

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The current study tested the inter-relationship of overall destination image, perceived trip quality and perceived value, satisfaction and tourists' future intention toward Kuala Lumpur. The implications for research, study limitations, and future research directions are discussed in the following paragraph.

5.2 Summary of Finding

In this analysis, a total of 567 questionnaires were taken into account. The respondents are those international tourists who have been visited to Kuala Lumpur. In the total amount of 567, Asia tourists (327) formed the largest group; and follow by Europe (101), Middle East (47), North America (30), South America (28), Oceania (23) and Africa (11).

The respondents to this study is make up of 61.2% female and 38.8% male and single tourists (60.5%) is more than married tourists (39.5%).

Between the ages for the respondents, most of them fall into the category of 25-34 (42.2%). This could also be said that this group of people is having financial independent to enable them to travel around. In this study, most of the tourists

came to Kuala Lumpur for holiday (54.3%) and most of them are travel with their friends (51.7%) and family members (27.6%).

In term of their education level, 60.1% of the tourist hold degree or professional certificate and most of them succeed in the field of professional or technical (34.4%) and managerial or administrative (24.5%).

From monthly household income, most of the tourists fall into the income of MYR 3,001 to MYR 5000 equivalent to USD 1,001 to USD 1,666, it could be due to most of the respondents in this study are from Asian country with lower income compare to other countries region.

From this study, it shown that tourists get to know Kuala Lumpur through internet (30.0%) and previous trip(s) experiences (26.4%). This again reminds the destination marketer could enhance their marketing plan through the internet to reach the efficiency to promote Kuala Lumpur as a tourist destination and increase the value of experience for tourists to have a favorable future behavior intention to revisit and willing to recommend to their relatives or friends.

According to the definition used for visitor corresponds to the International Union of Office Travel Organization (IUOTO) and World Tourism Organization (WTO), tourist is defined as any person who travels to a country other than that in which she/he has his/her usual residence but outside his/her usual environment for a

period not exceeding 12 months. From this definition, only tourists are included in this study and most of them (35.6%) are only spent 3 to 5 days in Kuala Lumpur.

It was proposed that overall destination image (i.e. cognitive, affective and destination personality) has a positive effect on evaluation variables (i.e. perceived trip quality and perceived value) as well as on the tourist's behavioral variables (i.e. willing to revisit and willing to recommend).

The exploratory factor analyses revealed that there are four underlying dimensions of cognitive image ("natural and history attraction", "cultural", "environment & infrastructure" and "price and cost") which show positively influence on the overall destination image of Kuala Lumpur. This result confirms the result of other studies (Baloglu & McCleary, 1999; Stern & Krakover, 1993), arguing for the positive effect of cognitive image on overall image.

The present findings supports the results of Baloglu & McCleary's (1999) study that affective image is significantly influential on overall destination image. From the result it was highlighted to us that the significant of affective image (i.e. "pleasant", "exciting", "arousing", "favorable", "enjoyable" and "fun") on overall destination image of Kuala Lumpur need for more attention. According to Baloglu & McCleary's finding, affective evaluation has a stronger impact on overall image rather than cognitive evaluation. And our study confirmed its effect was even larger than the cognitive image component and destination personality

component. Thus, affective image should be considered as a critical aspect associated to the improvement of Kuala Lumpur's overall destination image.

According to Hosany and Ekinci (2003), overall destination image is made up of destination personality, affective components and cognitive image. This result confirmed the result of Hosany and Ekinci's studies, with showed us tourists choose the character of successful, spirited and family oriented to best represent Kuala Lumpur during their visitation.

This study was motivated by the need for research that can lead to better understanding of additional role of perceived quality and perceived value towards satisfaction in tourists' visitation to Kuala Lumpur. According to Bigne et al. (2001) and Lee et al.(2005), higher trip quality lead both higher satisfaction and more positive behavioral intention. The result of the study implies the significant relationship between perceived trip quality and perceived value toward tourists' satisfaction.

Satisfied customer are more likely to act as free word-of –mouth advertising agents that informally bring networks of friends, relatives and other potential customers to products or services (Shoemaker & Lewis, 1999). The empirical result shows in favor of the tourists' behavioral intention where tourists who are satisfied with what they experiences as well as with how they were treated and

served in Kuala Lumpur appears to be more likely to positively recommend the Kuala Lumpur to others and to revisit Kuala Lumpur in future.

The possible influence of the tourists' socio-demographic characteristics in the overall destination image of Kuala Lumpur was analyzed using a ANOVA, checking its significance by means of the F statistic. It can be seen that, there is no statistically significant relationship between age and overall destination image of Kuala Lumpur. This finding is contrary to Baloglu and McCleary (1999a) finding, which found age has influence on overall destination image, this study found it other way.

Finally, the findings above suggested that it would be worthwhile for destination managers to make greater investment in their tourism destination resources, in order to continue to enhance tourists' experiences. It is believed that this study has a capability for generating more precise applications related to tourists' behavioral intention towards Kuala Lumpur.

5.3 Practical Implication

The globalization of travel and improved accessibility of previously remote tourist destinations are increasing competitive pressure for destination managers. Therefore, it become essential for destination marketers and government to gain better understanding of why travelers are willing to re-visit or willing to

recommend Kuala Lumpur to their relatives and friends and what drives the satisfaction of tourists during their visitation in Kuala Lumpur.

The major findings of this study have significant managerial implication for tourism marketer.

Through the results of exploratory factor analyses done on cognitive image, it helps destination marketers and government better understand the factors contributing to overall destination image so that they are able to carefully deliver appropriate products and services that accommodate tourists' need and wants. Thus, it is suggested that destination marketers consider the practical implications of these four underlying dimensions, which may be fundamental elements in increasing tourists' overall image to Kuala Lumpur.

Furthermore, the SPSS findings provided guidance for the success of marketing destination. First of all, affective image is shown in this study to be a key factor in the hands of destination managers. It is a major factor influencing the overall destination image of Kuala Lumpur. Therefore, destination managers must strive to improve the affective image hold of Kuala Lumpur if they are to compete successfully and be distinctive from other Asian countries' city. Adding to the fact that once an affective image is formed, it is difficult to change.

Since destination personality also affected the overall destination image of Kuala Lumpur and tourists' behavioral intention, its measurement and improvement are critical to destination managers. The character of successful and spirited has formed to the overall destination image and character of friendliness of Kuala Lumpur determines tourists' intention behavior. Therefore, destination managers should focus on emphasizing these characters into shaping the overall destination image through advertising and promoting Kuala Lumpur.

Since perceived trip quality and perceived value are identified as an immediate antecedent of tourists' satisfaction, and through satisfaction affects their future behavior intention, its measurement and improvement are a crucial aspect for destination marketer of Kuala Lumpur. Many elements intervene in the configuration of this experience, from the provider of specific services of tourist infrastructure such as accommodation, transport, restaurants, tourism information offices, retail establishment, etc.

The situation becomes more complicated when a single unpleasant experience leads to negative overall evaluation. Therefore, in order to achieve high overall level of satisfaction, it is important for all parties involved to fully aware of the critical importance of providing quality service or products. In additional, smooth coordination and co-operation through advertising the good image of Kuala Lumpur in the internet and enhance the usage of tourist information offices, public relations, tour operation and other promotional instrument is needed. With

this, special care of the overall destination image and good trip's experience of the services and products offer, will consequently enhance the satisfaction and their intention for future behavior.

5.4 Limitation of Research

Although the present study significantly contributes to the literature, the results presented need to be qualified in light of several limitations. First, there may be other factors influencing the development of destination image. This study was limited to the included variables which are consistently and repeatedly mentioned by empirical results in literature. Therefore, the results of this study may have excluded additional destination brand associations that might have helped better explain overall destination image. For example, travel motivations (i.e. knowledge, relaxation, entertainment, prestige) of an individual were suggested by many tourism scholars as a crucial construct to form tourism destination image.

Secondly, since the survey was conducted by the staffs working at different guesthouse, it was not sure that respondents would have completed their traveling experiences in Kuala Lumpur while replying to the survey. Tourists' perceptions of overall destination image, perceived trip quality, perceive value and satisfaction may be under risk of being colored with their additional experiences in Kuala Lumpur. It is advisable for future studies to add a question

in the survey instrument determine at which traveling stage data were collected (e. during the trip or end of the trip)

5.5 Conclusion

In this study, the key questions of what constitute the overall destination image of Kuala Lumpur and how perceived trip quality and perceived value work on influencing the satisfaction of tourist and consequently tourist's future behavior were discussed.

By better understanding on each of the aspects, tourism managers could be able to With this study, it enable the destination manager to have a general picture of which destination attributes are the most influential in tourist behavioral intention regarding the destination and thus improving the areas to stay competitive in tourism industry.

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Appendix 1 Summary of destination image studies from 1973- 2000

Author (date)	Region	A	Type	B	C	Sample
Mayo (1973)	North America	8	State	1	P	Visitors
Anderssen and Colberg (1973)	UK/Europe	9	Resort	8	FP	Students
Matejka (1973)	North America	1	State	20	O	Consumers
Gearing, Swart, and Var (1974)	UK/Europe	65	Other	17	O	Trade/experts
Hunt (1975)	North America	4	State	20	A	Consumers
Riley and Palmer (1975)	UK/Europe	25	Resort		GFC	Consumers
Ehemann (1977)	UK/Europe	1	Country		O	N/A
Var, Beack, and Loftus (1977)	North America	19	Other	17	O	Trade/experts
Pearce (1977)	UK/Europe	1	City		M	Visitors
Goodrich (1977, 1978a, b, 1979)	North America, Central America	9	State, country	10	PCF	Consumers
Ritchie and Zins (1978)	N/A	1	Other	20	F	Trade/experts
Scott, Schewe, and Frederick (1978)	North America	4	State	18	C	Visitors
Pizam, Neumann, and Reichel (1978)	North America	1	City	32	F	Visitors
Palmer (1978)	UK/Europe	10	Other		GP	Consumers
Crompton (1979)	Central America	1	Country	30	A	Students
Ferrario (1979)	Africa	1	Country	21	A	Visitors
Pearce (1982)	UK/Europe, Africa	2	Country	13	G	Visitors, consumer
McLellan and Foushee (1983)	North America	1	Country	12	A	Trade/experts
Haahti and Yavas (1983)	UK/Europe	12	Country	10	A	Visitors
Morello (1983)	North America, UK/Europe	8	Country	12	O	Students
Jaffe and Nebenzahl (1984)	North America, Asia, UK/Europe, Africa	5	Country	13	O	Consumers
Crompton and Duray (1985)	North America	1	State	28	I	Consumers
Silberman (1985)	North America	1	Resort	7	O	Visitors
Wee, Hakam, and Ong (1985)	Asia	1	Country	14	T	Visitors
Witter (1985)	North America	1	Resort	10	TF	Visitors, local
Kale and Weir (1986)	Asia	1	Country	26	A	Students
Dillon, Domzal, and Madden (1986)	North America, Central America	7	Country, Resort	20	P	Students
Perdue (1986)	North America	3	Other	12	O	Consumers
Gartner (1986)	North America	4	State	13	T	Consumers
Shih (1986)	North America	1	State	37	A	Consumers
Phelps (1986)	UK/Europe	1	Resort	32	C	Visitors
Gartner and Hunt (1987)	North America	4	State	11	T	Consumers
Botterill and Crompton (1987)	Central America	1	Country		G	Visitors
Fridgen (1987)	North America	9	Province		M	Visitors
Davis and Sternquist (1987)	North America	1	Resort	10	C	Visitors

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Appendix 1 (continued)

Author (date)	Region	A	Type	B	C	Sample
Woodside and Carr (1988)	N/A	3	Country		S	Consumers
Richardson and Crompton (1988)	North America	2	Country	10	O	Consumers
Gartner (1989)	North America	4	State	15	P	Consumers
Woodside and Lysonski (1989)	Australasia		Country		S	Students
Teye (1989)	North America	1	State	12	A	Trade/experts
Botterill (1989)	Asia	1	Country		G	Visitors
Calantone, Di Benedetto, Hakam, and Bojanic (1989)	Asia,South Pacific	8	Country	13	P	Visitors
Embacher and Buttle (1989)	UK/Europe	2	Country		GC	Consumers
Yau and Chan (1990)	Asia	7	City	31	PF	Visitors
Roehl (1990)	Asia	1	Country		O	Trade/experts
Stabler (1990)	UK/Europe	9	Resort	13	O	Visitors
Tang and Rochananond (1990)	Asia	32	Country	8	A	Visitors, trade/experts
Reilly (1990)	North America	1	State		A	Consumers
Driscoll and Lwason (1990)	North America, South Pacific, UK/ Europe, Asia, Australasia	12	Country	18	P	Consumers
Chon (1990, 1991)	Asia	1	Country	26	T	Visitors
Chon, Weaver, and Kim (1991)	North America	1	City	15	I	Consumers
Pizam, Jafari, and Milman (1991)	UK/Europe	1	Country	33	T	Students, visitors
Bojanic (1991)	UK/Europe	1	Country	20	A	Consumers
Ahmed (1991)	North America	1	State	22	FT	Consumers
Fekeye and Crompton (1991)	North America	1	Province	32	FT	Consumers, visitors
Echtner and Ritchie (1991, 1993)	UK/Europe, Central America, Africa Asia	4	Country	35	F	Students
Crompton, Fakeye, and Lue (1992)	North America	1	Province	32	F	Consumers, visitors
Dadgostar and Isotalo (1992,1995)	North America	4	City	11	O	Consumers
Gartner and Shen (1992)	Asia	1	Country	32		Consumers
Walmsley and Jenkins (1992)	Australasia	1	Resort	27	M	Visitors
Javalgi, Thomas, and Rao (1992)	UK/Europe	4	Other		F	Consumers
Gronhaug and Heide (1992)	UK/Europe	1	Country	22	A	Students
Hu and Ritchie (1993)	North America UK/Europe, Asia, Australasia	5	Country	16	T	Consumers

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Appendix 1 (continued)

Author (date)	Region	A	Type	B	C	Sample
Ross (1993)	Australasia	1	Province		O	Visitors
Walmsley and Jenkins (1993)	Australasia	8	Resort	6	GF	Visitors, trade experts
Manrai and Manrai (1993)	UK/Europe	10	Country	30	FPT	Consumers
Gartner and Bachri (1994)	Asia	1	Country	19	AO	Trade/experts
Husbands (1994)	Africa	1	Country	10	P	Visitors
Driscoll, Lawson, and Niven (1994)	North America, South Pacific, UK/ Europe, Asia, Australasia	12	Country	18	T	Consumers
Amor, Calabug, Abellan, and Montfold (1994)	UK/Europe	1	Province		O	Visitors, trade/experts
King (1994)	Australasia, South Pacific	2	Resort		O	Consumers, trade/experts
Young (1995)	Australasia	10	City, Resort, State, Province	7	GF	Consumers
Weber and Mikacic (1995)	UK/Europe	6	City	26	I	Visitors
Milman and Pizam (1995)	North America	1	Province	18	A	Consumers
Mazanec (1995)	UK/Europe	26	City	6	P	Consumers
Illum and Schaefer (1995)	North America		Other	33	A	DMO staff, trade/experts
Oppermann (1996)	North America	30	City	15	IF	Trade/experts
Ahmed (1996)	North America	1	State	20	F	Consumers
Dann (1996)	Central America	1	Country		O	Visitors
Bramwell and Rawding (1996)	UK/Europe	5	City		O	DMO staff
Waitt (1996)	Australasia	1	Country	25	F	Students
Selby and Morgan (1996)	UK/Europe	1	Resort		O	Consumers, visitors
Mazanec (1997)	UK/Europe	1	City	23	O	Visitors
Andersen, Prentice, and Guerin (1997)	UK/Europe	1	Country		O	Consumers
Court and Lupton (1997)	North America	1	State	24	FT	Consumers
Murphy and Pritchard (1997)	North America	1	City	4	A	Visitors
Baloglu (1997)	North America	1	Country	34	F	Visitors
Baloglu and Brinberg (1997)	UK/Europe	11	Country	4	FP	Students
Grabler (1997a)	UK/Europe	6	City	12	FP	Consumers
Grabler (1997b)	UK/Europe	77	City		O	DMO staff
Go and Zhang (1997)	Asia	1	City	22	F	Trade/experts

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Appendix 1 (continued)

Author (date)	Region	A	Type	B	C	Sample
Lawton and Page (1997)	Australasia	1	City		O	Visitors
Pritchard (1997)	Australasia	1	State	13	I	Visitors
Mackay and Fesenmaier (1997)	North America	1	Other	34	TF	Consumers
Bignon, Hammitt, and Norman (1998)	North America	1	Country	34	FC	Visitors
Illiewich (1998)	UK/Europe	6	City	35	F	Consumers
Hudson and Shephard (1998)	UK/Europe	1	Resort	97	I	Visitors
Lubbe (1998)	Africa	1	Country			Trade/experts
Walmsley and Young (1998)	North America, South Pacific, UK/ Europe, Asia Australasia	16	Country, Other	6	F	Consumers
Dimanche and Moody (1998)	North America	1	City	30	AT	Trade/experts
McClennan (1998)	UK/Europe	1	Province		O	Consumers, visitors
van Limburg (1998)	UK/Europe	1	City	4	Q	Consumers
Kozak and Neild (1998)	UK/Europe	1	Resort	11	I	Visitors
Santos (1998)	Asia	1	Country		O	Trade/experts
Brown (1998)	Central America, Africa, South America	3	Other	53	F	Consumers
Tribe and Snaith (1998)	Central America	1	Resort	56	T	Visitors
Ritchie (1998)	Australasia	1	Other	13	FIT	Visitors
Yannopoulos and Rotenberg (1999)	North America	1	Province	13	F	Visitors
Chen and Kerstetter (1999)	North America	1	State	48	F	Students
Nickerson and Moisey (1999)	North America	1	State	20	C	Visitors
Schneider and Sonmez (1999)	Africa	1	Country	12	T	Visitors
Shanka and Frost (1999)	Africa	1	Country		O	Students, trade/experts
Vaughan and Edwards (1999)	UK/Europe	2	Resort, Country	17	T	Visitors
Lohmann and Kaim (1999)	UK/Europe	6	Province	10	O	Consumers
Bologlu and McCleary (1999a, b)	UK/Europe, Africa	4	Country	14	FO	Consumers
Mohsin and Ryan (1999)	Australasia	1	State	6	P	Trade/experts
Murphy (1999)	Australasia	1	Country	8	P	Visitors
Young (1999)	Australasia	1	Province		FC	Visitors
Dolnicar, Grabler, and Mazanec (1999)	UK/Europe	3	City	20	P	Visitors
Botha, Crompton, and Kim (1999) Kim, Crompton, and Botha (2000)	Africa	1	Resort	20	TF, CF	Visitors

(continued on next page)

Appendix 1 (continued)

Author (date)	Region	A	Type	B	C	Sample
Chaudhary (2000)	Asia	1	Country	20	T	Visitors
Murphy, Prichard, and Smith (2000)	North America	1	City	16	O	Visitors
Uysal, Cehn and Williams (2000)	North America	10	State	48	I	Consumers
Lee (2000)	North America	3	Resort, country	14	A	Consumers
Heung and Qu (2000)	Asia	1	City	31	F	Visitors
Chen and Hsu (2000)	Asia		Other	17	AO	Consumers
Mackay and Fesenmaier (2000)	North America	1	State	9	P	Students
Tapachai and Waryszak (2000)	North America, Asia	2	Country	16	O	Students
Reisenger and Turner (2000)	North America, Australasia	2	State, resort	27	FT	Visitors
Perdue (2000)	North America		Resort		O	Consumers
Jutla (2000)	Asia	1	City		O	Visitors, local
Andreu, Bigne, and Cooper (2000)	UK/Europe	9	Resort, city	6	C	Visitors
Chacko and Fenich (2000)	North America	7	City	12	O	Trade/expects
Pritchard and Walkup (2000)	Australasia	1	State		O	Visitors

Note: Column A lists the number of destinations of interest
 Column B lists the number of attributes used as independent variables in those papers that used structural methods.
 Column C lists the main techniques used to analyze data, which is coded as: analysis of means(A), ranking/preferences (R), repertory grid (G), mapping (M), importance-performance analysis (I), conjoint analysis (Q), constant sum (S), factor analysis (F), t-test (T), perpetual mapping/multi-dimension scaling (P), cluster/discriminant analysis (C), and other (O)

Source: Steve Pike, 2002.