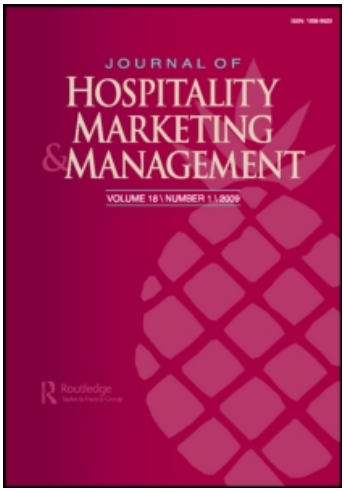
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Destination Image: A Comparative Study on Pre and Post Trip Image Variations

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Destination Image: A Comparative Study on Pre and Post Trip Image Variations

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The concept of destination image has gained great significance by both practitioners and academicians. Although there are numerous studies emphasizing the different features and influential relations of image, little research has been conducted to determine the image variations of pre and post trip experiences about the destination. This study aimed to examine the differences—if any—of the destination image between the tourists who just arrived (arriving tourists) and the tourists who are about the leave the destination (departing tourists). Out of 27 image attributes, six factors were obtained: Environmental Conditions, Destination Advantages, Activities, Attractiveness, Facilities and Climate. It is found that there are significant differences in terms of Environmental Conditions, Attractiveness, and Climate factors between two groups, indicating that the destination possesses a more positive image for departing tourists. The study also examines whether the frequency of visits to the destination influences the future travel plans of both arriving and departing tourist groups. The findings show that there is no difference between two groups, but it is also found that the more frequently tourists visit the destination, the more likely they plan to spend their next holiday in the same destination.

KEYWORDS Image, destination, arriving tourist, departing tourist

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INTRODUCTION

Today, as the economic and social impacts of tourism are realized, new tourism destinations emerge and competition between destinations becomes inevitable. At this point, it will be crucial to note that—among other factors—the psychological factors play a considerable role in the decision of choosing the destination. As a consequence, the term "image" is revealed. It is defined by many authors as an individual's overall perception or total set of impressions of a place (Bigne, Sanchez & Sanchez, 2001). Thus, the image of a destination becomes significantly effective for the decisions of tourists.

In the 1970s, studies about destination image became a topic of interest in research areas (Hunt, 1975), and it is still a preferred area of research. The studies about destination image are generally conducted in the discipline of marketing; however, the concept is highly related to anthropology, sociology, semiotics, and geography (Gallarza, Saura, & Calderon, 2002).

Destination image is defined in various forms in the literature. Hunt (1975) and Crompton (1979) defined the concept similarly. According to this definition, image is the impressionsa person or persons hold about a state in which they do not reside. According to an analysis by United Nations World Tourism Organization (1979; Milman & Pizam 1995, p. 21), image is defined as "an aura, an angel and a subjective perception accompanying the various projections of the same message transmitter." Subsequently, image can only exist if there is at least a small amount of knowledge. Lawson and Baud-Bovy (1977) saw image as an expression of the knowledge, impressions, prejudice, imaginations, and emotional thoughts that an individual has of a specific object or place. This definition added the emotional perspective of image categorization or an affective component to the previously recognized cognitive component. These two components were identified by the authors (Crompton, 1979; Embacher & Buttle, 1989; Baloğlu & McCleary, 1999).

Empirical tourism destination image studies have investigated the affective component of a destination image, which refers to one's feelings about the destination (Ward & Russell, 1981; Walmsley & Jenkins, 1993; Baloğlu & Bribeng, 1997; Gartner, 1993).

Russel and his colleagues (Russel, 1980; Russel & Pratt, 1980; Russel, Ward, & Pratt, 1981; Russel & Snodgrass, 1987) propose a structure that can represent a wide variety of affective responses to physical environments. Their argument is that the affective component should be separated from the perceptual/cognitive component to understand better how people assess environments or places. In most of the studies, both cognitive and affective components were handled together as image components, while in some the focus was on the cognitive component. People develop both

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cognitive and affective responses and attachments to environments and places (Proshonsky, Fabian, & Kaminoff, 1983).

While evaluating the affective component of image in this study, four bipolar items in the seven point scale were utilized as measurement tool. These are *unpleasant-pleasant, sleepy-arousing, distressing-relaxing,* and *gloomy-exciting*. This evaluation reveals general image through forming the internal evaluation of the individuals. Figure 1 is adapted for this purpose from the study of Gallarza et al. (2002) which follows Echtner and Ritchie's (1991) procedure of reviewing attributes used by previous researchers organized into a functional/psychological axis.

The concept of image has gained great significance by the tourism researchers, industry practitioners, and destination marketers (Baloğlu & Brinberg, 1997; Tapachai & Waryszak, 2000; Alhemoud & Armstrong, 1996) because of its impact on travel behavior (Walwsley & Young, 1998; Coshall, 2000; MacKay & Fesenmaier, 2000; Sirgy & Chenting, 2000; Baloğlu, 1999; Rittichainuwat, Qu, & Brown, 2001; Bigne et al., 2001).

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	Items												
Functional	Various Activities	4	8	20	25	26							
	Landscape	14	12	2	4	23	25	26	27				
	Nature	13	5	1	2	20	24	25	26				
	Cultural Attractions	14	4	16	2	3	19	21	22	23	24	25	27
	Nightlife and Entertainment	7	18	2	3	21	23	24	25	27			
	Shopping Facilities	12	9	1	2	21	24	25	27				
	Information Available	15	12	9									
	Sports Facilities	5	9	18	2	3	21	24	27				
	Transportation	6	4	9	17	2	19	22	23	24	25	26	27
	Accommodation	14	13	12	9	2	3	22	23	24	25	27	
	Gastronomy	14	12	9	2	3	21	22	23	24	27		
	Price, Value, Cost	14	5	16	2	3	19	23	24	25	27		
	Climate	13	9	10	3	22	24	25	26	27			
	Relaxation	5	9	18	20	21	24	25	27				
	Safety	4	9	17	2	19	22	23					
	Social interaction	11	7	18	23	24	25	26	27				
	Service Quality	15	9	17	20	21	23	26	27				
	Environment	22	24	25	26	27							
Psychological	Infrastructure	19	21	23	24	26	27						

FIGURE 1 Attribute reviews used by previous researchers in functional/psychological axis.
1. Ahmed (1996), 2. Baloğlu (1997), 3. Baloğlu and McCleary (1999), 4. Calantone, Di Benedetto, Hakam, & Bojanic (1989), 5. Chon (1991), 6.Crompton (1979), 7. Crompton, Fakeye, & Lue (1992), 8. Driscoll, Lawson, & Niven (1994), 9. Echtner and Ritchie (1993), 10. Eizaguirre and Laka (1996), 11. Embacher and Buttle (1989), 12. Fakeye and Crompton (1991), 13. Gartner and Hunt (1987), 14. Goodrich (1978), 15. Guthrie and Gale (1991), 16. Muller (1995), 17. Oppermann (1996a, 1996b), 18. Schroder (1996), 19. Awaritefe (2004), 20. Zehrer, Perchlaner, & Raich (2007), 21. Choi, Lehto, & Morrison (2007), 22. Lee and Back (2007), 23. Custodio and Gouveia (2007), 24. Lin, Morais, Kerstetter, & Hou (2007), 25. Hsu, Wolfe, & Kang (2004), 26. Bonn, Joseph, & Dai (2005), 27. O'Leary and Deegan (2005).

Pike's (2002) literature review of 142 papers from 1973–2000 on destination image analysis, and Tasci, Gartner, & Cavusgil's (2007) study about conceptualization and operationalization of destination image show that the topic has become one of the most popular research areas. There are numerous studies emphasizing the different features and influential relations of image. The studies on the relation between familiarity and image (Baloğlu, 2001; Andsager & Drzewiecka, 2002; Prentice & Andersen, 2000), pictorial elements of destination in image formation (MacKay & Fesenmaier, 1997; Markwick, 2001; Kim & Richardson, 2003), travel intermediaries' image on destination (Baloğlu, 1999; Cavlek, 2002, Baloğlu & Mangaloğlu, 2001), the relationship between destination brand and destination image (Tasci & Kozak, 2006; Hosany, Ekinci, & Uysal, 2006), and content analysis about destination image representation (Choi, Lehto, & Morrison, 2007) are some examples.

The study by Lin et al. (2007) provides a framework that integrates cognitive and affective components of destination image as predictors of tourists' destination choice. Another study conducted by Bonn et al. (2005) is a preliminary step in attempting to uncover not only what draws international visitors to U.S. destinations, but also what ensures their return.

Local and nationwide destination image studies have introduced many image attributes affecting the purchase and post-purchase behavior of the tourists. Because of dense literature, only few of them will be mentioned here. Destination image is a composite of a wide spectrum of inputs that can be viewed as affecting either the demand or supply side of the image construct. These inputs are grouped as controllable (dynamic), semicontrollable (semidynamic), and uncontrollable (static), all of which, at least in the short run, give a destination its image capital. The elements of image capital are usually viewed differently by each target market (Tasci & Gartner, 2007). The results also show that researchers' choices of methodologies in measuring destination image can influence the image(s) they are measuring. Researchers might define the nature of the data through not only the data collection techniques, but also the data preparation and analysis procedures they use (Tasci, 2007).

Uysal, Chen, & Williams (2000) used 48 destination attributes to compare Virginia to the Mid-Atlantic States of the U.S. Joppe, Martin, & Waalen (2001) researched Toronto's image as a destination in terms of importance and satisfaction by visitor origin. Chen (2001) measured the destination country images perceived by Korean travelers to Asia/Pacific, North America, and Europe by using 17 image attributes through corresponding analysis. Schneider & Sonmez (1999) explored the visitor image of Jordan by on-site interviews with tourists. Rittichainuwat et al. (2001) examined the image of Thailand as an international travel destination and the effects of the destination's image on the likelihood of the travelers' revisit. Moreover, tourists living in the same country or having a similar culture may hold far "richer"

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or different destination images than nontourists from overseas. Such possible differences in destination image perception may similarly apply to tourist groups from different cultures or countries (Awaritefe, 2004).

There have been an insufficient number of studies in the scope of destination image in Turkey. However, this number has started to increase in recent years. Between the years of 1972–1998, the rate of studies related to the destination image of tourists was 1.5%. These studies were about consumer behaviors (N. Kozak, 2001).

Ger (1997), in his study, tried to determine the image of Turkey in the minds of 660 western university students. In the research of Oztürk and Tuna (1999), Turkey was stated as an ideal place by English tour operators with a percentage of 92.2. Historical places and climate were found to be important as attributes. Moreover, the hospitality of Turkish people was regarded as the most considerable advantage of Turkey in tourism. According to another result of the research, the image of Turkey was found to be the second factor affecting the tour arrangements of English tour operators to Turkey.

According to Baloğlu and Mangaloğlu (2001), among travel agents in America, those promoting Turkey possess a more positive image than the ones which are not. The mentioned study was oriented to the tour operators and travel agents in America, and it was related to the destinations of Turkey, Egypt, Greece, and Italy. Both the affordability and the cuisine of Turkey were found to be leading attributes. Additionally, Turkey comes after Italy and Greece with respect to night life, entertainment diversity, and hygiene. M. Kozak (2001), in his research, found that English tourists perceived Turkey more positively than Spain in the attributes of hospitality, entertainment facilities, and care to consumers. Baloğlu (2001) determined that the tourists who perceived Turkey positively were generally those who had a familiarity with Turkey. The main hypothesis of the study by Yurtseven and Can (2002) was that creating an efficient destination image is associated with the evaluation of current tourism attraction images. The results of the study indicated that the image of tourists who visited for the first time differs from the image of those who visited the destination more than once, which supported the previous research related to image.

In the research of R. Kozak (2003), the image of Turkey was determined to be regarded positively by the travel agents of Australia and New Zealand. For these countries, Turkey has a considerable heritage with respect to history, archaeology, and culture. Studies such as these, which are oriented to travel agents, have a different importance. The information and image which travel agents have about the destinations influence the decision processes of potential tourists. Travel agents are both a marketing channel affecting the destination image and destination selection, as well as a source of information and decision-making variables for the potential tourist. Hence, the evaluation of travel agents about the destination image is

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extremely important. Oter and Ozdoğan (2005) determined the diversification in the destination image according to the variables of age and gender in their study. Their findings were that female tourists had more positive perceptions than males. Overall satisfaction levels were stated to be quite good. Bahar and Kozak (2005) found that the most positive attribute affecting the competitive power of Turkey in the international tourism sector is hospitality, whereas the most negative attribute is distance. These attributes might also be associated with image. Duman and Oztürk (2005), in their study about customer satisfaction, found that accommodation, location, food, and beverage services, and hospitality are the factors affecting customer satisfaction. Additionally, they determined that activities and services are important from the point of view of repeat guests.

Although there is a dense literature of destination image there is little mentioned about how and why images of destinations change according to pre and post trip experiences of tourists. For destination marketers it is vital to know the images that tourists have about the destination, and it is also sequentially important to know whether these images differ at the time of departure. So, it is an important task to determine for which factors the destination image could be changed instead of knowing solely the image of the destination. For this reason, this study aims to provide an empirically-grounded account of whether the image of a destination changes and, if so, for what factors the variation could occur. Finally, this study examines if there is any divergence of opinions about the next travel plans of the tourists between pre and post travel experiences. The impact of repeat business on the image factors is also examined. The study was held in Antalya, Turkey, with German and Russian tourists ranking as the top two in terms of tourist arrivals to the destination as stated in Table 1 and Table 2.

Between the years of 2002–2007, when examining the number of tourist arrivals to Turkey it can be seen that the majority of these tourist groups

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TABLE 1 Number of German and Russian Tourists Arrivals to Turkey (2002–2007)

From	2002	2003	2004	2005	2006	2007
Germany	3,481,671	3,332,451	3,983,899	4,243,584	3,762,475	4,148,252
Russian Fed.	946,511	1,281,407	1,605,006	1,864,682	1,853,442	2,465,481

Source: Republic of Turkey Ministry of Culture and Tourism (n.d.).

TABLE 2 Number of German and Russian Tourists Arrivals to Antalya (2002–2007)

From	2002	2003	2004	2005	2006	2007
German	2,348,2002	2,073,483	2,529,496	2,639,182	2,087,430	2,208,969
Russian Fed.	532,004	797,546	1,058,786	1,279,949	1,293,336	1,817,974

Source: www.antalyakulturturizm.gov.tr

chose Antalya as a destination. Particularly, the number of Russian tourists visiting Antalya is increasing very rapidly year by year. Antalya is the capital of Turkish tourism with its natural, historical, and cultural attractions and heritage. The coastal length of Antalya is 640 km of which 233 km is wide beaches distributed to the shore (Antalya Ticaret ve Sanayi Odası, 1998, p. 31).

In terms of cultural heritage, Antalya could be considered an open air museum. Aspendos amphitheatre, Perge, Phaselis, Thermesos antique site, etc. are famous examples. In addition to the unique natural beauties and historical sites, Antalya experiences an average of 300 sunny days per year. The average sea temperature is 17°C, whereas the average air temperature is over 10°C in winter (Esengil, 1995, p. 121). One can swim almost every season whereas the other can ski in Saklikent in the winter. With this feature, Antalya is probably unique in the world (Yilmaz, 2001, p. 3). From the transportation point of view, direct and frequent charter and scheduled flights from Germany and Russia might be stated among the advantages. With these features, Antalya is the lead destination of Turkey.

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RESEARCH DESIGN AND METHODOLOGY

Data collection was realized by the transfermen working in predetermined travel agencies operating in Antalya in the period of July–August 2005. The tourist groups were divided as *arriving* and *departing* to or from Antalya. For arriving tourists, the questionnaires were completed in the transfer buses at the time the tourists were being transferred to their hotels/resorts from the airport; and similarly for the departing tourists, the questionnaires were completed as they were going to the airport from their hotels/resorts. The logic behind such a data collection method is to measure the image differences, if any, between those just arrived and those departing the travel destination. The number of total usable questionnaires was 1,237 out of 1,500—a return of 82%—of which 601 were filled out by arriving tourists and 636 by departing tourists.

The questionnaire consisted of three sections. The first section covered the demographic profiles (Table 3). The second section consisted of 27 image attributes. In order to determine the variables to be included in the study, literature of destination image were examined as mentioned in the previous section.

It can be clearly seen from these studies that the attributes used were selected primarily according to the literature and characteristics of the destinations. This is also the case in this study when selecting the attributes. Two studies, Rittichainuwatt et al. (2001) and Baloğlu and McCleary (1999), helped us to structure the study. Additionally, the attributes used in some studies related to the Turkey's image—historical and cultural attractiveness (Öztürk & Tuna, 1999; R. Kozak, 2003), travel comfort (Bahar & Kozak,

TABLE 3 Demographic Profile of Survey Respondents (%)

Demographic characteristics	Departing**	Arriving*
Gender		
Female	50.5	46.7
Male	47.9	52.9
Age		
14–19	4.7	2.8
20–29	25.0	22.3
30–39	21.5	22.3
40–49	20.9	24.0
50–59	19.9	18.3
60 and +	8.1	10.2
Occupation		
Doctor	2.0	2.9
Lawyer	1.3	2.2
Student	5.2	3.9
Engineer	8.6	10.1
Manager	4.7	10.4
Housewife	4.9	3.4
Retired	7.0	7.6
Teacher	2.5	2.7
Official	35.0	30.7
Worker	10.5	10.2
Self-employed	3.4	1.8
Other	15.0	14.3
Number of visit		
1	52.4	52.2
2	20.5	21.7
3 or more	27.1	26.1
Type of accommodation		
BB	0.3	0.9
HB	29.9	25.5
FB	3.0	3.9
All inclusive	65.6	68.1
Other	1.2	1.6
Accompany with		
Nobody	3.8	3.7
Family	42.2	54.5
Friend	19.7	17.4
Lover	28.9	21.9
Other	5.3	2.6
Source of information		
Friends/Relatives	32.4	35.3
Newspaper/Magazines	2.4	1.4
Brochure/Catalogue	48.6	46.5
TV	4.0	2.7
Internet	4.7	5.9
Other	7.9	8.1
Marital status		
Single	46.5	52.2
Married	53.5	47.8

(*Continued*)

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TABLE 3 (*Continued*)

Demographic characteristics	Departing**	Arriving*
Education level		
Primary	2.9	6.7
Secondary	72.6	63.9
University	21.0	26.2
Master	1.3	1.7
Doctorate	2.2	1.5

*n = 601; **n = 636.

2002; Duman & Öztürk, 2005), and Turkish cuisine (Baloğlu & Mangaloğlu, 2001)—were taken into consideration in the attribute selection process.

The last section inquired about the potential revisit intention to the same destination, visiting another destination in the same country, or preferring another country.

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FINDINGS

Tourist Profile

The demographic profile of survey respondents is shown in Table 3. As seen in the table, the distribution of age scale of the respondents for arriving and departing tourists are very close to each other, indicating the 67.4% and 68.6% of survey respondents are between 20 and 49 years old, respectively. The rate of repeat business of the destination is said to be somewhat good (47.6% and 47.8% for arriving and departing tourists, respectively) and families are the dominant group (42.2% and 54.5%). Tourists generally choose the all-inclusive board type (65.6% and 68.1%). In terms of sources of information about the destination, two sources are going to the fore, namely brochure/catalog (48.6% and 46.5%) and friends/relatives (32.4% and 35.3%). Education level of the sample is mostly secondary school (72.6% and 63.9%).

For the validity of the findings it is important that both groups have a similar demographic profile. A Kolmogorov-Smirnov Z test showed that two groups are identical at all demographic subset ($p > .01$) except the subset of "accompany with."

Image Dimensions

In order to determine the perceived image of the destination, the respondents were asked to rate the 27 image attributes on a 5-point Likert scale ranging from 1 (*I strongly disagree*) to 5 (*I strongly agree*). The image attributes are grouped by factor analysis into 6 factors, with eigenvalues

greater that 1.0. Six factors explained the 50.8% of total variances which might be considered as moderate. Additionally, the KMO measure of sampling adequacy is 0.89 and Bartlett Test of Sphericity (chi-square = 4969.37, df =231, sig. = .000) are two tests indicating that the sampling size for the factor analysis is adequate and the factors are meaningful. The reliability of the survey is checked by Cronbach's alpha (0.87; Table 4).

The factors are Environmental Conditions, Destination Advantages, Activities, Attractiveness, Facilities, and Climate.

TABLE 4 Principle Component Analysis of Destination Attributes

	Loadings	Eigenvalue	Variance explained (%)
Factor 1: Environmental conditions		3.83	14.2
Unspoiled and undamaged environment	0.746		
High standards for sanitation and cleanliness	0.701		
No traffic problems	0.635		
The relaxing atmosphere	0.595		
Good destination for children and families	0.568		
Not an expensive tourism destination	0.551		
Sufficient infrastructure quality	0.549		
Safe place for shopping	0.503		
Good behaviors of salespersons to tourists	0.497		
Factor 2: Destination advantages		2.70	10.0
Friendly people	0.675		
Easy communication with native language	0.612		
Interested in Turkish cuisine	0.573		
Reasonable prices	0.568		
Clean and beautiful beaches	0.524		
Many establishments with international standards	0.508		
People are pleased when arrived to Antalya	0.394		
Factor 3: Activities		2.17	8.0
Satisfied adventurous activities	0.611		
Sufficient night life and entertainment activities	0.582		
Sufficient sport activities	0.569		
Info offices give enough information	0.413		
Factor 4: Attractiveness		1.75	6.5
Various historical and cultural attractiveness	0.66		
Interesting customs of Turkish culture	0.586		
Natural attractiveness	0.583		
Factor 5: Facilities		1.69	6.3
Enough shopping facilities	0.698		
Round trips opportunity	0.533		
Easy and comfortable travel	0.487		
Factor 6: Climate		1.55	5.8
Good climate	0.775		
Total variance explained			50.8

Note: KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy = 0.89. Bartlett's Test of Sphericity Approx.
chi-square = 4969.37; df = 231; sig. = .000; Cronbach's Alpha = 0.87.

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The two groups (arriving and departing tourists) are compared through *t*-test according to the above factors (Table 5). There are significant differences between two groups in terms of Environmental Conditions, Attractiveness and Climate factors. For all these factors, the departing groups have a more positive image (3.48–3.69; 3.86–3.94; 4.21–4.28 respectively) about the destination. For the other three factors, Destination Advantages (3.77–3.73), Activities (3.57–3.58), and Facilities (4.02–4.02) there are no significant differences. These results can be interpreted in several ways. Firstly, the destination has an advantage in that the tourists leave the destination with a more positive image. This could lead them to come back to the destination again, and also suggests that they would recommend it to their friends and relatives. On the other hand, it could be said that the policy makers should focus on overcoming the relatively worse image factors of potential tourists. Among these factors, Environmental Conditions need to be handled more carefully by the destination marketers because, before visiting the destination, tourists have relatively negative image about the environmental conditions which are an unspoiled environment, infrastructure quality, clean and beautiful beaches, and other environmental attributes (Table 4).

This could indicate the potential risk of being known negatively for these attributes which are very important image factors for any tourism destination, though it is difficult to measure the impact of this result on the decisions of tourists. This is not clear for this study, as it was held in the destination, so the tourists had already made the decision for the holiday.

TABLE 5 Differences in Perceived Destination Attributes by Tourist Groups

	N	Mean	*t*	df	Sig.
Environmental conditions			−5.765	817	.000**
Arriving	398	3.48			
Departing	421	3.69			
Destination advantages			1.182	882	.237
Arriving	421	3.77			
Departing	463	3.73			
Activities			−.231	909	.818
Arriving	445	3.57			
Departing	466	3.58			
Attractiveness			−2.650	963	.008**
Arriving	463	3.86			
Departing	502	3.94			
Facilities			.162	968	.872
Arriving	465	4.02			
Departing	505	4.02			
Climate			−1.971	1054	.049*
Arriving	501	4.21			
Departing	555	4.28			

**Significant at .01 level.
*Significant at .05 level.

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Impacts of Frequency of Visit on the Next Travel Plans

In order to examine the effect of visit frequency on the post purchase decision for both arriving and departing tourist groups, cross tabulation is applied. There is no significant difference between the arriving and departing groups' next travel plans but it is also important to know about the next travel plans of the tourists who have just arrived to the destination versus those who are about to leave the destination. Thus, Table 6 gives a valuable insight to make interpretations on the likelihood of the post travel purchase behavior of two tourist groups separately.

The result of the chi-square test shows that the more the tourists visit the destination, the more they are willing to return to the same destination

TABLE 6 Cross Tabulation of Next Travel Plans and Number of Visit for the Arriving and Departing Tourists

				Number of visits			
	Arriving/Departing			1	2	3+	Total
Arriving	Next travel	Antalya	Count % within no. of visit	98 46.9%	45 48.9%	85 67.5%	228 53.4%
		Another destination in Turkey	Count % within no. of visit	46 22.0%	31 33.7%	28 22.2%	105 24.6%
		Another country	Count % within no. of visit	65 31.1%	16 17.4%	13 10.3%	94 22.0%
	Total		Count % within no. of visit	209 100%	92 100%	126 100%	427 100%
Departing	Next travel	Antalya	Count % within no. of visit	113 47.1%	53 49.5%	82 63.6%	248 52.1%
		Another destination in Turkey	Count % within no. of visit	63 26.3%	30 28.0%	36 27.9%	129 27.1%
		Another country	Count % within no. of visit	64 26.7%	24 22.4%	11 8.5%	99 20.8%
	Total		Count % within no. of visit	240 100%	107 100%	129 100%	476 100%

Chi – square tests

Arriving/Departing	Value	df	Asymp. Sig. (2-sided)
Arriving			
Pearson chi-square	27,188[a]	4	.000
Likelihood ratio	27,724	4	.000
Linear-by-linear association	20,192	1	.000
N of valid cases	427		
Departing			
Pearson chi-square	18,130[b]	4	.001
Likelihood ratio	20,328	4	.000
Linear-by-linear association	14,842	1	.000
N of valid cases	476		

[a]0 cells (.0%) have expected count less than 5; the minimum expected count is 20.25.
[b]0 cells (.0%) have expected count less than 5; the minimum expected count is 22.25.

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(Table 6). This is the case for both arriving and departing tourists. For the arriving tourist group, the rate of possibly choosing another country for the next travel decreased from 31.1% for first time visitors to 17.4% and 10.3% for the second and third or more time visitors respectively. For departing tourists, the rate for first time visitors is 26.7%; 22.4% of second time visitors, when leaving the destination, stated that they would plan to take their next trip in another country. That means there is a slight increase compared to the rate for second time arriving tourists. On the other hand, the rate of third or more time visitors who plan to go to another country for their next trip is just 8.5%.

Roughly 50% of first and second time visitors stated that they would choose Antalya again for their next destination. This rate goes up to 67% for third or more time visitors. This is a very good result for destination marketers, indicating the possibility for repeat business at this destination, despite the fact that it is only the statement of the respondents, not actual figures. Antalya, as a major tourism destination of Turkey, is also said to be effective for stimulating a potential visit to another tourism destination in Turkey. Of the total arriving and departing tourists surveyed, the likelihood rates of choosing another destination in Turkey are 24.6 % and 27.1% respectively. Only about 21% of total respondents stated that they would choose another country for their next travel.

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CONCLUSIONS

Image plays an important role for destination marketers so as to differentiate their destination in this highly competitive market. In this study, the emphasize is given to the importance of measuring the image attributes of destinations in a continual manner because, as it said before, the image is subject to the change in time, especially after the personal travel experiences in the destination. This feature of image requires destination marketers to evaluate the image of destination in terms of the differences, if any, between tourists who have not visited the destination yet and tourists who have just visited the destination. This study shows how a destination's image can alter according to pre and post trip experiences of tourists. The importance of destination image for the next travel plans of tourists is also underlined. The chosen data collection method was targeted to meet the aim of the research—to measure the image variations between the two tourist groups (arriving and departing).

The following statements sum up the study:

- The study was held in Antalya—the most popular resort destination in Turkey. In 2007, 7,291,356 tourists visited the destination (Antalya Kultur Turizm, n.d.).

- To categorize the image attributes, exploratory factor analysis was applied. Six factors; Environmental Conditions, Destination Advantages, Activities, Attractiveness, Facilities, and Climate explained nearly 51% of variations.
- The two groups (arriving and departing) were compared with a *t*-test according to the above factors. There are significant differences in terms of Environmental Conditions, Attractiveness and Climate factors between two groups. Departing tourists have a more positive image about these factors.
- There are no significant differences between the two groups for the other three factors; Destination Advantages, Activities and Facilities.
- Among these factors, Environmental Conditions need to be handled more carefully by destination marketers.
- There is no significant difference between arriving and departing groups for their next travel plans.
- For both groups, the more frequently tourists visit the destination, the more they are willing to come back to the same destination or another destination in the same country. This result shows the importance of repeat business for the sustainable tourism potential of destinations.

This study examined whether the destination image did or did not change according to a pre and post trip survey of tourists. However, the survey was done at the destination, so the tourists had already made their decisions for their holiday. It is suggested for further research to examine the variation of the destination image in the tourist generating country to both potential tourists, and the tourists who have already spent their holiday in that destination.

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