede after having been there, it would be wise to examine how Enschede Promotie could get people to visit Enschede more than once.

This research also offers opportunities and possibilities for further DI research for Enschede. This model has been tested once, at one specific moment in time, on a research group with different audiences. Enschede Promotie could use this model and measurement for more DI studies. For example, Enschede Promotie could use this research to dive into the DI differences between visitors and non-visitors, between different audiences (such as age groups or nationalities), over multiple

periods of time (such as annually or every two years), before and after the pandemic, and before or after specific campaigns.

Lastly, this research developed a conceptual model, framework and measurement for DI in general. Enschede was the case study, however this research could be used by every destination marketing organisation in the world. The measurement can be modified or supplemented by DMOs with other specific requirements. For example, Enschede does not have any theme parks or zoos, so there weren't any questions about these attractions. However, other destinations may have these attributes and would want to include questions about these. The used measurement was targeted on Enschede, though from literature many more topics were possible to include in this DI research. Hence, the developed model is multi-purpose and can be used for any destination.

5.3 Limitations and further research

This study has several limitations that need to be addressed. First, this study was conducted over one particular time frame and for one city only. The question is if the results of this study could be replicated with other destinations. Replicating the study over multiple time frames would help to gather more accurate results. Third, while this study developed a model to examine and understand the formation of destination image, there will always be factors that were not included in this study. Future studies are needed to test the model for other cities, regions, countries and destinations. Fourth, the present research was conducted before the COVID-19 pandemic. During and after the pandemic the tourism sector, travel patterns and tourist's behaviour have been affected. However, this study has been conducted before the pandemic broke out. Therefore, this study can act as the perfect baseline for further research to compare future destination image results. Last, to extend the scope of this research, there may be other factors influencing destination image formation. For example, the literature research within this study did not include literature about other topics within destination marketing, such as destination branding or destination identity. Destination marketing is a complex and multi-dimensional aspect of marketing. To gain further insights it would be desirable to include literature research on these topics as well.

Further research should aim to further test the developed model, with the above limitations in mind. Future studies could examine the destination image of other Dutch cities. To this extent, the image of different Dutch cities can be examined, but also compared with each other. In this way, not only the model would be tested more often, it will also provide more information about the differences between cities on which destination marketing organisations can create campaigns. Future studies can also explore the image of foreign cities with this model, to compare not only Dutch cities, but also foreign cities, regions, countries and so forth. Further research could also further incorporate this model into time studies to investigate destination images over multiple series of time, especially to examine the impact of COVID-19 on the destination image of Enschede or to examine the results among different samples. Future studies could also further examine other factors that could explain the

complete formation of affective and cognitive image, and expected satisfaction and behavioural intention. Overall, the proposed model is a valuable guideline for all destination marketing organisations for further research.

5.4 Conclusions

This research has contributed to the body of knowledge on destination image and tourist's expected satisfaction and behavioural intention in four ways. First, it examined in depth the multi-dimensional nature of destination image in relation to expected satisfaction and behavioural intention. Second, this is the first time a general model of stimulus factors, personal factors and destination attributes are directly integrated in a model of the formation of destination image, together with cognitive and affective image and expected satisfaction and behavioural intention. Third, this study covered not only the overall destination image constructs, but reflects the unique effects of these various constructs as well. Using this research model when studying destination image formation is desirable, because it examines the effects of cognitive and affective image components and addresses the importance of these components on tourist's expected satisfaction and behavioural intention and how they differ across various types of destinations. Fourth, in addition to the theoretical contribution on destination image formation, this study provided practical (marketing) implications for the city of Enschede. With the results of this study, destination marketing organisation Enschede Promotie, could use the results in their future marketing strategies of Enschede to attract more visitors to Enschede in the future.

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APPENDIX A: A brief description of Enschede

Enschede is a municipality and city in the east of the Netherlands, in the Twente region in the province of Overijssel. The city lies a few kilometres from Germany, which borders the municipality. With over 160.000 inhabitants, Enschede is the largest city of the province and in the east of the Netherlands.

Like most of the Netherlands, Enschede features an oceanic climate, however due to its inland location the weather can differ slightly from the rest of the Netherlands.

History

Enschede was granted city rights around 1300 and to protect themselves the city had a system of ditches, palisades and hedges, which is still reflected in the city plan. However the medieval city was largely built of wood, therefore fire was a constant risk and a series of fires in 1517, 1750 and in 1862 occurred. The last fire in 1862 destroyed nearly the entire city and because this fire coincided with the industrialisation, Enschede developed into a large production city of textiles. The city became the most important centre of textile production in the Netherlands. As a result, the population of Enschede was multiplied by five, between 1870 and 1900. During the Second World War, Enschede was one of the first Dutch cities to be captured by German troops, being the city closest to the border. Enschede was hit by bombs dozens of times, on October 10, 1943 and February 22, 1944, it was bombed by allied pilots and troops who thought Enschede was a big German city.

The textile production in Enschede came to a halt in the 1970s, due to competition from the Far East. Henceforth, Enschede became one of the poorest municipalities in the Netherlands and went bankrupt. Large areas of industrial wasteland came to mark the city. With the support of the national government, these areas were acquired and rebuilt.

On May 13th, 2000, a fireworks storage depot in Enschede exploded, destroying the entire neighbourhood of Roombeek (a district in the northern part of Enschede). The explosion killed 23 people (including four firefighters) and over a thousand people were injured. The explosion destroyed 42.5 hectares of the city. On May 1st, 2001, the reconstruction project began. The reconstruction was completed in 2010. Roombeek now is a site for architecture and culture lovers from around the world, while Roombeek shows the region's natural and social history, cultural heritage of the textile industry, but also is a spot for many different innovative art exhibitions.

Now

Nowadays Enschede has 160.000 inhabitants with around 160 different nationalities. The city centre is centred around the Oude Markt, that is surrounded by several cafés, restaurants, bars and clubs. Enschede hosts multiple yearly festivals. The Oude Markt is also often the venue for events, live music or other activities. There are also lots of opportunities to go shopping, since there are several modern shopping centres, boutiques and shops. Besides this, Enschede is well known for her musea,

galleries, theatres and other cultural institutions. Enschede a city with the University of Twente, Saxion University of Applied Sciences, a conservatory and pop academy, an international school and an art academy. Enschede also has beautiful surroundings. Where the city ends, the characteristic landscape with its woods, tracts of farmland, fens and moor begins. Ideal for jogging, cycling or walking.

As argued by Hospers (2009), the transition from Enschede as a normal large city to an attractive city began (unintentionally) with a terrible fireworks disaster in the Roombeek district, near the city centre, that killed 23 and injured over 950 people in May 2000. Roombeek was completely destroyed, but has been rebuilt in a revolutionary and modern way. In 2007, the municipality even won an award for its innovative restructuring approach (Gouden Piramide, 2007). The vividness of Enschede is not only limited to the improved Roombeek district. With the arrival of the new hospital, the new shopping complex on the Kalanderstraat and large retailers, such as Primark, Zara, Decathlon and Hudson's Bay, the city centre also turned into a contemporary modern district (Kunst, 2018; Medisch Spectrum Twente, 2016; Metadecor & BFAS, 2016).

APPENDIX B: A brief description of Enschede Promotie

Enschede Promotie is the organisation within the city of Enschede that is responsible for city marketing, events and tourism. Their tasks are to encourage tourism, to promote the cultural activities within Enschede and to market Enschede as a attractive city for people to live and work.

Their goal is, in collaboration with the municipality and other partners, to:

1. Stimulate economic development in Enschede;
2. Focus on attracting visitors who come more often, stay longer and spend more;
3. Reinforce the destination image of Enschede.

In order to meet these goals, Enschede Promotie performs, among other things, the following tasks: the development and management of websites, mobile applications, social media and other online marketing tools; develop and provide tourist information; draft and implement actions plans that aim to strengthen the image of Enschede among different target groups; communicate with all organisations that have a direct or indirect interest in the further economic and socio-cultural development of Enschede.

Enschede Promotie is also responsible for supporting (local) event organizers. Enschede Promotie is the go to organisation for organizers of outdoor public events, while they coordinate and manage the event calendar. They also have a broad advisory role towards various departments within the municipality of Enschede, the police, fire brigades and other government departments and towards event organizers. They support these organizers by helping them through the permit process, making site plans, planning facilities and the associated financial flow and production. And at a number of events in the city centre Enschede is project leader or organizer itself.

Besides being a city marketing organisation, Enschede Promotie also serves as a Tourist Info Point. A tourist in Enschede can go to Enschede Promotie for different sorts of information about Enschede. For example, a city map, leaflets, tours around the city or information about attractions and must do's'. Or a tourist can reach Enschede Promotie via phone or mail, to ask for tourist information.

In the past, Enschede Promotie worked in accordance with the strategic vision of city marketing, which was prepared by Enschede Promotie and the municipality. These two organisations used four different domains within which Enschede is emphatically profiled: city of knowledge, city of music, city of shopping and city of living.

Right now, Enschede Promotie, together with the municipality and other organisations, is preparing a new strategic vision of city marketing. In the future Enschede Promotie hopes to work as a booster, initiator, connector and facilitator of initiatives and events that enhance the image of the city, and also

to enhance the role of marketer for Enschede, with a continuous focus on visitors who come more often, stay longer and spend more.

Since 2012, Enschede Promotie has been campaigning in Germany. The goal is to attract German visitors by emphasizing the versatility of Enschede (Enschede Promotie, 2018). In May 2018, a campaign was set up in the Achterhoek region in the Netherlands. This campaign was to inform and inspire residents of the Achterhoek for a city trip to Enschede (Enschede Promotie, 2018). In the upcoming years, Enschede Promotie is planning to campaign in the Netherlands, to attract visitors for a city trip in Enschede, so they will stay longer and spend more.

APPENDIX C: Used items for destination attributes

Comfort and safety

Byon & Zhang 2009 - Gibson, Qi & Zhang 2008 – Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012

1. Enschede is safe
2. I am concerned about personal safety in Enschede
3. Enschede offers good health services
4. Enschede is economically developed

Cultural attractions

Echtner & Ritchie 1993 – Stojanovic 2017 - Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012 - Sönmez, S., & Sirakaya, E. 2002

5. Enschede is not a historic city
6. Enschede is a cultural city
7. Enschede offers a variety of museums and art galleries
8. Enschede has unique architectural styles
9. Enschede does not offer diverse ethnic groups and cultures

Infrastructure

Byon & Zhang 2009 - Shani, Chen, Wang, Hua 2009 - Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012

10. Enschede has quality infrastructure
11. Enschede has suitable accommodations
12. Enschede offers good local transportation
13. There are enough parking possibilities in Enschede
14. Parking in Enschede is expensive

Local attractions

Echtner & Ritchie 1993 – Gibson, Qi & Zhang 2008 - Fakeye & Crompton - Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012

15. Enschede offers a lot of shopping possibilities
16. There are little unique events and festivals in Enschede
17. Enschede offers a variety of activities for children
18. Enschede has an adventurous atmosphere
19. Enschede does not have many interesting places to visit
20. Enschede offers different types of restaurants

Local quality of life

Shani, Chen, Wang, Hua 2009 - Baloglu & Mangaloglu 2001 - Sönmez, S., & Sirakaya, E. 2002

21. Enschede is technologically advanced
22. Enschede has a low standard of living
23. The city centre of Enschede is clean
24. Enschede is welcoming
25. Enschede is a restful and relaxing place to visit
26. The people in Enschede are friendly
27. Enschede has a clean environment

Natural attractions

Konecnik & Gartner 2007 - Byon & Zhang 2009 - Baloglu & Mangaloglu 2001 - Sönmez, S., & Sirakaya, E. 2002

- 28. Enschede has beautiful parks and nature zones
- 29. The scenery in Enschede is not diversified
- 30. Enschede offers a lot in terms of natural scenic beauty

Nightlife

Echtner & Ritchie 1993 – Stojanovic 2017 - Shani, Chen, Wang, Hua 2009 - Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012

- 31. Enschede does not have a vibrant nightlife
- 32. Enschede offers a lot of thing to do in the evening
- 33. Enschede offers a variety of bars
- 34. Enschede offers a variety of entertainment

Price

Byon & Zhang 2009 - Baloglu & Mangaloglu 2001 - Jeong, Holland, Jun and Gibson, 2012

- 35. Prices of Enschede attractions are high
- 36. Having a trip to Enschede is good value for money
- 37. Enschede is an expensive place to visit
- 38. Prices in restaurants and shops are low in Enschede

Outdoor / Recreation

Shani, Chen, Wang, Hua 2009 – Jeong, Holland, Jun and Gibson, 2012 - Sönmez, S., & Sirakaya, E. 2002

- 39. Enschede offers a variety of recreational activities
- 40. There are a lot of things you can do in Enschede
- 41. Enschede offers a variety of tours and excursions

APPENDIX D: Measurement English and Dutch

Measurement in English

Personal factors

1. Do you live in Enschede?
 - Yes
 - No
 - No, but I have lived in Enschede for ... years
2. What is your gender?
 - Male
 - Female
 - Other
 - Rather don't tell
3. What is your age (in years)?
4. What is your marital status?
 - Single
 - Married / With partner
 - Widowed
 - Other
5. How many children do you have?
 - None
 - 1
 - 2
 - 3
 - 4 or more
6. What is the highest degree or level of school you have completed?
 - High School degree
 - Bachelor's degree (e.g. BA, BS)
 - Master's degree (e.g. MA, MS)
 - Doctorate (e.g. PhD, EdD)
 - Other
7. What is your current employment status?
 - Full-time employment
 - Part-time employment
 - Unemployed
 - Self-employed
 - Home-maker
 - Student
 - Retired
 - Other
8. What is your household's net income group (per year)?
 - Less than €20.000,-
 - €20.000-€30.000,-
 - €31.000-€40.000,-
 - €41.000-€50.000,-
 - €51.000-€60.000,-

- Above €60.000,-
 - Rather don't tell
9. Who do you usually travel with?
- Alone
 - With partner
 - With family
 - With friends
 - Other
10. In which region do you live?
- Drenthe
 - Flevoland
 - Friesland
 - Gelderland
 - Groningen
 - Limburg
 - Noord-Holland
 - Noord-Brabant
 - Overijssel
 - Utrecht
 - Zeeland
 - Zuid-Holland

Media use

11. Which of the following media do you use (multiple answers possible)?
- Newspapers
 - Magazines
 - Books
 - Radio
 - Television
 - News websites
 - Blogs
 - Games
 - Social Media
 - Local media (Tubantia, 1Twente etc.)
 - Other kinds of media, such as

Previous experience

12. How often do you go on holiday or day trip within the Netherlands?
- Never
 - 1-2 times a year
 - 3-4 times a year
 - 5 times a year
 - More than 5 times a year
13. Have you visited Enschede?
- Never
 - Yes, once

- Yes, 2-3 times
- Yes, 4-5 times
- Yes, more than 5 times

14. If yes at question 13:

How important were the following purposes when you visited Enschede?

Not important at all → very important

- Tourist attractions
- Shopping
- Beauty and treatment
- Gambling
- Business trip
- Gourmet tour
- Festivals and performances
- City tripping
- Other,

15. If yes at question 13:

What was the motivation behind your visit (multiple answers possible)?

- I want to know Enschede
- Enschede is nearby
- Enschede was recommended by friends
- I saw an advertisement about Enschede
- Other,

Cognitive image

16. How much do you know about Enschede?

17. Do you like Enschede?

18. I am interested in getting more information about Enschede

19. I haven't heard a lot about Enschede

20. Enschede has a good name and reputation

21. Enschede is a famous city

22. The characteristics of Enschede come not quickly to mind

23. I know what Enschede looks like as a city

Affective image

24. unpleasant/pleasant

25. relaxing/distressing

26. friendly/unfriendly

27. depressing/exciting

28. interesting/boring

29. big/small

30. international/national

31. attractive/unattractive

32. dynamic/static

33. clean/filthy

34. modern/old

Information sources

35. I have read articles about Enschede
36. I have seen pictures of Enschede
37. I have seen little campaigns about Enschede
38. I have visited a website about Enschede
39. There is enough information about Enschede
40. Enough tourist information is available in Enschede

Destination attributes

Comfort and safety

41. Enschede is safe during the day
42. Enschede is safe during the night
43. I am concerned about my personal safety in Enschede
44. Enschede offers good health services
45. Enschede is economically developed

Cultural attractions

46. Enschede is a cultural and historic city
47. Enschede is a modern city
48. The city of Enschede is attractive
49. Enschede offers a variety of museums and art galleries
50. Enschede has unique architectural styles
51. Enschede does not offer diverse ethnic groups and cultures

Infrastructure

52. Enschede has quality infrastructure
53. Enschede has suitable accommodations
54. Enschede offers good local transportation
55. There are enough parking possibilities in Enschede
56. Parking in Enschede is expensive

Local attractions (city)

57. The city of Enschede offers a variety of recreational activities
58. Enschede offers a lot of shopping possibilities
59. There are unique events and festivals in Enschede
60. The city of Enschede offers a variety of activities for children
61. Enschede has an adventurous atmosphere
62. Enschede has limited interesting places to visit
63. Enschede has a nice variety of restaurants
64. Enschede offers a variety of tours and excursions

Local quality of life

65. Enschede is technologically advanced
66. Enschede has a high standard of living
67. The city centre of Enschede is filthy
68. Enschede is welcoming
69. Enschede is a restful and relaxing place to visit
70. The people in Enschede are friendly
71. Enschede has a clean environment

Natural attractions

- 72. Enschede has beautiful parks and nature zones
- 73. The scenery around Enschede is diversified
- 74. Enschede offers a lot in terms of natural scenic beauty
- 75. The nature of Enschede offers limited recreational activities

Nightlife

- 76. Enschede has a vibrant nightlife
- 77. Enschede has very few things to do in the evening
- 78. Enschede offers a variety of bars
- 79. Enschede offers a variety of entertainment

Price

- 80. Prices of attractions in Enschede are acceptable
- 81. Having a trip to Enschede is good value for money
- 82. Enschede is an expensive place to visit
- 83. Prices in restaurants and shops are reasonable in Enschede

Expected satisfaction

- 84. I think Enschede is a good tourist destination
- 85. I think I would like Enschede as a tourist destination
- 86. If I visit Enschede, I am not sure that I will be satisfied with Enschede
- 87. I think Enschede is a nice destination for a city trip for multiple days
- 88. I think Enschede is a nice destination to visit for a day

Behavioural intention

Intention to visit

- 89. I would like to visit Enschede
- 90. I don't think I will visit Enschede in the future
- 91. I would visit Enschede rather than any other city in the Netherlands
- 92. I am likely to visit Enschede in the next two years for a one-day trip or for a short break

Intention to recommend

- 93. I would recommend Enschede to family and friends
- 94. I would share details about my trip to Enschede to family and friends
- 95. During my trip to Enschede I would share my activities on social media
- 96. I would recommend Enschede as a tourist destination on social media

Do you have any further questions or notes about this research? Please let us know below.

Measurement in Dutch

Demographic variables

- 1. Woont u in Enschede
 - a. Ja
 - b. Nee, maar ik heb ... jaar in Enschede gewoond
 - c. Nee
- 2. Wat is uw geslacht?

- a. Man
 - b. Vrouw
 - c. Anders
 - d. Zeg ik liever niet
3. Wat is uw leeftijd (in jaren)?
4. Wat is uw burgerlijke staat?
- a. Alleenstaand
 - b. Getrouwd / Samenwonend
 - c. Weduwnaar/ Weduwe
 - d. Anders, namelijk:
5. Heeft u kinderen?
- a. Nee
 - b. Ja, 1
 - c. Ja, 2
 - d. Ja, 3
 - e. Ja, 4 of meer
6. Wat is uw hoogst voltooide opleiding?
- a. Voortgezet onderwijs (zoals VMBO, HAVO, VWO)
 - b. Middelbaar beroepsonderwijs (MBO)
 - c. Hoger beroepsonderwijs (HBO)
 - d. Wetenschappelijk onderwijs (WO)
 - e. Anders, namelijk:
 - f. Zeg ik liever niet
7. Wat is uw huidige beroepssituatie?
- a. Fulltime werknemer
 - b. Parttime werknemer
 - c. Werkloos
 - d. ZZP-er
 - e. Student
 - f. Huisman/Huisvrouw
 - g. Gepensioneerd
 - h. Anders, namelijk:
8. Wat is het netto inkomen van uw huishouden (bedragen zijn op jaarbasis)?
- a. Minder dan €20.000,-
 - b. €20.000-€30.000,-
 - c. €31.000-€40.000,-
 - d. €41.000-€50.000,-
 - e. €51.000-€60.000,-
 - f. Boven €60.000,-
 - g. Zeg ik liever niet
9. Met wie gaat u het vaakst op vakantie?
- a. Alleen
 - b. Met partner
 - c. Met familie
 - d. Met vrienden
 - e. Anders, namelijk:
10. In welke provincie woont u?
- a. Drenthe
 - b. Flevoland
 - c. Friesland

- d. Gelderland
- e. Groningen
- f. Limburg
- g. Noord-Holland
- h. Noord-Brabant
- i. Overijssel
- j. Utrecht
- k. Zeeland
- l. Zuid-Holland

Media use

11. Hoe veel uur per week gebruikt u onderstaande soorten media?
- a. Kranten
 - b. Tijdschriften
 - c. Boeken
 - d. Radio
 - e. Televisie
 - f. Nieuwswebsites (NOS.nl, NU.nl etc.)
 - g. Blogs
 - h. Games
 - i. Podcast
 - j. Social Media
 - k. Lokale media (Lokale kranten, nieuwszenders, radiozenders)
 - l. Andere soorten media, namelijk

Previous experience

12. Hoe vaak per jaar gaat u op vakantie (langer dan twee nachten) in Nederland?
- a. Nooit
 - b. 1-2 keer per jaar
 - c. 3-4 keer per jaar
 - d. 5 keer per jaar
 - e. Meer dan 5 keer per jaar
13. Heeft u Enschede eerder bezocht?
- a. Nee, nog nooit
 - b. Ja, 1 keer
 - c. Ja, 2-3 keer
 - d. Ja, 4-5 keer
 - e. Ja, vaker dan 5 keer
14. Hoe belangrijk waren de volgende redenen tijdens uw vorige bezoek aan Enschede?
- a. Bezienswaardigheden bekijken
 - b. Winkelen
 - c. Wellness bezoeken
 - d. Casino bezoeken
 - e. Zakelijke afspreken
 - f. Gastronomie (eten en drinken)
 - g. Festivals en/of evenementen bezoeken
 - h. Weekendje weg in eigen land
 - i. Anders, namelijk:

15. Wat was uw reden om Enschede te bezoeken (meerdere antwoorden mogelijk)?
- a. Ik wilde Enschede leren kennen
 - b. Enschede is dichtbij
 - c. Enschede werd me aanbevolen door familie en/of vrienden
 - d. Ik zag reclame over Enschede
 - e. Anders, namelijk:

Cognitive image

16. Hoe veel weet u over Enschede?
17. Hoe leuk vindt u Enschede?
18. Ik ben geïnteresseerd in meer informatie over Enschede
19. Ik heb al veel over gehoord over Enschede
20. Enschede heeft een goede naam en reputatie
21. Enschede is een bekende stad
22. Ik vind het moeilijk om de kenmerken van Enschede op te noemen
23. Ik heb een beeld van Enschede als stad

Affective image

24. Niet plezierig / plezierig
25. Relaxed / stressvol
26. Vriendelijk / onvriendelijk
27. Sombor / spannend
28. Vermakelijk / saai
29. Groot / klein
30. Internationaal / nationaal
31. Aantrekkelijk / onaantrekkelijk
32. Dynamisch / statisch
33. Schoon / vies
34. Oud / modern

Information sources

35. Ik heb artikelen over Enschede gelezen
36. Ik heb foto's van Enschede gezien
37. Ik heb weinig reclame over Enschede gezien
38. Ik heb een website / meerdere websites over Enschede bezocht
39. Er is genoeg informatie over Enschede beschikbaar
40. Er is genoeg toeristische informatie beschikbaar in Enschede

Destination attributes

Comfort and safety

41. Enschede is overdag veilig
42. Enschede is 's nachts veilig
43. Ik maak me zorgen over mijn eigen veiligheid in Enschede
44. In Enschede is weinig criminaliteit

Cultural attractions

- 45. Enschede is een culturele stad
- 46. Enschede is een historische stad
- 47. Enschede is een moderne stad
- 48. Enschede is een aantrekkelijke stad
- 49. Enschede biedt een goede verscheidenheid aan verschillende musea en kunstgalerijen
- 50. Enschede heeft unieke soorten architectuur
- 51. In Enschede wonen weinig verschillende bevolkingsgroepen

Infrastructure

- 52. Enschede heeft een goede infrastructuur
- 53. Enschede biedt voldoende overnachtingslocaties
- 54. Enschede beschikt over goed openbaar vervoer
- 55. Er zijn voldoende parkeermogelijkheden in het centrum van Enschede
- 56. Parkeren in Enschede is duur

Local attractions

- 57. Enschede biedt een goede verscheidenheid aan recreatieve activiteiten
- 58. Enschede biedt voldoende winkelmogelijkheden
- 59. Er zijn unieke evenementen en festivals in Enschede
- 60. Enschede biedt een goede verscheidenheid aan activiteiten voor kinderen
- 61. Enschede heeft een avontuurlijke sfeer
- 62. Enschede heeft weinig interessante bezienswaardigheden
- 63. Enschede biedt een goede variatie aan restaurants
- 64. Enschede biedt een goede verscheidenheid aan tours en excursies

Local quality of life

- 65. Enschede heeft een hoge levensstandaard
- 66. De binnenstad van Enschede is vies
- 67. Enschede is gastvrij
- 68. Enschede is een rustgevende en ontspannende plaats om te bezoeken
- 69. De mensen in Enschede zijn vriendelijk
- 70. Enschede heeft een schone omgeving

Natural attractions

- 71. Enschede heeft prachtige parken en natuurgebieden
- 72. Het landschap rondom Enschede is divers
- 73. Enschede biedt veel op het gebied van natuurlijke schoonheid
- 74. De natuur van Enschede biedt weinig variatie aan recreatieve activiteiten

Nightlife

- 75. Enschede heeft een bruisend nachtleven
- 76. Er zijn weinig avondactiviteiten in Enschede
- 77. Enschede biedt een goede variatie aan bars
- 78. Enschede biedt een goede variatie aan entertainment

Price

- 79. De prijzen van de bezienswaardigheden in Enschede zijn acceptabel

- 80. Een reis naar Enschede biedt waar voor uw geld
- 81. Enschede is een dure stad om te bezoeken
- 82. De prijzen in restaurants en winkels in Enschede zijn redelijk

Expected Satisfaction

- 83. Ik denk dat Enschede een goede toeristische bestemming is
- 84. Ik weet niet of ik tevreden zal zijn met de stad, als ik Enschede bezoek
- 85. Ik denk dat Enschede een leuke bestemming is voor een stedentrip van meerdere dagen
- 86. Ik denk dat Enschede een leuke bestemming is voor een dagje weg
- 87. Ik denk dat ik Enschede leuk zou vinden als toeristische bestemming

Behavioural intention

Intention to visit

- 88. Ik zou Enschede graag willen bezoeken
- 89. Ik denk niet dat ik Enschede in de toekomst zal bezoeken
- 90. Ik zou Enschede eerder bezoeken dan een andere plaats in Nederland
- 91. Ik zal Enschede waarschijnlijk bezoeken voor een dagje of weekendje weg in de komende twee jaar

Intention to recommend

- 92. Ik zou Enschede aan vrienden en familie aanbevelen
- 93. Ik zou na mijn bezoek vrienden en familie vertellen over Enschede
- 94. Ik zou Enschede op social media aanbevelen als bestemming voor een dagje of weekendje weg
- 95. Ik zou tijdens mijn bezoek op social media delen wat ik doe in Enschede

Heeft u nog opmerkingen over de vragenlijst? Laat dan uw opmerkingen hieronder achter.

APPENDIX E: Informed consent (Dutch)

Beste respondent,

Bedankt dat je bereid bent om mee te werken aan het invullen van deze vragenlijst. Dit onderzoek wordt geleid door Bo Verhoef. Deze vragenlijst is onderdeel van mijn afstudeeronderzoek voor mijn masterspecialisatie Marketing Communication als onderdeel van de master Communication Studies aan de Universiteit Twente. Je bent van harte uitgenodigd om deel te nemen aan dit onderzoek.

Het doel van dit onderzoek is het ontwikkelen van een vragenlijst over ‘destination image’, oftewel het imago van een bepaalde destinatie (stad/regio/land etc.). In deze vragenlijst wordt gekeken naar het imago van de stad Enschede. Aan de hand van dit onderzoek kan het huidige imago van de stad Enschede worden geschetst en kan de ontwikkelde vragenlijst in de toekomst worden gebruikt voor andere destinaties.

Het invullen van de vragenlijst zal ongeveer 10-15 minuten duren.

Deelname aan dit onderzoek is geheel vrijwillig. Je kunt als deelnemer jouw medewerking aan het onderzoek te allen tijde stoppen of weigeren dat jouw gegevens voor het onderzoek mogen worden gebruikt, zonder opgaaf van redenen.

De verzamelde gegevens zullen vertrouwelijk worden behandeld en geen van de vragenlijsten zullen tot op het individu herleidbaar zijn. Bij het invullen van de vragenlijst is het belangrijk dat je jouw gevoel en/of mening kenbaar maakt. Er zijn geen goede of foute antwoorden. De verzamelde gegevens zijn volledig anoniem en worden niet verspreid aan derden.

Je ontvangt voor deelname aan dit onderzoek geen vergoeding. Je kunt wel kans maken op een cadeaubon t.w.v. €50,- (1x), €20,- (2x) of €10,- (1x). Hiervoor word je gevraagd om een e-mailadres achter te laten. Dit is vrijwillig en niet noodzakelijk.

Wanneer je vragen en/of opmerkingen hebt ten aanzien van de vragenlijst of het onderzoek, dan kun je die aan het einde van de vragenlijst aangeven. Daarnaast kun je eventueel ook contact opnemen met de onderzoeker. De contactgegevens zijn:

Bo Verhoef, b.verhoef-1@student.utwente.nl.

Door te klikken op de volgende knop, geef je aan dat je goed bent geïnformeerd over het onderzoek en de manier waarop de onderzoeksgegevens worden verzameld, gebruikt en behandeld en je vrijwillig meedoet aan het onderzoek.