Assessing the regional impact based on destination image

Horváth, Zsuzsanna E.

University of Southern Queensland

October 2016

Assessing the regional impact based on destination image

Zsuzsanna E. Horváth
University of Southern
Queensland, Australia
E-mail:
zsenilia1@gmail.com

The region of Northern Hungary is historically rich in tangible and intangible heritage destinations such as fortresses, castles, and cultural routes. Former castles of the aristocracy, converted to four- and five-star hotels, are among the favourite tourist destinations in the region. Destination stakeholders of these attractions have a prime interest in designing and delivering a complex and memorable tourism experience that will attract more visitors and return visits. The responsibility of regional and local destination management lies in finding an appropriate mix of attractions and corresponding experiences, attracting visitors/guests and creating repeat patterns of return. The research, involving a sample of 360 castle hotel guests, and using Partial Least Squares structural equation path modelling, reveals significant correlation between historical interest, motivation, and perceived image, predicting guests' perception of the entire region. Visitation patterns, together with geographical embeddedness, can be further explored to increase destination competitiveness.

Introduction

In addition to the economic benefits that the attraction of tourists to a heritage site or area can generate, the recognition of such locations may also bring with it a number of other advantages. Identification of a site or area of historic, cultural or natural importance should promote greater awareness of, and appreciation for, its value, thereby increasing the chances of its preservation in the future. Realisation of the existence and significance of such places' unique resources by local residents is likely to enhance community pride and help strengthen a sense of place and identity (Nagy–Horváth 2012). People and communities identify with or through heritage in a variety of ways, but one of the strengths of heritage, perhaps especially in its intangible dimensions, is that most heritage objects or landscapes can accommodate different, divergent or even competing demands. Integrating these elements into image analysis provides a more accurate and comprehensive picture of the representation of the

destinations that people have in mind, even though image study in tourism is relatively young (Wang 2011, p. 142). In order to generate effective managerial and marketing implications regarding a destination's positioning and promotion, its image must be accurately assessed.

The formation of tourists and visitors' identities by way of relating to heritage tourism has been analysed (Ashworth 1998, Palmer 1999, 2005, Pretes 2003, Poria et al. 2003, Poria et al. 2006, Yuan–Wu 2008, Park 2010). For the definition of heritage tourism, Garrod and Fyall (2001, p. 683) quoted Yale (1991, p. 21): 'tourism centred on what we have inherited, which can mean anything from historic buildings, to artworks, to beautiful scenery'. For the purpose of this research, the definition of heritage/culture tourism is 'visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution' (Park 2010, p. 128).

Pearce (2014), in his conceptualisation of tourism destinations as social constructs, enumerates a number of geographic dimensions, space and place being the main, underlying dimensions. Heritage destinations are embedded in geographical locations (territories), so research into the complexities of visitor behaviour and attitudes cannot exclude the spatial aspect (Salazar et al. 2010). Understanding visitors or guests' perception of the impact of destinations will contribute to the geographical delimitation of the destination itself. Castle hotels investigated in this study, despite their competition with each other for similar tourism segments, offer a unique product catering to a specific sub-segment of the upscale tourism market and coordinate their efforts in offering jointly organised cultural events (festivals, concerts, arts and crafts, fairs, etc.).

The research question this study addresses, by means of researching guests as a specific niche group of potential destination components, that is castle hotels, is how customer insight can assist destination marketing and management. This support is especially relevant in the case of (local and regional) Destination Management Organisations (DMO's) that are in the process of being organised and established (Aubert 2011). This study, owing to the rarity of the topic's analysis, will address more than one issue: first, it contributes to hospitality and historical heritage research by being a building block in the barely extant literature on heritage hotels, situated at the crossroads between hospitality and heritage destinations and therefore pertaining to either category, or to both categories. Second, it embraces a transdisciplinary approach to the delineation and definition of heritage hotels as autonomous heritage destinations by providing an analysis of visitors' interest and motivation factors and their perceived image of the destination, thus creating a link to the role the destination seemingly plays in the formation of the region's image. Third, it tests a novel predictive model to establish causal relationships among the aforementioned constructs (destination selection criteria, motivation and perceived image). By

sketching the universe of castle hotels based on customers' feedback explaining their attitudes to culture, interpretations of historical heritage, attitudes and decision-making processes and finally their experience at the destination, heritage tourism can be understood better.

Conceptual framework

Destinations and competitiveness

Travel customers increasingly seek and respond to a diversified set of value clusters (i.e. combinations of experiences, products and prices that suit their individual preferences). Destinations must design, promote and coordinate a satisfying total visitor experience that maximises the economic contribution to the destination and stimulates return intention and referral behaviour. Destination marketers must design an ever-richer palette of options and target their value packages more skilfully to various preference patterns. Wang (2011, p. 5) argues that a comprehensive approach to destination marketing and management should include, but not be limited to, the following themes, under which a multitude of issues need to be identified, understood and addressed:

- the concept, scope and structure of destination marketing and management;
- consumer decision-making in relation to destination;
- principles and functions of place image, positioning and communication;
- strategies and tactics in destination product development; and
- strategies and tactics in destination product distribution.

> Ritchie and Crouch (2003).

> 'What makes a tourism destination truly competitive is its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations' (p. 2).

This explanation points to 'satisfying, memorable experiences' as an antecedent of an increase in the number of visitors (Moscardo 1996). Additionally, sustainability is required. They conclude that 10 of the 36 destination competitiveness attributes have significantly greater than average determinacy measures. The first two most important attributes and most relevant to this study are (1) Physiography and Climate and (2) Culture and History. 'Destinations vary in terms of the abundance, uniqueness, and attractiveness of cultural and historical resources they have to offer the potential tourist, including quality-of-life and contemporary lifestyle experiences' (Crouch 2007, p. 33). Mazanec et al. (2007), in their survey on compound destination competitiveness, emphasise that there are three factors contributing significantly to

it; these are, in order of significance, Heritage and Culture (.91), Economic Wealth (.24) and Education (.16). Other authors, such as Martín and del Bosque (2008), postulate that there is still a lack of complete understanding of the significance and interrelationships between the attributes of destination competitiveness, and they urge the construction of appropriate causal models to explain it.

The basic premise of this study is that the deployment of destination resources and attractors through the formulation and implementation of tourism strategies adapted to changing external environments can enhance destination competitiveness. However, before designing such strategies, destination characteristics at the micro-, meso-, and macro- levels must be clearly understood. Visitor characteristics and behaviour patterns will contribute to micro-level understanding.

Laesser and Beritelli (2013, p. 2), in their paper summarising the major outcomes of the first Biannual Forum on Advances in Destination Management, state that there is a lack of complete understanding of the significance and interrelationships between the attributes of destination competitiveness, so there is a need to generate data and build appropriate causal models to describe and explain the phenomenon of destination competitiveness. 'Authenticity can be a strong differentiator, so research could develop a comprehensive theory of and practical guidelines for authenticity management'.

Castle hotels belong to the category of themed accommodation that are located in historic buildings and, as such, constitute one of the most demanded genres of tourist accommodation. These historic buildings once served a different function, were built by aristocrat families and are nowadays renovated by private investors. Converted castles abound in Europe and have become a preferred form of accommodation for luxury tourists and even business travellers (Dallen–Teye 2009). This unique form of lodging is called *parador* in Spain and *pousada* in Portugal and signifies a luxury hotel transformed from previous aristocratic edifices.

It is in these hotels that visitors can gain an insight – through the efforts of the builder family – into the lives of the historical high society and its visual arts culture, interior design, etc. These are now operated as iconic or themed high-end hotels. They function as attractions for tourists due to their unique designs, distinctive environments, operating styles and opportunities to interact with hosts and other guests. They have been recognised as significant landmarks and attract substantial numbers of foreign and domestic guests. The services offered by such heritage enterprises tend to attract wealthy, individual tourists who are also likely to spend money on diverse, ancillary tourism and recreation services (sports, gastronomy, retail, cultural, etc.), using the castles as a base for trips around the local area (Murzyn–Kupisz 2013).

Tourist attitudes in destination selection

Motivation

Tourist motivation, along with expectations, is a subset of tourist attitudes prior to, during and following the destination experience; it deals with a special subset of the wider concept of 'interest' in human motivation (Yoon–Uysal 2005, Hong et al. 2009, Kay–Meyer 2013, Pearce–Lee 2005). Effectively, the total network of biological and cultural forces gives value and direction to travel choice, behaviour and experience. Whilst the vast majority of visitor attitude authors deal with the predictive relationship between motivation, perceived image of the destination and satisfaction leading to eventual repeat visit patterns, there are a few dealing with the behavioural intentions that directly predict destination image (Dolnicar–Le 2008, Salazar et al. 2010, Kim et al. 2012, Pearce 2014). Line and Runyan (2012), in their article reviewing the hospitality marketing research published in four top hospitality journals from 2008 to 2010 for identifying significant trends and gaps in the literature, found a total of 274 articles. These articles were reviewed and classified based on research topic, industry focus and analysis technique as well as on a number of other methodological criteria. They found that the Topical Focus item 'consumer characteristics' accounted for 8.8% of the articles in total, out of which 'decision making' made up 4.4% and 'motivation' a mere 2.2%. The review shows that there is a scarcity of papers with motivation and decision making in hospitality marketing research as their focal subjects. This study strives to bridge this gap.

Sirgy and Su (2000) purport that travel behaviour is influenced by both self-congruity (match between self-concept and destination image) and functional congruity (match between a destination's attributes and a tourist's ideal expectations). In one of the early works in the framework of the post-modern perspective of tourist behaviour and experience, Urry (1990) suggests that the diversity and complexity of contemporary tourism permits travellers to choose among many alternative experiences. True travel motivation is a push factor, a patterned summary of the social, cultural and biological forces driving travel behaviour. Pearce (2011) concludes that destination selection is 'akin to individuals undertaking an imaginative, embodied leap of projecting themselves with their motivational needs and profiles into a variety of experiential settings at the destination' (p. 50). In terms of different approaches to motivation construct sequencing to date, the pre-visit dimensions investigated have included motives, expectations, and attitudes, especially towards the satisfaction of expected motivational items (Kay–Meyer 2013). Kay and Meyer (2013) used a motivation-benefit model for understanding tourist motivation towards cultural experiences.

Selecting heritage destinations

Palmer (2005) emphasises that heritage tourism assists domestic tourists in conceiving, imagining and confirming their belonging to the nation in question. Visits to heritage sites are seen as ways to encourage nationals to feel a part of and be connected to the nation's past, as it exists in the national imagination. Heritage attractions are often considered to as 'sacred centres', places of spiritual and historical pilgrimage that reveal the nation's unique 'moral geography' (Smith 1991, p. 16), and they facilitate ways in which 'individuals variably position themselves in a broader context of cultural construction and symbolic embodiment of the nation and national identity' (Park 2010, p. 120).

Heritage tourists are a heterogeneous group, both from the viewpoint of the site's relation to their personal heritage and their overall motivation for visiting. Referring to specific motivations for the visit, Poria et al. (2006) report, in their survey of foreigners' visitation patterns compared to their perception of the Wailing Wall, three categories of motivations: willingness to feel connected to the history presented, willingness to learn and motivations not linked with the historic attributes of the destination. Poria et al. (2003) used statements dealing with tourists' motivations that were based on motivating factors, such as desire for emotional involvement, education, enjoyment and relaxation. Clear patterns were found in the levels of perception. For example, those who visited because they wanted to be emotionally involved were very likely to perceive the place as part of their own heritage.

This categorisation exemplifies and supports previous studies arguing that different tourists visit historic spaces for different reasons (Poria et al. 2003, McCain–Ray 2003, Tian–Cole et al. 2002). It is common in the literature to regard tourism to historic locations as a phenomenon mainly motivated by the willingness to learn and be educated (Fakeye–Crompton 1991). Various studies have acknowledged the tendency of visitors to heritage and other cultural attractions to display higher educational attainment than the general population (Pike–Page 2014). It is hypothesised that the formation of the castle hotel guests' motivation will follow the patterns described above.

H1 Guests' interest in history will predict their motivation for destination selection.

Destination image (DI)

Image is highly complex and is therefore complicated to manage, yet it is one of the most critical factors in the competitiveness of tourism destinations; thus, destination image (DI) should receive high priority from destination promoters (Wang et al. 2010). The growing interest in this field of study derives from the recognition that 'what people think about a destination's image is strategically more important than what a marketer knows about the destination' (Chen–Hu 2009). A wide variety of

definitions have been offered to describe DI throughout the years. The current understanding of DI as suggested by Pearce (2011, p. 45) is that DI is 'the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place'. The challenge faced by DMOs and other destination promoters is to bring the image that people have in mind as close as possible to the desired image of the destination (Wang et al. 2010).

Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination (Crompton 1979, Fakeye–Crompton 1991). It has been acknowledged that tourists' perceived image of a destination plays an important role in their decision making, destination choice, post-trip evaluation and future behaviours (e.g. Baloglu–McCleary 1999, Echtner–Ritchie 1991) and that destination image and tourist loyalty are multi-dimensional constructs with derivative measurements (Zhang et al. 2014). Previous studies have used cognitive image, affective image, overall image or different combinations of the three as proxies for destination image (Baloglu–McCleary 1999, Chen–Tsai 2007). Destination image is 'a totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time' (Zhang et al. 2014, p. 215). Martín and del Bosque (2008) also summarise 20 definitions of destination image. Despite the different definitional constructions, destination image is generally interpreted as a compilation of beliefs and impressions based on information processed from various sources over time, resulting in a mental representation of the attributes and benefits sought from a destination (e.g. Crompton 1979, Gartner 1993). The three-component approach represents a more commonly practiced theoretical perspective in image studies (e.g. Gartner 1993). It holds that destination image is composed of cognitive, affective and conative components (Zhang et al. 2014). The cognitive component refers to the beliefs and knowledge a tourist holds of the destination's attributes (Assaker et al. 2011). The affective component represents the feelings or emotional responses towards the various features of a place. The conative aspect of destination image is the behavioural manifestation on the tourist's side and can be understood as on-site consumption behaviours (Zabkar et al. 2010). The three components represent a layered succession in image formation; that is, a tourist forms the cognitive image, based on which he/she develops the affective image and then the conative image (Chen–Phou 2013).

Destination image plays two important roles in behaviours: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviours, including participation (on-site experience), evaluation (satisfaction) and future behavioural intentions (intention to revisit and willingness to recommend) (Ashworth–Goodall 1988, Bigné et al. 2001, Cooper et al. 1993, Lee et al. 2005, Mansfeld 1992, Jalilvand et al. 2012). On-site experience can be represented mainly as the perceived trip quality based on the comparison between expectation and actual performance. However, the influence of destination image on after-

decision-making behaviours has been neglected in previous studies, except those by Bigné et al. (2001) and Lee et al. (2005). Following the marketing perspective, Lee et al. (2005) argue that individuals having a favourable destination image would perceive their on-site experiences (i.e. trip quality) positively, which in turn would lead to greater satisfaction levels. Finally, existing studies on the relationship between destination image and visitor satisfaction suggest that there is a correlation between image and individual tourist spending (Arnegger–Herz 2016).

Destination image is very closely linked to 'expectation of destination attributes', and the destination image, in turn, affects visitors' intentions (Wang et al. 2010, Liu et al. 2013). In addition, their perceptions of practical travel experience affect their future intention to visit the destination (Chon 1992). The attractiveness of a destination – and the choice of it – will greatly depend on its image. Wang et al. (2010), in their seminal work on destination marketing and management, categorise destination image measurement as a necessary step in securing destination competitiveness, describing it as the consequence of travel behaviour information. It can be hypothesised that the castle hotel guests' destination will be affected by the aspects described above.

H2 Guests' perception of destination image will be largely influenced by their prior historical interest.

Regional impact (RI)

'Regional impact' is a hypothesised hybrid construct derived from various conceptual elements, which are explained in the following segment of the paper. For the purposes of this survey, is operationalised as the combination of sense of place, overall impact of destination and assessment of the significance the destination in the constitution of the impact of the area where the destination is situated.

A number of disciplines, both pure and applied, such as sociology, psychology, geography, ecology and even literary and cultural studies, have contributed to the conceptualisation of place and sense of place (George–George 2004). Many authors have investigated visitor attachment to leisure, recreation and tourism places (Lewicka 2008). The phrase 'sense of place' is typically used to refer to an individual's ability to develop feelings of connection to particular settings based on an amalgamation of use, attentiveness and emotion (Stokowski 2002). Thus, a destination *is* a destination because of the sense that it is not only a differentiated space but also a place capable of satisfying a certain set of touristic needs: functional or utilitarian, identity or emotive, contextual or situational and so on (Young–Light 2001). In other words, sense of place in the context of tourism involves an enduring commitment on the part of the tourist in their thoughts, feelings and behavioural responses to a destination; these are important elements with values. That is, the setting combined with what a person brings to it forms the essential sense of place. Place attachment is

operationalised in terms of the meanings, beliefs, symbols, values and feelings that individuals or groups associate with it (Hallak et al. 2012).

Social construct theory also employs the underlying dimension of *social bonds* in understanding tourist motivation, attitude and future behaviour. Neuvonen et al. (2010) found that positive place attachment and the intent to visit related attractions loaded the highest (p = 0.584) in their 'social bonds' construct, predicting future intention to return to the destination. They posit that because place attachment seems to have an important role in the decision to revisit, managers should be encouraged to develop recreation services that deepen place attachment. Walls (2012) found empirical support for the effect of the physical environment latent construct on the social/self-concept value dimension in his survey of consumer value in hospitality destinations. Perceived physical environment seems to be an important factor in generating positive on-site experiences, and design (external and internal) explained the highest variance in the physical environment's construct (48.8 %).

A destination's image can be developed based on the estimation or understanding of a region's characteristics, but this is equally true for the contribution of the destination towards the building of a whole region's image (Jalilvand et al. 2012). Factors decisive to the positive impact of heritage-related projects and activities (such as restoration of historic buildings and provision of hotel services in them) on local development include their long-term orientation and stability; involvement of the local community, both in the provision of tourism services and in the exploitation of heritage for other purposes; capacity of a given area to produce ancillary goods and services; and links and dependencies between different local heritage-related activities (Andereck et al. 2005). The influence of heritage sites and projects on local and regional development may thus be economic, social or ecological, both quantitative and qualitative. It may be potentially positive but in practice neutral, or even negative, if awareness of the heritage resources is poor or they are unsustainably exploited (Murzyn–Kupisz 2013).

Understanding the impact of the castle hotel destinations on the regional level is important to destination marketers and managers. The economic effectiveness of heritage sites can be examined through immediate (direct and indirect) effects and factors that affect the region's economy. Direct economic effects are generated by tourism into the region. Heritage sites may also affect the behaviour of people and organisations operating in the region that are significant for the region's economy (Aas et al. 2005, Yuksel et al. 2010). These effects may be purely economic or may be benefits that inhabitants of the region feel they gain from the cultural sites, their willingness to pay, willingness to accept services and public funding of cultural services at the chosen cultural sites (Rollero–De Piccoli 2010, Hallak et al. 2012).

Based on the above segments on the relevant literature on visitors' motivation and visitation patterns, the following hypotheses relating to the assessment of the regional impact have been formulated, as transposed to the guests of the castle hotels:

H4 Guests' historical interest will predict their perception of how the destinations contribute to the regional impact.
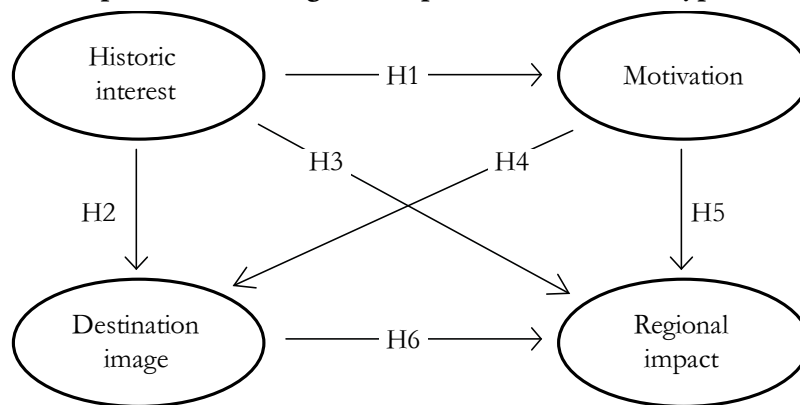
H5 Guests' motivation for destination selection will predict their perception of how the destinations contribute to the regional impact.

H6 Guests' perception of destination image will predict their perception of how the destinations contribute to the regional impact.

The above hypotheses will be tested on castle hotel guests who are not only visitors or tourists to the destination but also stay overnight. They gather a more encompassing experience than visitors do. The conceptual model below will be tested to provide an insight into the guests' perception of the regional impact of the castle hotels:

Figure 1

Conceptual model of regional impact formation with hypotheses

Source: Author's own design.

Research design

Study destination characteristics

Castles and country houses of the aristocracy of the Austro-Hungarian Empire

The abundance of castles and mansions in the present territory of the Republic of Hungary can be explained by the fact that the nobility, the proprietors of these properties, made up a proportion of the population larger than that of anywhere else in Europe other than Poland. The majority of Hungarian castles and mansions were built – for reasons of defence from intruders – in mountainous areas such as the northeastern region of the country during the 18th and 19th centuries. Once, there were 4,500 castles and mansions in the territory of the Kingdom of Hungary;

however, many have been ruined in the tribulation of history. At the end of the 20th century, there were approximately 3,500 historical buildings left standing (National Trust of Monuments for Hungary 1992).

These buildings, due to the special status of the aristocracy, had been a prerequisite of the social standing and had always been focal points of the arts during previous centuries – almost all branches of the arts (architecture, design, interior decoration, painting, furniture making, sculpture, inlay, goldsmith's works and textiles) are represented. These residences provide an insight into the social stratification of the Hungarian noble families, their wide range of relationships, habits and life styles. Therefore, a castle can be an essence or a symbol of the national cultural heritage of the period in which it was built and decorated (Godsey 1999). They were also the centre of the period's theatrical, musical and scientific life. Moreover, castles became salons of literature, especially in the Reform era (the latter part of the 19th century), when they served as scenes of reading nights.

The services offered by the castles make visits to the area more attractive to tourists, even to those who do not use them as hotels but stay in other accommodations. Most castles organise a range of events open to the general public, such as balls, concerts, plays, exhibitions, antiques auctions and seasonal fairs, offering an additional, though rather elite, cultural and leisure experience for both local residents and outsiders. Establishments offering tourist accommodation in the area often refer to the palaces as important local cultural assets. The palace owners and managers have also recognised the advantages of visibly grouping similar establishments across the district and the benefits of cooperation, especially for the promotion of the entire area and broader efforts to preserve its unique cultural landscape.

The activities of the businesses in these historic residences are respectful of, and well inscribed into, the area's cultural landscape, appreciating and creatively using its ecological and cultural resources. As such, they are inspiring the rediscovery of the area's unique pre-war traditions and revival of tourism based on its picturesque landscape, processes which strengthen the overall competitive position of the district and region in the tourism market (Murzyn–Kupisz 2013).

In the area of observation, the NUTS-II statistical unit of Hungary, that is, the Northern Hungary region, there are currently 38 castles in government or commercial utilisation: 16 function as municipal historical heritage museums and 22 as accommodation. Of the latter, 12 castle hotels proper are in commercial use, operated by business entities; the remaining 10 are managed as various types of accommodations (lower category tourist bed-and-breakfasts, hunting lodges, etc.). It has been a requirement of this survey to find locations that are comparable in order to assure the reliability of the comparison of guests' attitudes and perceptions of a given environment. The hotels included in the survey – although belonging to different categories (four- and five-star commercial accommodations) and having

varied room capacities – were built in the same period, bear similar architectural characteristics (for both exterior and interior design) and possess identical amenities:

- Geographical location: small villages in mountainous areas and number of residents less than 2,000,[1] except Tarcal (2,912 inhabitants).
- Minimum one-hour drive by car from the capital.
- Buildings older than 100 years and in private ownership.
- Properties included as Listed National Heritage Buildings and therefore highly protected.
- Buildings surrounded by large, landscaped parks.
- Amenities that include wellness and open-air sport facilities.
- Comprehensive information or exhibition on the architect, builder family and former utilisation of the castle on display.
- Availability of cultural, training and leisure programs and events.
- Year-round opening.
- Renovated or extended in the last ten years.

Questionnaire design, data collection and the sample

The research instrument used for this study was a structured questionnaire implemented through face-to-face interviews at the hotel locations. The questions discussed in this survey are taken from a longer questionnaire that was distributed to castle hotel guests at five locations. For this study, a purposive-based sample design was employed (Walls 2012), and the target group delineation was as follows: hotel guests, having stayed a minimum of one night in one of the five accommodations, regardless of the distance travelled, were included, while friends, visitors, relatives and those not staying overnight were excluded from participation.

The questionnaire was designed as a survey instrument, including all constructs of the proposed model to investigate the hypotheses. The questions in the questionnaire are based on a review of the literature and specific destination characteristics. The survey instrument was revised and finalised based on feedback from five tourism experts and a pilot sample of 25 postgraduate students studying a tourism management program. Thus, the content validity of the survey instrument was deemed adequate.

Measures

The questionnaire questions included the following measures (further explained by exemplary items in Table 1).

---

[1] Based on the census of 01.01.2010 (KSH).

Historical Interest

As a cognitive dimension of the pre-visit tourist attitude, 'historical interest' represents the castle hotel guests' general interest in historical subjects, as well as their propensity to visit heritage sites. It is hypothesised that guests, in their selection of a castle hotel destination, are influenced by their genuine interest in history. Due to the lack of a tested and validated scale of 'historical interest', the current scale has been derived from a review of the literature and careful analysis of existing scales found therein.

Motivation

For the purposes of the current survey, a combination of items of existing and validated scales in the relevant literature (George–George 2004, Walls 2012, Wang et al. 2010, Dolnicar 2008, and Ariffin–Maghzi 2012) has been used. The 'motivation' construct includes the following sub-dimensions:

- Historic experience: Historic experience refers to the guests' motivation to stay at a heritage accommodation that offers, through its exterior and interior design, furnishings and other amenities (such as exhibits of the history of the former owner aristocrat families, restaurant services by waiters and waitresses dressed in period costumes, concerts of period music and excursions organised and delivered in the style of the owners' period) a genuine insight into the period in history when the accommodation was built and the original owners maintained it. Due to the lack of validated scales in this domain, the author's own scale has been used.
- Hedonic experience: Hospitality literature offers an ample array of hedonic experience motivation scales (Beerli–Martin 2004, Chen–Hu 2009, Chunyang–Qu 2013, Walls 2012). Hedonic experience, for the purpose of this survey, signifies physical and affective items that in the minds of the pre-visit guests would make the stay more enjoyable (predominantly services – both the variety and quality of services and the expected satisfaction guests can derive from their post-visit experience of having been at a trendy destination;(Kay–Meyer 2013, Zabkar et al. 2010, Zhang et al. 2014, Liu et al. 2013, Chen–Tsai 2007).
- External factors: External factors are seen as crucial in tourism accommodation research (Liu–Wu–Morrison–Sia Juo Ling 2013). Morrison et al. (1996), Moscardo (1996) and Lim (2009) highlighted the importance of unique and special environments in tourist accommodations. Interior design and furnishings reflect a hotel's unique character (Lim 2009). Castle hotels are typically furnished with period furniture as the buildings, owing to the special status of the former owners, had been a prerequisite of social standing

and had always been the foci of the arts during previous centuries – almost all branches of the arts, such as architecture, design, interior decoration, painting, furniture making, sculpture, inlays, goldsmith's works and textiles, are represented.

Destination Image

This measure includes the perceived image of the destination, based on the assessment of its external characteristics, by the guests just having accomplished their on-site experience (Liu et al. 2013, Chen–Tsai 2007, Zhang et al. 2014). As the experience is fresh, they can provide immediate and live feedback on these characteristics; the experience might fade or otherwise be altered as time passes and other, new experiences overshadow the on-site experience (Jalilvand et al. 2012).

Regional Impact

This measure is conceptualised as the perceived importance of the destination in the formation of the impact of the region where it is situated (Beritelli et al. 2013). When broken down into single components, the 'regional image' is a compound of aspects from rather diverse domains: sense of place, place attachment (environmental psychology), cultural impact and economic impact (cultural and regional studies, respectively). Due to the lack of adequate scales, a new scale has been designed. Regional impact is measured in three distinct territorial or administrative areas as used in the NUTS (Nomenclature of Territorial Units for Statistics 2013) and LAU (Local Administrative Units 2013) classifications of the European Union. Settlement level refers to the municipality level, and micro-region level refers to LAU 1 region comprising 1–50 settlements with a population of 13,000–261,000 inhabitants stretching over an area of 2,552–1,000 km^2. Regional level refers to the NUTS-II statistical unit, which comprises of 13,428 km^2 in the area under investigation and has a population of 1,289,000 inhabitants.

Table 1

Descriptive statistics for measurement subscales

Construct	No. of Items	Sample items
Historical Interest (1 = strongly disagree to 5 = strongly agree	4	'I am genuinely interested in history.' 'I am genuinely interested in visiting castles.'
Motivation criteria (1 = strongly disagree to 5 = strongly agree)		
Historic experience	3	'I think a stay in a castle hotel is deeply embedded in history.'
Hedonic experience	3	'My main motivation for selecting the destination is the quality of services it offers.'
External factors	3	'My main motivation for selecting the destination is its location.' 'My main motivation for selecting the destination is its architectural style.'
Destination image (assessment: 1 = poor to 5 = outstanding)	3	'Please assess the architectural style of the building.'
Regional impact (assessment: 1 = negligible to 5 = significant)	3	'Please assess the impact of the castle hotel on the settlement level.' 'Please assess the impact of the castle hotel on the micro-region level.' 'Please assess the impact of the castle hotel on the regional level.'

Source: Author's own design.

Part 1 of the questionnaire deals with the measurement of destination image with 20 attributes extracted from previous studies (Baloglu–McCleary 1999, Beerli–Martin 2004, Etchner–Ritchie 1993, Walmsley–Young 1998). Part 2 deals with the measurement of destination quality with 20 items covering the five aspects of attractions: accessibility, amenities, activities, available packages and ancillary services (Buhalis 2000). Part 3 deals with the measurement of single-item overall satisfaction and two-item behavioural intentions (i.e. likeliness to revisit and willingness to recommend), following Bigné et al. (2001), Sirakaya et al. (2004) and Tian-Cole et al. (2002). Respondents are asked to indicate their agreement level for each item for the first three parts on a five-point Likert-type scale, from 'strongly disagree (L 1)' to 'strongly agree (L 5)'. Part 4 presents the respondents' demographic information with seven items, such as gender, age, education level, occupation, travel party and past

visitation experience via a categorical scale. Data were subsequently analysed using the SmartPLS statistical software.

The interviews were conducted by tourism and hospitality undergraduate students selected based on academic criteria and under the guidance of the author. Hotel guests were approached by the researchers at the end of their stay once they had had the opportunity to gain an experience at the destination.

A pilot survey took place in March 2012, and the main data collection was conducted between early April and the end of June 2012, with Easter holidays, a traditional period for tourist travel, falling into the data collection period. The questionnaire was pre-tested mainly to examine the adequacy of the research instrument as well as the clarity of the questionnaire. The interviews were carried out mainly on weekends when there was a likelihood of higher visitor frequency at the destinations. A total of 360 valid questionnaires were collected. Our sample is, thus, a convenience sample; it was not our objective to reach a representative sample – as the visitors themselves (due to higher room rates) originate from more affluent layers of society – but to provide diversity among the personal attributes and perceptions. This diversity of tourists, in turn, enables the generalisation of the findings (Poria et al. 2006, p. 167). In addition, it should be noted that female guests were more approachable and more willing to reply.

Model analysis with SmartPLS

Analysis of the conceptual model was conducted through SmartPLS (Ringle–Wende–Alexander 2005) using two steps: (a) validating the outer model and (b) fitting the inner model (Chin 1998). The former was accomplished primarily through convergent and discriminant validity. SmartPLS offers an alternative method to traditional (covariance-based) Structural Equation Modelling (SEM) technique for modelling relationships among latent variables and generating path coefficients for structural models (Hair–Ringle–Sarstedt 2011). PLS-SEM is a causal modelling approach aimed at maximising the explained variance of the dependent latent constructs. This is contrary to CB-SEM's objective of reproducing the theoretical covariance matrix without focusing on the explained variance.

Sample characteristics

Features such as gender, age, education level and length of stay are illustrated in Table 2 below.

Table 2

Demographic characteristics of the sample

Variable	Per cent (%)
Gender	Male: 39.5
	Female: 60.5
Age	
Under 18 years	6.7
19–24 years	18.4
25–44 years	43.1
45–64 years	24.7
65+ years	7.1
Education level	
Primary	9.1
Secondary	22.6
Vocational	14.3
Tertiary	53.6
Other	0.4
Length of stay	
One night	21.8
Two to three nights in the week	18.6
Long weekend	51.9
Full week	5.8
Over a week	1.9
Repeat guests	27.8

Source: Author's own calculations.

Outer model analysis

The quality of the reflective measures was assessed using the convergent validity and discriminant validity of the latent variables.

Table 3

Outer model analysis

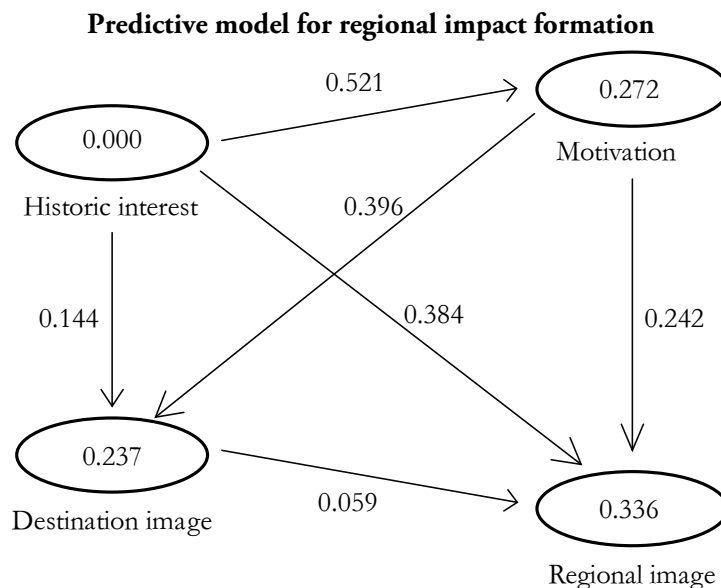| Outer loadings	Constructs			
(Cronbach's α)	Historical Interest (0.7629)	Motivation (0.7611)	Destination Image (0.7749)	Regional Impact (0.8784)
(12) Connecting with one's history offering stability in a crisis	0.7208			
(14) Genuine interest in history	0.7706			
(19) Stays in historic accommodations embedded in history	0.8005			
(9) Interest in visiting historical heritage sites	0.7619			
(8A)Trendy destination		0.5686		
(8B) Setting		0.4064		
(8C) Location		0.3787		
(8D) Architectural style		0.7023		
(8E) Service variety		0.6257		
(8H) Service quality		0.6315		
(8F) Reviving history in a castle hotel		0.7558		
(8G) Historic interior design		0.7297		
(32) Assess external image of the destination			0.7948	
(33) Assess internal image of the destination			0.8419	
(34) Assess park of the destination			0.8438	
(32) Impact on settlement level image				0.8872
(33) Impact on micro-region level image				0.9339
(34) Impact on regional level image				0.8686

Source: Author's own calculations.

The outer model analysis revealed important features of the latent constructs. Based on the guests' perception of the destination characteristics, *historical interest* is mostly explained by their perception of the stay in the castle hotel as being embedded in history (α=0.8005). *Motivations* is mostly explained by the item suggesting that the guests want to revive history in a castle hotel (α=0.7558). *Destination image* was best explained by the item that suggested that the landscaped park, a conventional attribute of these castle hotels and usually extended over a large stretch of land, had the highest explanatory power (α=0.8438). Finally, among the items for *regional image*, guests identified the impact of the castle hotel on the micro-regional level as being the most important. As an initial interpretation of the outer model analysis, it can be said that

castle hotel guests do believe that by staying at such accommodations, they can have a grasp of the times when the original owners built the edifice and used it for their everyday living and can thus share this experience with them. Second, the dominating *motivation* factor is the revival of a historic period, and this factor, together with other cognitive factors such as appreciation of the architectural style of the building, are more important than the hedonic factors. Third, the destination image is found to be dominated by the assessment of the landscaped park, an essential amenity of the destination. It appears that the image of the destination is characterised, if not defined, by this very amenity. Fourth, castle hotel destinations' regional impact is best explained by their impact on the micro-regional level, meaning that their impact, both socio-economic and cultural, is felt in a much larger spatial area than the destination itself. These findings have several implications for the marketing and management of destinations and will be discussed in the *implications* section.

Results summary of the model

The structural equation modelling procedure resulted in the predictive model presented in Figure 2; the corresponding quality assessment results are listed in Table 4.

Figure 2

Predictive model for regional impact formation

Source: Author's own design and calculations.
Note that values inside the construct circles represent R^2, whereas values on the paths represent path coefficients.

Quality assessment criteria reveal that the model has an excellent fit. The first criterion to be evaluated is typically internal consistency reliability. The traditional criterion for internal consistency is Cronbach's α, which provides an estimate of the

reliability based on the inter-correlations of the observed indicator variables (Hair et al. 2013). As Cronbach's α assumes that all the indicators are equally reliable, is sensitive to the number of items in the scale and generally tends to underestimate the internal consistency reliability, the SmartPLS model uses another measure called composite reliability, its recommended threshold being 0.60 to 0.70 in exploratory research and between 0.70 and 0.90 in more advanced stages of research. As Table 4 shows, the individual constructs of the measurement model satisfy the threshold criteria for both Cronbach's α and composite reliability. The other measure of measurement model assessment is convergent validity, which refers to the extent to which measures correlate positively with alternative measures of the same construct, the logic being that items that are indicators of a specific construct should converge or share a high proportion of variance. In the current measurement model, both the outer loadings of the constructs and the average variance extracted (AVE) satisfy the threshold criteria of AVE > 0.50 and outer loadings of the constructs above 0.40. Location (outer loading 0.3787) has not been eliminated because its elimination did not lead to an increase in either the composite reliability or AVE (Hair et al. 2013). Discriminant validity has been assessed by examining the cross loadings of the indicators, and the indicators' outer loading on the associated construct should be greater than all of its loadings on other constructs.

Table 4

Structural model quality assessment

Latent variables	AVE	Composite reliability	R^2	Cronbach's α
Historical Interest	0.5837	0.8485	0	0.7629
Motivations	0.3774	0.8222	0.2718	0.7611
Destination Image	0.6841	0.8665	0.2371	0.7749
Regional Impact	0.8046	0.9251	0.3358	0.8784

Source: Author's own calculations.

Two main indicators were used to evaluate the relationships between the paths in the PLS structural model: R^2 (coefficient of determination) values and the standardised path coefficient. The bootstrapping method was used to test the significance of paths in the study model (whether path coefficients differ significantly from zero). Figure 2 and Table 5 show the results of testing the paths between model constructs.

The first critical criterion for assessing a PLS structural model is each endogenous latent variable's R^2. R^2 measures the relationship of a latent variable's explained variance to its total variance by the exogenous latent variables in the model.

Regarding measuring the power of R^2, three levels were suggested: 0.670, substantial; 0.333, moderate; and 0.190, weak (Chin 1998, Urbach–Ahlemann 2010). In other words, the dependent variable *regional impact* explains 33.5 % of the total

variance of the measurement model. While R² for *regional impact* had moderate power, *motivations* and *destination image* had slightly less moderate power in any case above the 1.90 threshold for weak power. *Historical interest*, being an exogenous construct, does not have an R² value.

Three levels of cut-off were adopted to assess the strength of the path coefficients: 0.2, weak; 0.2–0.5, moderate; and more than 0.5, strong (Cohen 1988, Sridharan et al. 2010). The analysis substantiates that all relationships in the structural model have statistically significant estimates.

Discussion

In order to further reveal the model's latent characteristics and structures, total t-values and total affects have been measured and yielded the results presented in Table 6.

Table 6

Structural model path coefficients, total effects and hypotheses test results

Relationships	Path coefficient	Strength	Total effect	Strength	t-value	Hypothesis accepted
Historical Interest -> Motivations	0.521	strong	0.521	strong	45.7303***	yes
Historical Interest -> Destination Image	0.144	weak	0.350	moderate	27.1225***	yes
Historical Interest -> Regional Image	0.384	moderate	0.530	strong	48.0984***	yes
Motivations -> Destination Image	0.396	moderate	0.396	moderate	25.6671***	yes
Motivations -> Regional Image	0.242	moderate	0.265	moderate	16.9517***	yes
Destination Image -> Regional Impact	0.059	weak	0.059	weak	3.8197***	yes

Source: Author's own calculations *** $p < 0.01$ level.

In the next phase, the bootstrapping method was employed to assess the significance of path coefficients. Critical values for the two-tailed tests are 1.65 (significance level = 10 %), 1.96 (significance level = 5 %) and 2.57 (significance level = 1 %). As in our measurement model, all the observed paths proved significant at the 0.01 level, and all six hypotheses as depicted in Figure 1 and listed in Table 6 were accepted.

Destination image has been found to be most significantly predicted by *motivation* factors (0.396), followed by *historical interest* (total effect: 0.350, both values having moderate strength; Cohen 1998). *Regional impact* values have been found to be as follows: micro-region level (0.9339), followed by settlement level (0.8872) and finally regional level (0.8686).

Observing the path model coefficients as displayed in Table 6, we can conclude that the strongest predictive correlation prevails between *historical interest* and *motivations* (0.521), followed by *historical interest* predicting *regional image* (total effect being higher than the actual path coefficient by 0.146, thus the mediating effects of the other latent constructs cannot be neglected), *motivations* predicting *destination image*, *motivations* predicting *regional impact* (mediating effect: 0.023) and finally *destination image* predicting *regional image*. The most significant predictor of the perceived *regional impact* is thus *historical interest* (total effect: 0.530), meaning that visitors' prior cognitive knowledge predicts their view of the importance the destination has in the regional image. Mediating effects, detected in three instances, stand for the indirect relationships between the latent constructs. Their existence signifies that (1) *destination image* is predicted by *historical interest* by the interplay of *motivations* and (2) *regional impact* is predicted by *historical interest* through the interaction of *destination image* and *motivations*.

It ensues from the results that the visitors assess that the castle hotel destinations, beyond the obvious influence they exert on the socio-economic life of the settlement they are situated in, do indeed have a wider circle of impact. This impact is most palpable on the micro-region level, signifying that the destinations – according to the visitors – function as micro-region economic hubs in terms of provision of supplies, labour and services. The recognition of this sub-region function can help destination marketers and managers in many ways, as discussed below in the Conclusion section.

The results of the survey align with findings pertaining to various domains in the literature of tourist/visitor behaviour research, among which the most notable are cognitive interests and attitudes, place attachment and formation of the destination image, in order. For example, Chunyang and Qu (2013), working with their conceptual model depicting the relationship between travel motivation, tourism destination image and tourism expectation, found that (a) the cognitive image of the destination significantly influences the affective image of the destination; (b) travel motivation has a direct and indirect effect on tourist expectation, mediated by the cognitive image of the destination; and (c) cognitive image of the destination has a direct and indirect effect on tourist expectation, mediated by the affective image of the destination.

Conclusion

This study is the first to introduce motivation as a multidimensional and multifaceted construct including historical experience and test it in the castle hotel environment. It follows from the finding that castle hotel guests' primary motivation is the revival of a period in history corresponding to the era in which the original owners of the edifice in question lived there. It is also the first to design and deploy a predictive model describing the significance of the regional impact of such destinations. The

significance of this contribution lies in its theoretical and practical implications. Owing to the regional impact, the theoretical implication lies in the provision of a tool that can be used to assess the level of territorial impact of the destination has, and this, in turn, can contribute to the understanding of destination characteristics in terms of territorial delineation. Based on the magnitude of the socio-economic and cultural impact of castle hotels, it is unquestionable that they constitute autonomous destinations.

Implications for management

Understanding the guests of any given destination will help marketers and managers to appropriately design and deliver experiences. At first glance, the findings of the study identified the most important factors in both motivation categories. Castle hotel guests value the revival of an historical experience at the accommodation above any other motivation, including hedonistic motivations such as quality and diversity of services. Marketing and management can enhance the experience by adding or diversifying the historic aspect of the stay and fully deploying the characteristics of the physical structures. Destination image was best characterised by the landscaped gardens, which are a fundamental amenity of each castle. The experience of the gardens can also be enhanced by additional services or programs that are articulated around this feature.

The study equally revealed that guests assessed the destination's impact to be most relevant on the micro-region level, a territorial unit well above the actual destination's land area. This signifies that destinations' cultural as well as socio-economic impact is felt on the micro-regional level. Wang (2011, p. 14) states that the DMO is the entity responsible for marketing the whole destination by 'treating the destination as one entity' and 'positioning the destination as one place' for people to visit. It must equally assume the role of the advocate to the tourism industry and convey the message of the importance of tourism, its impact on the area and local economy and the advantages of tourism to the local economy.

The study tested the validity of a novel predictive model that can be used to analyse significant direct and indirect relationships between latent constructs, and the results proved the model to have an excellent fit. The model can, therefore, be a useful tool when assessing the significance of various perception factors of destination guests and/or visitors.

Contributions to practice can be made based on the knowledge gained from the findings, namely
1) the relative importance of motivations customers have when deciding on a heritage hospitality destination;
2) heritage as a discrete motivation and attractor when visiting a hospitality destination;
3) the importance of place attachment as a factor in attracting visitors; and

4) the conceptual model used to assess the impact on the socio-economic and cultural life of a given territorial administrative unit – in the case of our sample population, it is the micro-region.

Limitations and future research directions

Although the present study significantly contributed to the literature on visitor behaviour and specifically to the understanding of how interest, motivation and destination image can predict the perceived image of regional impact, it has several limitations. The study made a tentative bid to shed light on the possibilities of customer segmentation in view of better understanding of consumer/tourist behaviour with respect to memorable experience (Wang 2011, Walls 2012). A sound knowledge of micro-level characteristics of these touristic attractions, together with destination characteristics, can contribute to effective planning and delivery of marketing: combining existing and proposed products can lead to memorable and authentic experiences.

First, the addition of more castle hotel/heritage destinations in different geographical regions and/or an international scope would have increased the external validity of the results. Second, the current study analysed the motivations of domestic guests only. Thus, future research may be conducted on different geographical locations, both domestically and internationally, examining domestic and international guests' motivations. The validity of the findings can be substantially increased through an international scope where the range of motivation factors can be extended and relevant cultural differences in consumer behaviour can be detected. Notably, recent studies on visitor information search and distribution emphasise the importance of understanding visitors' pre-trip and at-destination experience (Pearce 2014). A further research project could be designed to explore geographical embeddedness, in the framework of a holistic view of destinations, depicted by regional impact in this survey.

REFERENCES

AAS, C.–LADKIN, A.–FLETCHER, J. (2005): Stakeholder collaboration and heritage management *Annals of Tourism Research* 32 (1): 28–48.

ANDERECK, K. L.–VALENTINE, K. M.–KNOPF, R. C.–VOGT, C. A. (2005): Residents' perceptions of community tourism impacts *Annals of Tourism Research* 32 (4): 1056–1076.

ARIFFIN, A. A. M.–MAGHZI, A. (2012): A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors *International Journal of Hospitality Management* 31 (1): 191–198.

ARNEGGER, J.–MARCHERZ, N. (2016): Economic and destination image impacts of mega-events in emerging tourist destinations *Journal of Destination Marketing and Management* 5 (2): 76–85.

ASHWORTH, G.–GOODALL, B. (1988): Tourist images: marketing considerations In: GOODALL, B.–ASHWORTH, G. (Eds.): *Marketing in the tourism industry: The promotion of destination regions* pp. 213–238., Routledge, London.

ASSAKER, G.–VINZI, V. E.–O'CONNOR, P. (2011): Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model *Tourism Management* 32 (4): 890–901.

AUBERT, A. (2011): *Turizmus Management* Pécsi Tudományegyetem, Pécs. (Downloaded 30. 06. 2016) http://www.eturizmus.pte.hu/szakmai-anyagok/Turizmusmenedzsment/book.html

BALOGLU, S.–MCCLEARY, K. W. (1999): A model of destination image formation *Annals of Tourism Research* 26 (4): 868–897.

BEERLI, A.–MARTIN, J. D. (2004): Factors influencing destination image *Annals of Tourism Research* 31 (3): 657–681.

BERITELLI, P.–BIEGER, T.–LAESSER, C. (2013): The New Frontiers of Destination Management: Applying Variable Geometry as a Function-Based Approach *Journal of Travel Research* (forthcoming).

BIGNÉ, J. E.–SANCHEZ, M. I.–SANCHEZ, J. (2001): Tourism image, evaluation variables and after purchase behavior: Inter-relationship *Tourism Management* 22 (6): 607–616.

DEL BOSQUE, I. R.–MARTÍN, H. S. (2008): Tourist satisfaction a cognitive-affective model *Annals of Tourism Research* 35 (2): 551–573.

BUHALIS, D. (2000): Marketing the competitive destination of the future *Tourism Management* 21 (1): 97–116.

CHEN, C. F.–TSAI, D. (2007): How destination image and evaluative factors affect behavioral intentions? *Tourism Management* 28 (4): 1115–1122.

CHEN, P. T.–HU, H. H. (2009): How determinant attributes of service quality influence customer-perceived value: an empirical investigation of the Australian coffee outlet industry *International Journal of Contemporary Hospitality Management* 22 (4): 535–551.

CHIN, W. W. (1998): The partial least squares approach for structural equation modeling. In GEORGE, A. (Ed.): *Modern Methods for Business Research* pp. 295–336., Lawrence Erlbaum Associates, Mahwah, NJ.

CHON, K. S. (1992): Self image/destination image congruity *Annals of Tourism Research* 19 (3): 420–434.

CHUNYANG, W.–QU, H. (2013): Empirical study on relationships of travel motivation, destination image and tourist expectation *Tourism Tribune* 28 (6): 26–37.

COHEN, J. (1988): *Statistical power analysis for the behavioural sciences* Lawrence Erlbaum, Hillsdale, NJ.

COOPER, C.–FLETCHER, J.–GILBERT, D.–WANHILL, S. (1993): *Tourism: Principles and Practice* (3rd Edition) Greener Books, London.

CROMPTON, J. L. (1979): Motivations for pleasure vacation *Annals of Tourism Research* 6 (4): 408–424.

CROUCH, G. I. (2007): *Modelling destination competitiveness* CRC for Sustainable Tourism Pty Ltd., Gold Coast, Queensland.

DALLEN. J. T.–TEYE, V. B. (2009): *Tourism and the Lodging Sector* Elsevier Publishing, Burlington, MA.

DOLNICAR, S.–LE, H. (2008): Segmenting tourists based on satisfaction and satisfaction patterns In: YUKSEL, A. (ed.): *Tourist satisfaction and complaining behaviour: measurement - management issues in the tourism and hospitality industry* pp: 186–204., Nova Science Publishing, New York.

ETCHNER, C. M.–RITCHIE, J. R. B. (1993): The measurement of destination image: an empirical assessment *Journal of Travel Research* 31 (4): 3–13.

FAKEYE, P. C.–CROMPTON, J. L. (1991): Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley *Journal of Travel Research* 30 (2): 10–16.

GARROD, B.–FYALL, A. (2001): Heritage Tourism: A Question of Definition *Annals of Tourism Research* 28 (4): 682–708.

GEORGE, B. P.–GEORGE, P. B. (2004): Past visits as the mediator and novelty seeking as the moderator *The Journal of Tourism Studies* 15 (2): 51–66.

GODSEY, W. D. JR. (1999): Quarterings and kinship: the social composition of the Habsburg aristocracy in the Dualist Era *The Journal of Modern History* 71 (1): 56–104.

HAIR, J. F.–RINGLE, C. M.–SARSTEDT, M. (2011): PLS-SEM: Indeed a silver bullet *The Journal of Marketing Theory and Practice* 19 (2): 139–152.

HAIR, J. F.–RINGLE, C. M.–SARSTEDT, M. (2013): Partial least squares structural equation modeling: rigorous applications, better results and higher acceptance *Long Range Planning* 46 (1-2): 1–12.

HALLAK, R.–BROWN, G.–LINDSAY, N. J. (2012): The Place Identity-Performance relationship among tourism entrepreneurs: A structural equation modelling analysis *Tourism Management* 33 (1): 143–154.

HONG, S.–LEE, S. W.–LEE, S.–JANG, H. (2009): Selecting revisited destinations *Annals of Tourism Research* 36 (2): 268–294.

KAY, P.–MEYER, D. (2013): Do They All Speak the Same Language? a Motivation-benefit Model Toward Cultural Experiences for English-speaking Tourists *Tourism Analysis* 18 (4): 385–398.

KIM, S. H.–HOLLAND, S.–HAN, H. S. (2012): A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando *International Journal of Tourism Research* 15 (4): 313–328.

LAESSER, C.–BERITELLI, P. (2013): St. Gallen Consensus on Destination Management *Journal of Destination Marketing & Management* 2 (1): 46–49.

LEE, C. K.–LEE, Y. K.–LEE, B. K. (2005): Korea's destination image formed by the 2002 World Cup *Annals of Tourism Research* 32 (4): 839–858.

LEWICKA, M. (2008): Place attachment, place identity, and place memory: Restoring the forgotten city past *Journal of Environmental Psychology* 28 (3): 209–231.

LINE, N. D.–RUNYAN, R. C. (2012): Hospitality marketing research: recent trends and future directions *International Journal of Hospitality Management* 31 (2): 477–488.

LIU, L.–WU, B.–MORRISON, A. M.–SIA JUO LING, R. (2013): Why Dwell in a Hutongtel? Tourist Accommodation Preferences and Guest Segmentation for Beijing Hutongtels *International Journal of Tourism Research* 17 (2): 171–184.

MANSFELD, Y. (1992): *Tourism: Towards a behavioural approach* Pergamon Pr., Oxford.

MAZANEC, J. A.–WÖBER, K.–ZINS, A. H. (2007): Tourism destination competitiveness: from definition to explanation? *Journal of Travel Research* 46 (1): 86–95.

MCCAIN, G.–RAY, N. M. (2003): Legacy tourism: the search for personal meaning in heritage travel *Tourism Management* 24 (6): 713–717.

MOSCARDO, G. (1996): Mindful visitors: Heritage and tourism *Annals of Tourism Research* 23 (2): 376–397.

MURZYN-KUPISZ, M. (2013): The socio-economic impact of built heritage projects conducted by private investors *Journal of Cultural Heritage* 14 (2): 156–162.

NAGY, A.–HORVÁTH, ZS. (2012): Örökségi értékek egy desztináció életében, arculatában In HANUSZ, Á. (szerk.) *A turizmus területi dimenziói* pp. 121–132., NyF-TIK, Nyíregyháza.

NATIONAL TRUST OF MONUMENTS FOR HUNGARY (1992): *Inventory of Historical Buildings* National Institute for Historical Conservation, Budapest.

NEUVONEN, M.–POUTA, E.–SIEVÄNEN, T. (2010): Intention to revisit a national park and its vicinity *International Journal of Sociology* 40 (3): 51–70.

PALMER, C. (1999): Tourism and the symbols of identity *Tourism Management* 20 (3): 313–321.

PALMER, C. (2005): An ethnography of Englishness. Experiencing identity through tourism *Annals of Tourism Research* 32 (1): 7–27.

PARK, H. Y. (2010): Heritage tourism, emotional journeys into nationhood *Annals of Tourism Research* 37 (1):116–135.

PEARCE, D. G. (2014): Toward an Integrative Conceptual Framework of Destinations *Journal of Travel Research* 53 (2): 141–153.

PEARCE, P. L.–LEE, U. I. (2005): Developing the travel career approach to tourist motivation *Journal of Travel Research* 43 (3): 226–237.

PEARCE, P. L. (2011): Travel motivation, benefits and constraints to destinations In: WANG, Y.–PIZAM, A. (eds.): *Destination Marketing and Management* pp. 39–53., Cabi International, Wallingford.

PIKE, S.–PAGE, S. J. (2014): Destination Marketing Organizations and destination marketing: A narrative analysis of the literature *Tourism Management* 41: 202–227.

PORIA, Y.–BUTLER, R.–AIREY, D. (2003): The core of heritage tourism *Annals of Tourism Research* 30 (1): 238–254.

PORIA, Y.–REICHEL, A.–BIRAN, A. (2006): Heritage site management: Motivations and expectations *Annals of Tourism Research* 33 (1): 162–178.

PRETES, M. (2003): Tourism and nationalism *Annals of Tourism Research* 30 (1): 125–142.

JALILVAND, M. R.–SAMIEI, N.–DINI, B.–YAGHOUBI MANZARI, P. (2012): Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach *Journal of Destination Marketing & Management* 1 (1): 134–143.

RINGLE, C.–WENDE, M.–ALEXANDER, S. W. (2005): *SmartPLS* www.smartpls.de (downloaded: 31. 01. 2016).

RITCHIE, J. R. B.–CROUCH, G. I. (2003): *The competitive destination: a sustainable tourism perspective* CABI Publishing, Wallingford.

ROLLERO, C.–DE PICCOLI, N. (2010): Place attachment, identification and environment perception: An empirical study *Journal of Environmental Psychology* 30 (2): 198–205.

SALAZAR, A.–COSTA, J.–RITA, P. (2010): A service quality evaluation scale for the hospitality sector: Dimensions, attributes and behavioural intentions *Worldwide Hospitality and Tourism Themes* 2 (4): 383–397.

SIRAKAYA, E.–PETRICK, J.–CHOI, H. S. (2004): The role of mood on tourism product evaluations *Annals of Tourism Research* 31 (3): 517–539.

SIRGY, M. J.–SU, C. (2000): Destination image, self-congruity, and travel behavior: toward an integrative model *Journal of Travel Research* 38 (4): 340–352.

SMITH, A. D. (1991): *National identity* Penguin, London.

SRIDHARAN, B.–DENG, H.–KIRK, J.–CORBITT, B. (2010): *Structural Equation Modeling for Evaluating the User Perceptions of E-Learning Effectiveness in Higher Education* Paper presented at the European Conference in Information Systems Pretoria, South Africa.

TIAN-COLE, S.–CROMPTON, J. L.–WILLSON, V. L. (2002): An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge *Journal of Leisure Research* 34 (1): 1–24.

URBACH, N.–AHLEMANN, F. (2010): Structural equation modeling in information systems research using partial least squares *Journal of Information Technology Theory and Application* 11 (2): 5–40.

URRY, J. (1990): *The Tourist Gaze* Sage, London.

UZZELL, D. (1998): Interpreting our heritage: a theoretical interpretation In: Uzzell, D.–Ballantyne, R. (eds.): *Contemporary issues in heritage and environmental interpretation* pp. 11–25., The Stationery Office, London.

WALLS, A. (2012): A cross-sectional examination of hotel consumer experience and relative effects on consumer values *International Journal of Hospitality Management* 32: 179–192.

WALMSLEY, D. J.–YOUNG, M. (1998): Evaluative images and tourism: the use of personal constructs to describe the structure of destination images *Journal of Travel Research* 36 (3): 65–69.

WANG, Y. (2011): Destination Marketing and Management: Scope, Definition and Structures In: WANG, Y.–PIZAM, A. (eds.): *Destination Marketing and Management* pp. 1–21., Cabi International, Wallingford.

WANG, Y. J.–WU, C.–YUAN, J. (2010): Exploring visitors' experiences and intention to revisit a heritage destination: the case for Lukang, Taiwan *Journal of Quality Assurance in Hospitality and Tourism* 11 (3): 162–178.

YOON, Y.–UYSAL, M. (2005): An examination of the effects of motivation and satisfaction on destination loyalty: a structural model *Tourism Management* 26 (1): 45–56.

YOUNG, C.–LIGHT, D. (2001): Place, national identity and post-socialist transformations: an introduction *Political Geography* 20 (8): 941–955.

YUAN, Y. H.–WU, C. (2008): Relationships among experiential marketing, experiential value, and customer satisfaction *Journal of Hospitality and Tourism Research* 32 (3): 224–245.

YUKSEL, A.–YUKSEL, F.–BILIM, Y. (2010): Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty *Tourism Management* 31 (2): 274–284.

ZABKAR, V.–BRENCIC, M. M.–DMITROVIC, T. (2010): Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level *Tourism Management* 31 (4): 537–546.

ZHANG, H.–FU, X.–CAI, L. A.–LU, L. (2014): Destination image and tourist loyalty: A meta-analysis *Tourism Management* 40: 213–222.