



Faculty of Economics and Business

**Destination Image Mediated by Tourists' and Resident Visitors'
Experience Quality
-Empirical Evidence from Qingzhou, China**

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**Doctor of Philosophy
2024**

Destination Image Mediated by Tourists' and Resident Visitors' Experience
Quality

-Empirical Evidence from Qingzhou, China

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A thesis submitted

In fulfillment of the requirements for the degree of Doctor of Philosophy

(Management)

Faculty of Economics and Business

UNIVERSITI MALAYSIA SARAWAK

2024

DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ACKNOWLEDGEMENT

I would like to take this opportunity to those who have contributed directly or indirectly to this thesis.

My sincere gratitude to my supervisors of Associate Professor Dr. Norazirah Bt Hj Ayob, Professor Dr. Puah Chin Hong and Professor Dr. Mohammad Affendy bin Arip for their rigorous scholarship and warm encourages. Also sincere gratitude to the Centre for Graduate Studies, for the advice and support given during my period of study in Universiti Malaysia Sarawak.

Finally, I would like to thank the management of the Universiti Malaysia Sarawak for making it possible for me to complete my study here in Sarawak. Thank you all.

ABSTRACT

The destination image is a critical aspect for destinations. Typically, destination image is considered as a combination of cognition and affection. As tourists increasingly seek the quality of experience, this study proposes experience quality as a mediator between cognition and affection in the destination image framework based on previous studies. The proposed integrated destination image model was empirically studied in Qingzhou city, China, from the perspectives of tourists as well as resident visitors since they are both the primary consumers for pleasure in the destination. Furthermore, the results on cognition, experience quality, affection, and the image of a destination of Qingzhou was juxtaposed across the two groups. Lastly, this study adopted importance performance approach to provide a practical recommendation to the areas to be improved by the tourism operators in destination of Qingzhou. Quantitative method was used in this study. A structured survey was conveniently sampled on both tourists and residents in Qingzhou, resulting in 475 tourist respondents and 542 resident respondents after data cleaning. In the first step of data analysis for tourists and residents, exploratory factor analysis (EFA) was used to determine the dimensions and simplify the measurement. Confirmatory factor analysis (CFA) was then employed to check the construct's unidimensionality, validity, and reliability. In the second step, a disjoint two-stage approach in PLS-SEM, which involves testing higher order constructs (HOCs), was used in each of the two groups. The first stage assessed the reliability and validity of the measurement model as for the reflective measurement and HOCs. And then in the second stage of structural model assessment, experience quality was satisfactorily found to be a mediator between cognition and affection. In the third step, multi-group analysis (MGA) was used to test if the two pre-defined data groups had any significant differences in their group-specific parameter estimates. The two groups were found to have

the same three cognition dimensions, with each covering the same attributes (by EFA and CFA), showing configuration invariance. A permutation test was conducted to confirm partial measurement invariance, and the result of MGA revealed that path coefficients/effect differences were not statistically significant. In the fourth step, importance-performance map analysis (IPMA) was used to extend the results of PLS-SEM by considering the relative importance of constructs in explaining other constructs, as well as their performance. In IPMA, we go further to analyse the indicator level to help practitioners be more precise in their practices. Overall, this empirical study in Qingzhou made theoretical contributions by providing a better understanding of well accepted cognition-affection-destination image model, by highlighting the mediating role of experience quality between cognition and affection in the destination image model and by verifying the applicability of the proposed destination image model to resident visitors apart from tourists. It also provides managerial implications to destination operators in Qingzhou by development of recommendations on where should be improved to enhance visitors' experience quality and destination image perception. Furthermore, the well-designed methodological flow can benefit the scale construction to measure the highly specific image perception of a destination. However, the study has some limitations which leave room for future research such as incorporating more stakeholders, categorizing the destination image model based on the destination's life cycle, etc.

Keywords: Qingzhou, destination image, experience quality, mediator, stakeholder

Imej Destinasi Dimediasi oleh Kualiti Pengunjung dan Pengunjung Tetangga

-Bukti Empirikal dari Qingzhou, China

ABSTRAK

Imej destinasi adalah aspek kritikal untuk sesebuah destinasi. Lazimnya, imej destinasi dianggap sebagai gabungan kognisi dan afeksi. Memandangkan pelancong semakin mencari kualiti pengalaman, kajian ini mencadangkan kualiti pengalaman sebagai pengantara antara kognisi dan afeksi dalam kerangka imej destinasi berdasarkan kajian lepas. Model imej destinasi bersepadu yang dicadangkan telah dikaji secara empirikal di bandar Qingzhou, China, dari perspektif pelancong serta penduduk kerana kedua-duanya adalah pengguna utama untuk pembolehubah keseronokan di destinasi. Selain itu, hasil kajian tentang kognisi, kualiti pengalaman, afeksi, dan imej keseluruhan di destinasi Qingzhou telah dibandingkan di antara kedua-dua kumpulan tersebut. Akhirnya, kajian ini menggunakan pendekatan prestasi penting untuk memberikan cadangan praktikal kepada kawasan-kawasan yang perlu diperbaiki oleh pengendali pelancongan di destinasi Qingzhou. Kaedah kuantitatif telah digunakan dalam kajian ini. Tinjauan berstruktur telah dijadikan sampel yang sesuai ke atas responden yang terdiri daripada pelancong dan penduduk di Qingzhou, sejumlah 475 responden pelancong dan 542 responden penduduk telah diperolehi selepas pembersihan data. Analisis faktor penerokaan (EFA) telah digunakan sebagai langkah pertama analisis data bagi pelancong dan penduduk tempatan untuk menentukan dimensi dan memudahkan pengukuran. Analisis pengesahan faktor (CFA) kemudian digunakan untuk memeriksa searah dimensi, kebolehguaman, dan kebolehpercayaan. Pada langkah kedua, pendekatan disjoint two-stage PLS-SEM, yang melibatkan pengujian komponen tingkat tinggi (HOCs), telah digunakan pada kedua-dua

kumpulan. Peringkat pertama adalah menilai kebolehpercayaan dan kesahan model pengukuran bagi pengukuran reflektif dan HOCs. Kemudian pada peringkat kedua penilaian model struktur, kualiti pengalaman didapati memuaskan sebagai mediator antara kognisi dan afeksi. Dalam langkah ketiga, analisis berbilang kumpulan (MGA) digunakan untuk menguji sama ada kedua-dua kumpulan data yang telah ditetapkan sama ada mempunyai perbezaan yang signifikan dalam anggaran parameter khususnya untuk kumpulan mereka. Kedua-dua kumpulan didapati mempunyai tiga dimensi kognisi yang sama, masing-masing meliputi atribut yang sama (oleh EFA dan CFA), menunjukkan invariansi konfigurasi. Ujian permutasi dijalankan untuk mengesahkan ketidakberubahsamaan pengukuran separa, dan keputusan MGA mendedahkan bahawa pekali laluan/perbezaan kesan tidak signifikan. Dalam langkah keempat, peta analisis kepentingan-prestasi (IPMA) digunakan untuk melanjutkan keputusan PLS-SEM dengan mempertimbangkan kepentingan relatif konstruk dalam menerangkan konstruk lain, serta prestasi mereka. Dalam IPMA, kajian ini selanjutnya menganalisis tahap penunjuk untuk membantu pengamal menjadi lebih tepat dalam amalan mereka. Secara keseluruhan, kajian empirikal di Qingzhou menyumbang kepada sumbangan teori dengan memberikan pemahaman yang lebih baik tentang model kognisi-afeksi-imej destinasi yang diterima dengan baik, dengan menonjolkan peranan pengantara kualiti pengalaman antara kognisi dan afeksi dalam model imej destinasi dan mengesahkan kebolegunaan model imej destinasi yang diusulkan untuk pelawat penduduk selain daripada pelancong. Selain itu, kajian ini juga memberikan implikasi pengurusan kepada pengendali destinasi di Qingzhou dengan pembangunan cadangan mengenai tempat yang perlu diperbaiki, untuk meningkatkan kualiti pengalaman pelawat dan persepsi imej destinasi. Tambahan pula, aliran metodologi yang direka dengan baik boleh memberi manfaat kepada pembinaan skala

untuk mengukur persepsi imej yang sangat spesifik terhadap sesuatu destinasi. Walau bagaimanapun, kajian ini mempunyai beberapa batasan yang memberi ruang untuk penyelidikan masa depan seperti menggabungkan lebih banyak pihak berkepentingan, mengkategorikan model imej destinasi berdasarkan kitaran hayat destinasi, dan sebagainya.

Kata kunci: *Qingzhou, imej destinasi, kualiti pengalaman, perantara, pihak kepentingan*

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LIST OF ABBREVIATIONS

A	Affection/Affective Image
A1	Amazing
A2	Joyful
A3	Lovely
AVE	Average Variance Extracted
C	Cognition/Cognitive Image
CA	Cronbach's Alpha
CFA	Confirmatory Factor Analysis
CMV	Common Method Variance
CR	Composite Reliability
CV	Convergent Validity
EQ	Experience Quality
EFA	Exploratory Factor Analysis
FC	Facilitation Cognition
FE	Facilitation Experience Quality
HOC	Higher Order Construct
HTMT	Heterotrait-Monotrait Ratio
IC	Intangible Attraction Cognition
IE	Intangible Attraction Experience Quality

IPMA	Importance Performance Analysis
KMO	Kaiser-Meyer-Olkin Test
LB	Lower Border
LOC	Lower Order Construct
LV	Latent Variable
MICOM	Measurement Invariance of Composite Models
MGA	Multi Group Analysis
OI	Overall Destination Image (which has the same meaning with destination image in this study)
OL	Outer Loading
OLS	Ordinary Least Square Regression
OTG	Omnibus Test of Group
OW	Outer Weight
PLS-SEM	Partial Least Square-Structural Equation Model
Rho-A	Dijkstra Henseler
SD	Standard Deviation
SB	Standard Beta
SEM	Structural Equation Model
SPSS	Statistical Package for the Social Sciences
SPSSAU	Statistical Product and Service Software Automatically

TC	Tangible Attraction Cognition
TE	Tangible Attraction Experience Quality
UB	Upper Border
VIF	Variance Inflation Factor
WOM	Word of Mouth

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter starts with the provision of background information of the topic. Then it identified the problems followed by the main research questions and the objectives that guide the study. In addition, this chapter highlights the thesis' significance and the scope which ensures that the study is focused. The definition of the key terms and organization of the thesis comprise the last sections in this chapter. As the introduction of the thesis, this chapter sets the tone for the entire document.

1.2 Study Background

Tourism is very much an image-driven industry (Elliot et al., 2011; Stylidis, 2022). The image of a destination is crucial in shaping a person's preference, motivation, and behavior towards tourism products and destinations, leading to diversified demands (Fletcher et al., 2017). Tourists tend to seek out fantastic places that match their interests. The more successful tourism destinations in the world are those which appeal to a wide range of tourist types. Subsequently, a destination's image influences recommendation (Carballo, 2015; Carballo et al., 2021) and behavioral intentions towards revisiting (Qu et al., 2011; Lv et al., 2020). As Kock et al. (2016) and Marques et al. (2021) mentioned whatever the image is, it will turn up the satisfaction, or behavior attentions such as recommendation or to visit. Thus, in tourism literature, the destination image is acknowledged as the most effective pull factor in accelerating destination development. To offer an outstanding image is a key to

marketing strategy (Hosany et al., 2006; Kislali et al., 2016) and to compete in a globalized competitiveness (King et al., 2015; Stylidis, 2022) for destinations.

The resource guide approach and market guide approach are the two main approaches in destination image field. Some places will go a resource guide approach and want to be distinguished with the others. For example, Urry (1990) first advocated the division of global tourism, using the concept of placeality to express the geographical significance of tourists' preference for a niche market. Destination marketers must make it unique in order to attract tourists based on placeality (Wu, 2001). It is the most personalized feature of an attraction and the most essential feature distinguishing it from other similar attractions (Zou, 2019). The other is market directed given the image is a subjectively 'imagined' one. For example, Crompton (1979, p.18) made a well-accepted definition of destination image perception from the perspective of tourists; and he dictated it is 'the sum of beliefs, ideas, and impressions that an individual has of a destination'. Accordingly, most studies orientate to the cognitive attributes analysis to examine the perception of tourists as well as the affective emotion towards the destination (Ayob & Kichin, 2016; Deng et al., 2019; Marques et al., 2021) based on the cognitive-affective attitude theory (Bagozzi & Burnkrant, 1979; 1985; Wang & Huang, 2004; Kichin et al., 2021; Marques et al., 2021).

It is argued the local resources directed approach fits to the first class and most specially dominant heritage sites in a certain market; most destinations will suit to the market directed approach (Hee, 2010). Garrod and Wanhill (2008) raised a market-imagescape mix for attractions, which can guide the application as for how to balance the market and image. In the mix, the quadrant where the grand scale projects located is image dominant in terms of the relationship between image and market; whereas, the other three quadrants are market

oriented. They also mentioned several millennium projects sponsored by the Heritage Lottery Fund in the United Kingdom went a location-imagescape-market way had to close whereas the ‘wonder’ attractions i.e. Disney’s Experimental Prototype Community of Tomorrow (opened in 1982) and Sydney’s Opera House (opened in 1973) to be successful.

This traditional framework for evaluating destination image is being challenged in the era of the experience economy. To create lasting and profitable impressions, the concept of staging experiences has become increasingly relevant and can significantly boost the growth of the economy (Pine & Gilmore, 2011; Kuppelwieser & Klaus, 2021). In the tourism industry, customers are now seeking more experiential benefits, which means that service providers must focus on these benefits in addition to attribute-based components (Dodds & Jolliffe, 2016; Hung et al., 2016). It is found that experience quality is an output experienced by consumers who bring their own specific attributes (Crompton & Love, 1995; Milman et al., 2017; Kuppelwieser & Klaus, 2021). In other words, unlike producer-focused opportunity quality, experience quality is a consumer-focused evaluation of performance. Experience quality plays an important role in shaping a destination’s image perception. During a trip, the visitors’ perception can be altered depending on the degree of consistency between their experience and their expectations (Kim & Chen, 2016). In destination image studies, it has been revealed that what people choose to experience depends on their cognitive beliefs about environment attributes, and therefore the evaluation of experience quality is associated with cognition (Moon & Han, 2019). This evaluation of quality is also positively associated with affect, which is the overall positive or negative emotional state of visitors to a destination (Zins, 2002; Quintero et al., 2019). Therefore, experience quality is greatly involved in the destination image perception and it is closely related with cognitive image and affective image in the destination image framework.

As for the subjects of destination image perception, it involves stakeholders of tourists, resident visitors, etc. By considering the concerns of them, destination managers can increase the likelihood of successful tourism development (Merrilees et al., 2012; Stylidis et al., 2017). While tourists are often the focus of research on destination image perception (Merrilees et al., 2012), it's important to consider the perceptions of resident visitors. Above all, their insights are valuable in designing effective tourism development strategies (Sdrali et al., 2015; Hateftabar & Chapuis, 2020), and they often possess deeper understanding of a destination than tourists (Stylidis, 2022). Then, while tourists come and go, resident visitors live and work in a destination and they make an indispensable group of pleasure-seeking consumers in the destination. Residents play crucial role in sustaining tourism development of a destination, especially when mobility is restricted during crisis times (Kock et al., 2020; Gwee et al., 2021). Additionally, perception of resident visitors can influence the image tourists have of a destination (Gallarza et al., 2002; Walls et al, 2008; Lai et al., 2021). In short, tourists and resident visitors essentially comprise the demanding market, and a balanced destination image among both is needed.

1.3 Tourism in China and Qingzhou

China's tourism industry has roughly gone through three stages, from its open in 1978 until now. Firstly, there was the resource-driven stage, which mainly relied on two development models, namely spontaneous development and imitative development. Secondly, there was the product-driven stage, where destinations began to pay attention to the strengths and weaknesses of their tourism products, and pushed for destination development by offering superior products. Thirdly, there was the market-driven stage, where the number of tourist destinations increased rapidly, and destination development began to pay attention to the demands of the tourism market. After the development of the

previous three stages, both the quantity and quality of destinations have significantly improved, and now most destinations face direct competition from similar resources, products, and markets with low differentiation (Zhang, 2016). According to the report of the 19th National Congress of the Communist Party of China (2017), socialism with Chinese characteristics has entered a new era, marked by a shift in the main social contradictions in the country to the conflict between people's growing needs for a better life and the unbalanced and inadequate development. As a result, there is a need for the tourism industry to adapt to meet the changing demands of visitors for greater choices and experiences as well as an appropriately developed destination image (Hu, 2018; Zeng et al., 2020). Qingzhou, an ancient city in Shandong Province, China (Figure 1.1), is an emerging destination, and the abundant attractions, although not world wide wonders yet, are attracting visitors mainly from mainland China. There is no exception for this city to go the overall approach for tourism development of China, since the tourism development of Qingzhou not yet well studied from the market side (Government of Qingzhou, 2014). Study of destination image of Qingzhou from the market side can help sustain the tourism development.

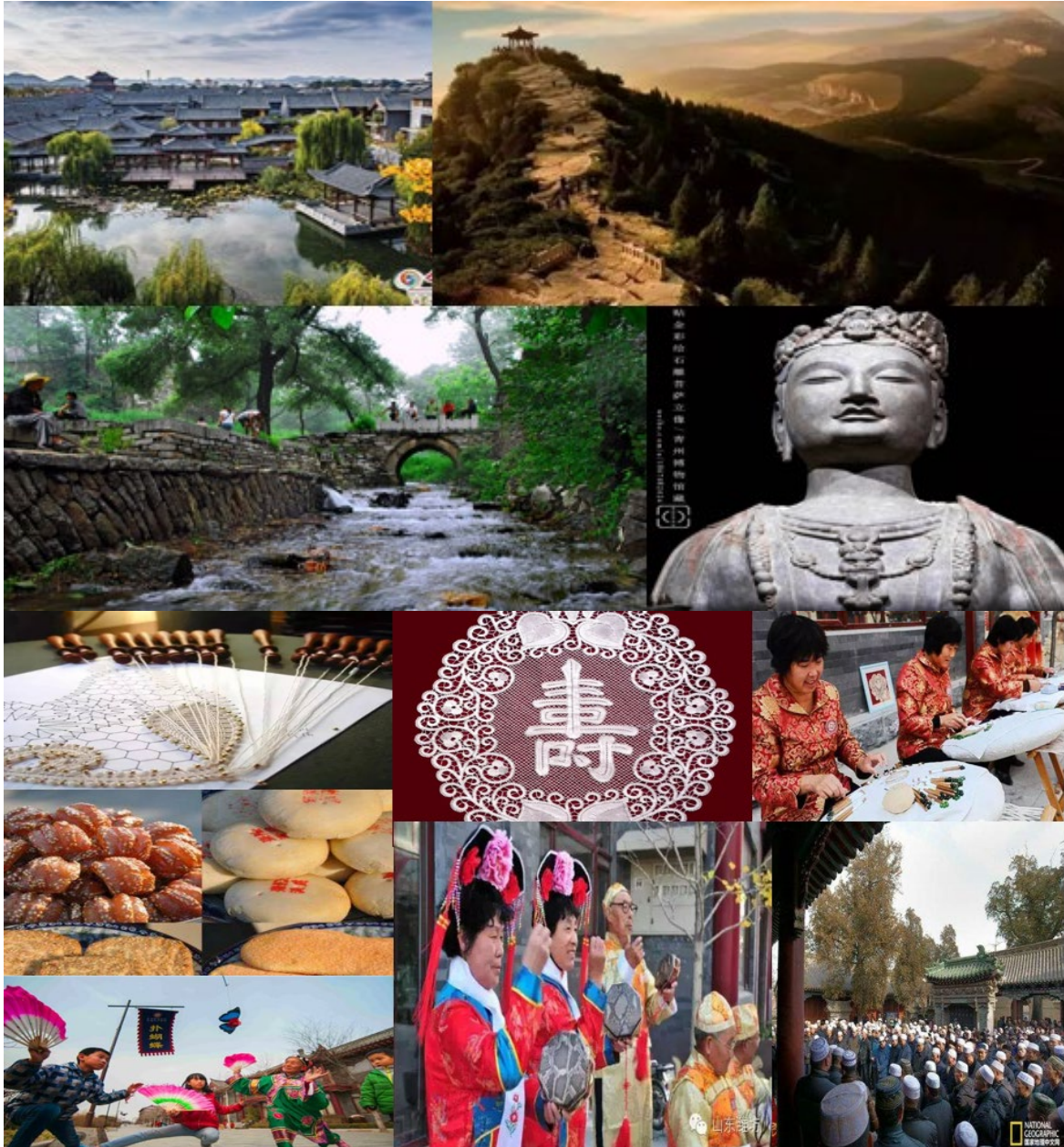
Qingzhou has a history of over 7,000 years and there are abundant visitor attractions (Government of Qingzhou, 2014). In 2013, it was designated as a National Famous Historical and Cultural City in 2013 (State Council, 2013). The city is renowned for the Dongyi culture, a fusion of the Beixin, Longshan, and Dawenkou cultures (Neolithic relics); a long standing administrative center in Shandong Province in ancient times; home to one of the imperial examinations at prefecture level in ancient times; the preservation of the city's historical layout and landscapes; and vibrant mix of cultures represented by the Han, Manchu, Hui and other cultural groups. Additionally, religion and philosophy such as Buddhism, Christianity, Islam, Confucianism are essential cultural heritages in Qingzhou

(CCTV/China Central Television, 2018). Buddhism in Qingzhou had a profound impact on South Korea and Japan (Sun, 2012). National level attractions such as Yunmenshan mountain, Mihe wetland, Huanghuaxi river geopark, etc. established the qualified natural environment. In addition, discovery of Longxing Buddhist Temple in 1996 attracted the interest of the global Buddhist community (Tao & Wei, 2021), as it holds great importance in exploration of Buddhism in Northern and Southern Dynasties era (420-589 AD) of China (Song et al., 2021). The abundant attractions in Qingzhou led to a steady development of its tourism industry, which received a boost in 2017 when the city was designated as AAAAA National Tourist Attraction (National Tourism Administration, 2017), which serves as a measure of success for the tourism sector in Qingzhou. Generally speaking, Qingzhou boasts qualified national level sights (Figure 1.2) which contribute to the increasing of visiting arrivals. Although Longxin temple got its fame in the religion field of the world, there is no wonder which attracts visitors all around the world can be found in Qingzhou.



Source: <http://www.maphill.com/china/shandong/yidu/qingzhou/location-maps/political-map/free/>

Figure 1.1: Location of Qingzhou

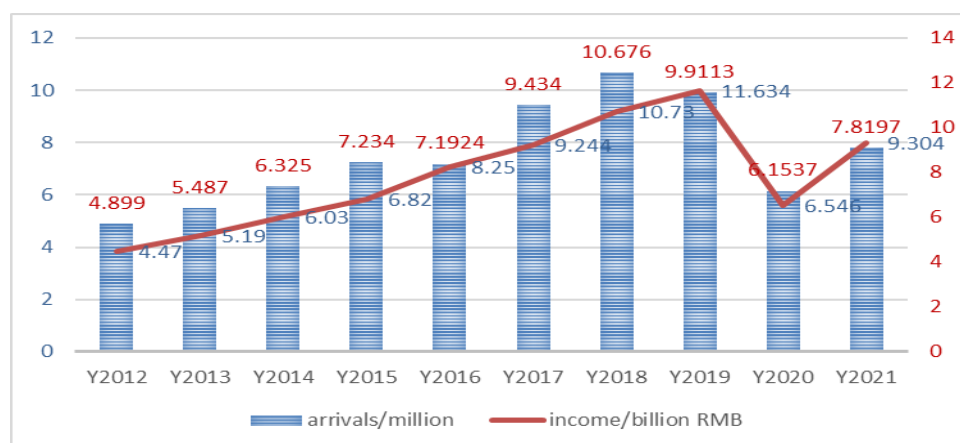


Source: baidu pictures

Figure 1.2: Attractions of Qingzhou

Tourism is among the most vital industries on the planet. The number of local trips in China reached around 2.4 billion in 2020, although the year has been characterized by the COVID 19 pandemic (Wang K. et al., 2020). In the case of Qingzhou, after experiencing a significant increase from 4.899 million in 2012 to a peak of approximately 10 million in 2018 and 2019, tourist arrivals in Qingzhou decreased in 2020 due to the COVID-19

pandemic. However, in 2021, there was a rebound in tourism as the pandemic situation improved. The trend is apparent in the revenue generated by the tourism sector, which is illustrated in Figure 1.1. Most visitors to Qingzhou originate from domestic markets, particularly from the city's home province of Shandong, and neighboring place such as Hebei Province, Henan Province, Jiangsu Province and Tianjin City. The local plan suggests that Japan and South Korea are potential target markets for outbound visitors, in addition to the domestic market. Qingzhou is not only a popular destination for external visitors but also has a sizable permanent population of 960,882 residents, as of November 1st, 2020, according to the latest national population census (Statistical Bureau of Qingzhou, 2021). The per capital disposable income of residents in 2021 was 35,060 RMB Yuan (Statistical Bureau of Qingzhou, 2021). With a total of 115 days of national public holidays, residents have ample opportunity to explore the attractions in their own city. To improve Qingzhou's destination image, it is crucial to understand the perceptions of both tourists and resident visitors, and make changes based on their feedback. By identifying what visitors are looking for and what they enjoy about Qingzhou, tourism providers can make targeted improvements that enhance the overall visitor experience.



Source: The Statistical Bureau of Qingzhou

Figure 1.3: Tourism Arrivals and Tourism Revenue of Qingzhou, 2012-2021

1.4 Problem Statement

As a new destination, it is crucial for Qingzhou to understand how visitors perceive its destination image during a experience driven economy. Whether the cognitive elements that attract visitors are effectively experienced and then form affection or an overall emotion during their visit or not is yet unknown. A search on the China National Knowledge Infrastructure (CNKI), the most prominent paper database in mainland China and Scopus reveals very limited studies on the image perception and experience quality of Qingzhou. No scientific investigation into visitors' perceptions and the qualities of experience will hinder the development of Qingzhou in a sustainable way (Government of Qingzhou, 2014; Ju, 2017; Zhou, 2019; Sun, 2020). The absence of relevant scientific research could result in biased strategy decisions regarding destination image and hinder the sustainable development of Qingzhou's tourism industry. As such, there is a gap in research in destination image study by considering the mediating role of experience quality.

Developing a solid branding strategy for a destination requires a clear understanding of the similarities and differences in destination image perception between residents and tourists (Stylidis et al., 2015; Stylidis, 2022). As for the major consumers of tourists and resident visitors, few studies on tourists' destination image perception and no study on resident visitors' destination image perception can be found by searching the major database in Mainland China i. e. China National Knowledge Infrastructure (CNKI) as well as Scopus. In this way, understanding and managing the perceptions of resident visitors as well as external tourists is crucial for the success of Qingzhou's tourism development. Particularly, the perceptions of resident visitors are also essential for a well-composed destination image of Qingzhou, in light of Zhou (2019). With the decrease in tourist arrivals during the COVID-19 pandemic (Figure 1.1), operators should realize the importance of resident visitors who

live and work in the destination, which can sustain the destination's tourism in a long time. Therefore, operators in Qingzhou are uncertain about the experiences and perceptions of the destination among tourists and resident visitors, as well as the differences between their perceived destination image. This knowledge gap could hinder the sustainable development of the tourism industry in Qingzhou.

For businesses and organizations to thrive in today's competitive marketplace, it is essential to strategically manage both service perceptions and the physical environment. In fact, several studies have shown that effective management of these factors is critical to achieving long-term success (Clemes et al., 2011; Wu & Jimura, 2019; Hussam et al., 2022). In the tourism industry it is crucial to evaluate the strengths and weaknesses of the products and attributes offered by a destination to increase its chances of success (Chu & Choi, 2000). Thus, there is a trend of importance performance approach in marketing field as well as destination image perception field. As a new destination, Qingzhou is not good at how to optimize their resources and improve their competitiveness, ultimately leading to greater customer satisfaction and increased profitability. By analyzing the importance of destination image attributes and the performance of existing offerings related to these attributes, we can identify areas for improvement and develop targeted strategies to address any shortcomings (Chu & Choi, 2000; Achterkamp et al., 2011; Wu & Jimura, 2019).

1.5 Research Questions

Given the background and research problems, it is necessary to investigate the destination image of Qingzhou for both tourists and resident visitors in the context of the experience economy. The research questions at the center of this proposed study include:

- i. How does the destination image of Qingzhou work based on the well accepted cognition-affection-overall image model?
- ii. Can experience quality influence destination image of Qingzhou through mediating relationship between cognition and affection?
- iii. Does the proposed conceptual framework effectively explain destination image of Qingzhou from the perspective of tourists and resident visitors?
- iv. What are the areas of improvement that destination operator should address?

Dressing these questions will enable us to enhance the perception of Qingzhou's destination image and, in turn, facilitate its sustainable development.

1.6 Research Objectives

From the perspectives of both tourists and resident visitors, this study aims to explore effectiveness of the cognitive-affective destination image model in the context of Qingzhou by employing experience quality as a mediator.

The study has the following specific objectives:

- i. To empirically examine the cognition - affection - destination image model in Qingzhou.
- ii. To investigate the influence of experience quality on destination image through mediating relationship between cognition and affection in the case of Qingzhou.

- iii. To examine the effectiveness of the proposed conceptual framework in explaining destination image of Qingzhou from the perspective of tourists and resident visitors.
- iv. To recommend areas of improvements for destination operator in Qingzhou in order to enhance the destination image of Qingzhou.

1.7 Significance of the Study

This study provides valuable insights into how tourists and resident visitors in Qingzhou perceive a destination in an era of experience economy, when experiences that are memorable, personal, and engaging for the consumer rather than goods and services are as the primary drivers of economic value. In the context of tourism, this means that tourists are increasingly seeking out unique, personalized, and authentic experiences that create memories and emotions. While scholars in destination image perception field usually use the cognitive- affective-overall image framework, this study seeks to further advance the field by highlighting experience quality and its mediation between relationships of cognition and affection. Destination image perception thus includes visitors' beliefs, attitudes, and expectations about the destination, their afterwards evaluation of on-stage experience at a destination (experience quality), and their overall positive or negative emotion towards the destination. At the same time, this study technically defined experience quality as a post trip evaluation of the visitors' experience on pertinent attributes, visitors experience quality can to inquired by asking visitors' appraisal on each of the experienced attributes provided by the destination. Thus, through the empirical study of Qingzhou, it advances the destination image perception theory in the era of experience economy.

From across tourists and resident visitors in Qingzhou, this study will provide

insights into how different groups perceive a destination and how these perceptions can affect tourism development and management. Tourists and resident visitors have different motivations, expectations, and experiences when visiting a destination. Tourists typically visit a destination for a short time, seeking new experiences and adventure, while resident visitors are more familiar with the destination and may visit more frequently for different reasons, such as leisure, socializing, or personal fulfillment. Studying the differences in destination image perception between these two groups can help destination managers and marketers to understand the needs and preferences of each group and develop strategies that are tailored to their specific needs. This can lead to more effective marketing and promotion and the development of tourism products and services that better meet the needs and expectations of both groups in Qingzhou.

Research on tourists' destination image perception has been widely conducted and is supported by well-established conceptual frameworks. In recent years, there has been an increase in studies on resident visitors' destination image perception. Since tourists and resident visitors have different experiences, motivations, and expectations, they may perceive the same destination differently. However, both tourists and resident visitors are consumers who seek pleasure. Some scholars have adopted the theoretical and measurement framework from the study of tourists' destination image perception. Thus, the alignment of the destination image framework between tourists and resident visitors is an important issue that has not been addressed in the literature. Therefore, this study aims to empirically examine whether the same destination image framework can be applied to both tourists and resident visitors in Qingzhou, and to address a gap in the existing literature on this topic.

This study adopts the Importance Performance Analysis (IPA) approach as to

practically contribute to the destination. IPA is a useful tool for evaluating and improving the quality of a destination's products and services. It can be used to evaluate the importance of various aspects of the destination that are important to visitors and how well these aspects are being delivered. The significance of applying IPA to destination image perception lies in the ability to make data-driven decisions about how to enhance the quality of the tourism product and experience. By identifying which aspects of the destination are most important to visitors and how well these aspects are being delivered, destination operator in Qingzhou can develop strategies to improve the destination's image, enhance the visitor experience, and increase visitor satisfaction.

1.8 Scope of the Study

This thesis purposely selected destination image as a dependent variable to identify how it is influenced by the cognitive image and affective image. Meanwhile, experience quality was employed as a mediator between cognitive image and affective image. This study will discuss the causal relationships among the variables and reveal the underlying reasons of the established relationships. Our study empirically researched Qingzhou, which is an emerging destination with a long history in Shandong Province, mainland China. The study will adopt a quantitative survey to collect data from two groups of respondents: tourists and resident visitors in Qingzhou city, Shandong Province, China. The survey data will be analyzed using factor analysis (i.e. EFA and CFA), partial least structural equation modelling (PLS-SEM) and importance-performance map analysis (IPMA).

1.9 Definition of Key Terms

Following are the definitions of key terms introduced in this study.

- i. Non-Resident visitors: – here in this thesis refers to who leaving his/her usual residence for less than one year and got entertained at some destination with purposes such as business and profession, visiting friends and relatives, holidays, leisure and recreation, health and medical care, education and training, religion/pilgrimages, transit; shopping, etc. (UNWTO, 2008).
- ii. Resident visitors: -here in this thesis refers to who actually dwells in a destination for more than one year and visit attractions in this destination; they are different with residents who will focus on the civil rights (UNWTO, 2008).
- iii. Destination image: – is commonly defined as the sum of beliefs, ideas, and impressions that a person has of a destination (Crompton, 1979).
- iv. Affection: – positive or negative emotional state or mood that encompasses various dimensions such as amazing, joyful and lovely, with no particular object in focus (Hosany & Gilbert, 2010).
- v. Attitude: – is actually a function of his/her beliefs of the object (i.e. the probability that the object is associated with other objects, concepts, values, or goals) and the evaluation of the corresponding beliefs (i.e. the attitude toward the ‘related objects’) (Fishbein & Raven, 1962).
- vi. Experience: – refers to a real-time, dynamic function that is based on visitors’ consumption patterns. Specifically, it pertains to the visitors’ longitudinal engagement or participation in the destination and their ongoing stream of perception and interpretation of one or multiple events. (Ma, 2019a).

- vii. Experience Quality: – is an emotional evaluation that demonstrates the service quality, as well as the attributes experienced by consumers or visitors (MA, 2019a).

1.10 Organization of the Study

The first chapter of the introduction outlines the importance of incorporating memorable experiences into the study of destination image, and acknowledges the scarcity of research that compares the destination image framework between tourists and resident visitors. The chapter then presents the research problem, questions, and objectives in a clear and concise manner. Additionally, it emphasizes the significance of the thesis, defines key terms, and outlines the organization of the thesis. Overall, the first chapter provides readers with an overview of the research project that is easy to understand and follow.

The second chapter of the literature review delves into the conceptualization and pertinent theories of destination image. It examines the mediating role of experience quality in the relationship between the cognitive and affective components of the destination image model by Bagozzi and Burnkrant (1979; 1985). The proposed destination image model that covers cognitive image, experience quality, affective image, and overall image will establish a strong theoretical foundation for the study.

The third chapter of methodology provides a detailed description of the step-by-step research process. It is divided into eight sections: introduction, research paradigm, research design, study setting, sampling design, instrument development, data collection, data analysis, and a summary. The main objective of this chapter is to clarify the research methodology used and to establish the reliability of the research.

The fourth chapter of result and discussion presents the results of the data analysis conducted on both the tourist and resident visitor groups. Factor analysis and two-stage approaches of Partial Least Squares-Structural Equation Modeling (PLS-SEM) were used to analyze the data from each group. Additionally, multi-group analysis (MGA) was conducted to compare the results between the two groups. Importance Performance Analysis (IPMA) was also performed on both groups to identify areas of improvement. Finally, the chapter concludes with a summary of the findings to emphasize key points.

The fifth chapter presents seven conclusions based on the study's results, followed by a synthesis of the theoretical contribution, methodology contribution, and managerial implications. Additionally, the chapter highlights the study's limitations and provides recommendations for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter is divided into six main sections. The first section provides an introduction. The second section defines destination image as consisting of cognition (belief in the existence of attributes) and affection (emotional feedback on attributes). The third section outlines the cognitive-affective attitude theory by Bagozzi and Burnkrant (1979; 1985) used in analyzing destination image, as well as the stakeholder theory to emphasize the importance of tourists and resident visitors in destination image. The fourth section argues the experience quality as a mediator between relationships of cognition and affection. In the fifth section, a proposed framework for destination image is presented, which employs experience quality as a mediator between cognition and affection in Bagozzi and Burnkrant's (1979; 1985) cognitive-affective-overall image framework. The final section summarizes the literature gaps identified in the previous sections' literature review.

2.2 Conceptualization of Destination Image

The concept of destination image is derived from the broader concept of 'image', which has been extensively studied in various fields. The definition of destination image draws on these previous studies, and it is widely recognized that the study of destination image is closely related to image studies in the marketing field. Understanding the cognitive and affective components of a destination's image is crucial for marketers and destination managers, as it can greatly influence tourists' perceptions and decision-making processes.

2.2.1 Image and Destination Image

Image is derived from the Latin *imāgō* and survived via Old French into English, it is an artificial representation of an object (Hoad, 2000). The term originally meant no more than picture, imitation or copy (Frazer, 1960). The concept of image is widely used in literature, art design, psychology, marketing and other fields. Frazer (1960) summarizes that there are at least three bases for the definition: an image may be that which is sensuous, or figurative or particularly meaningful in modern literary criticism. In the early 20th century, psychologists introduced the concept of image into the cognitive process of thinking, emotion and feeling. Most psychologists believe that image is a kind of mental image or ideas, which is similar with the reality of a visual, sensory or spatial impression (Christensen & Askegaard, 2001). Intrinsically, it is a psychological phenomenon which will contribute to the subjects' reflection and presentation of the objects whatever they are: a person, product, place, or book.

The term 'image' has been used in various contexts to refer to the public impression of a person, organization, or product since as early as 1908. In the field of marketing, the concept of image gained popularity as a jargon for advertising and public relations from 1958 onwards. Martineau (1958) introduced the concept of corporate image, which encompasses both functional attributes, such as product quality, price, and design, as well as psychological attributes, such as emotional reflections of the attitudes and behaviors of the enterprise. Martineau (1958) further highlighted the diversity of corporate image as it is perceived by different stakeholders, including suppliers, shareholders, employees, distributors, government, community, potential consumers, and external consumers. This diversity arises due to the different information and perspectives held by each group and their varied relationships with the enterprise. These findings have contributed significantly

to the theoretical and practical evolution of corporate image.

An attractive destination should offer what is essential to the user to achieve a positive perception by tourists; and the study of destination image is attributed to the pioneering works of Hunt (1971). Since then, scholars have predominantly explored the concept from the perspective of tourists, which is often labeled as perceived image (Crompton, 1979; Echtner & Ritchie, 1991; Gallarza et al., 2002; Kock et al., 2016; Afshardoost & Eshaghi, 2020; Marques et al., 2021). Researchers have defined destination image as an ongoing cognitive process that forms impressions, emotional thoughts, beliefs, and biases about a destination through multiple information sources (Milman, 2011; Kim & Chen, 2016; Kislali et al., 2020). Typically, it is the aggregate of an individual's beliefs, ideas, and impressions about a destination (Crompton, 1979). Destination image was proposed by Lai and Li (2016) as the voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasiperceptual mental experience held by tourists about a destination. This experience overlaps and/or parallels the other mental experiences of tourists, including their sensation, perception, mental representation, cognitive map, consciousness, memory, and attitude of the destination.

Review of the attitudinal components of destination image presents variable approaches generally: cognitive-affective, and cognitive-affective-conative. Attitude theory such as Fishbein and Raven (1962)'s attitude theory, cognitive-affective attitude theory by Bagozzi and Burnkrant (1979; 1985), etc., are greatly adopted in destination image study and stated destination image as an attitudinal outcome from beliefs of pertinent attributes of the destination (cognition) and the positive or negative feelings of them (affection). It is established by extensive literature that destination image consists of both the functional

aspect of cognition and emotional aspect of affection (Carballo & Le'on, 2018). Besides, conative dimension is a further studied component; cognitive image, affective image and conative image are interrelated and together to compose the overall image of a destination (Gartner, 1993; Bagozzi & Burnkrant, 1979; 1985). The conative dimension is how visitors act towards a destination based on the other two (Michaelidou et al., 2013). In other words, it is derived from the previous two involving acting, doing or striving in response to both (Gartner, 1993; Rapoport, 1977). Generally speaking, among the two approaches, cognitive-affective is dominantly applied.

This thesis will adopt the cognition-affection approach since conative dimension belongs to the field of externally oriented behavior research, and does not belong to the field of this study, which focuses on the internally oriented cognitive and affective aspects. Michaelidou et al. (2013) stated that the beliefs or knowledges of a visit area is known as the cognition image while the emotions or feelings attached towards the destination are referred to the affection image. It was supported by Carballo and León (2018) who stated that destination image is composed of both cognitive and affective aspects, encompassing both functional cognition and emotional affection. Attitude theories, such as Fishbein and Raven's (1962) attitude theory and Bagozzi and Burnkrant's (1979; 1985) cognitive-affective attitude theory, are widely applied in destination image research, defining destination image as an attitudinal outcome resulting from beliefs about pertinent attributes of a destination (cognition) and the positive or negative feelings associated with those attributes (affection). Additionally, the conative dimension has been studied as an important component. The conative dimension refers to behaviors of visitors towards a destination derive from the cognitive and affective aspects (Michaelidou et al., 2013), involving actions, deeds, or striving in response to the cognitive and affective aspects. Cognition image, affection image,

and conation image are interrelated and together comprise the overall image of a destination (Bagozzi & Burnkrant, 1979; 1985; Deng et al., 2019; Marques et al., 2021). The cognitive-affective approach is the dominant framework used in destination image research. This thesis will adopt the cognitive-affective approach, as the focus of the study is on the internally-oriented cognitive and affective aspects, rather than the externally-oriented behaviors that are included in the conative dimension.

2.2.2 Cognition and Affection

Cognition refers to the knowledge and thoughts that an individual possesses (Gupta & Sharma, 2021). It is a psychological term that describes the process through which individuals become aware and acquire information (Kurczewska et al., 2017). Personalized internal information processing is a defining characteristic of cognition (Sternberg & Sternberg, 2009), and this processing occurs in response to external stimuli in the surrounding environment (Neisser, 1976). The cognitive process involves interaction of the three elements such as the perception of external stimuli, the thought processes that govern the system, and the actions taken to choose what to experience (Nakashima et al., 2006). Ultimately, the cognitive process begins with the bodily interaction between individuals and their environment.

Physical as well as structural features of a destination primarily determined the cognitive component. Scott and Sigel (1965), explained the cognitive component of destination image as the evaluation of product's attributes or the intellectual understanding of the attributes which individuals are familiar to. Then, Lban et al. (2015) argued cognitive image should be an individual's assessment on a destination's attributes to the best of knowledge about them. Similarly, research of Line et al. (2018) stated that cognitive image

component is human's perception of 'what is here' (p.298). Another definition was from Styliadis et al. (2017), they explained the cognitive image comprise a set of attributes which are mainly in correspondence to the resources of a destination. As such, cognitive destination image can be defined as an evaluation referring to an individual's knowledge and beliefs of the object (Kock et al., 2016; Afshardoost, & Eshaghi, 2020; Marques et al., 2021). In other words, destination attributes decide a certain destination's attractiveness over the others'.

Affection, however, is things you feel and value (Gupta & Sharma, 2021). Affection was confined by Cardon et al. (2012) as a subject concept, which concerns dispositional affection (more stable personality), specialized emotion (short-term and intense), and mood evolving from stimuli (low intensity while longer lasting). It resembles with the state by Kurczewska (2017): affection involves emotion and temperament, with emotion strongly linked to the situation while temperament longer lasting and depending on no individual situational factor. Bagozzi et al. (1999, p. 184) describe emotions as 'a mental state of readiness that arises from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically; and may result in specific actions to affirm or cope with the emotion, depending on its nature and the person having it'. In a word, affective image reflects visitors' emotions and feelings towards a destination in tourism field.

In destination image context, affection is regarded by extensive studies as the general positive or negative emotional state or mood and it usually cover various scales towards no given object (Ajzen & Fishbein, 2000), which is a consequence of the comprehension of the cognition of the destination (Styliadis et al., 2017). For example, the affective perception of destination image are commonly assessed using four pair attributes such as sleepy-lively,

boring-exciting, unpleasant-pleasant, distressing-relaxing (Baloglu & McCleary, 1999; Wang & Huang, 2010). Hosany and Gilbert (2010) argued that positive emotions such as joy, love, and other similar feelings play a significant role in shaping an individual's perception and experience of a particular destination. Their idea is greatly supported by following studies (Kumar & Gupta, 2021; Li et al., 2021; Otoo et al. 2021; Vela & Paredes 2023).

2.3 Underlying Theory

2.3.1 Cognitive-Affective Attitude Theory

Attitude is often defined by psychologists as a 'summary evaluation' (Ajzen, 2001) or an 'overall evaluation' (Eagly et al., 1994, p. 113) of the attitude object. Attitude is commonly not regarded as a monolithic construct; conceptually or empirically, it consists of distinct parts. Attitude has three significant components based on the analysis at very basic levels: they are cognition, affection and behavior. Cognition commonly stated as the thoughts or beliefs gained by an individual about certain target. Affection is the feelings or emotional components of the attitude. Behavior, doubtless, refers to the action taken by an individual with due regard to some target (Patrick & Sukki, 2004). Affective, behavioral, and cognitive processes help to form attitudes. Whereas, not all attitudes are necessary to have all the three factors. Some attitudes will primarily have base on affective components, and others will be based essentially on cognitive components (Patrick & Sukki, 2004). Fishbein and Ajzen's (1962) classic model, postulates a one-dimensional relationship from cognition to affect to attitude (Balogu, 1998). Fishbein and Ajzen's (1962) classic attitude model, as one of the influential studies of attitude structure, postulates a one-dimensional relationship from cognition to affect to attitude by excluding behavior (Balogu, 1998). They proposed that an individual's attitude towards an object is a function of their beliefs about

the object (i.e. the likelihood that the object is associated with other concepts, values, or goals) and their evaluation of those beliefs (i.e. their attitude towards the related concepts). Belief is defined as a probability dimension for a concept, while attitude is defined as an evaluative dimension for a concept. These dimensions mediate evaluative feedback (Osgood et al., 1957). Fishbein and Raven (1962) also distinguish between belief in the existence of an object and belief about an object (a relational statement of the probability dimension, e.g. ‘Negroes have dark skin’). Mathematically, this model can be expressed as Equation 2.1.

$$A = \sum_{i=1}^m B_i E_i \quad \text{Equation 2.1}$$

where,

A = Attitude towards a brand

B_i = Belief that the brand possesses attribute I

E_i = Evaluation or desirability of attribute i

I = attribute 1, 2, ... m

To assess an individual’s attitude towards a specific clothing brand, a researcher may ask the person to estimate the probability of the brand possessing certain attributes, such as being fashionable, durable, or reasonably priced, and to rate the positivity or negativity of each attribute. The researcher can then calculate the person’s attitude by multiplying the scores for each pair of attributes and summing up the products. According to (Kaplan & Fishbein, 1969), the attitude can be conceptualized that every belief of an object will be associated with some degree of affection. These evaluation aspect from the belief is seen as

affecting the attitude towards or evaluation of the object itself. The higher the position for the belief in a response hierarchy, the larger is the evaluative impact on the attitude toward a stimulus object.

Similarly, many tourism studies treat mental destination representations as an overall evaluation of a destination, conceptualizing it as a holistic or gestalt concept (Sparks & Pan, 2009; Assaker & Hallak, 2013; Josiassen & Assaf, 2013). Although there may be conceptual differences between destination image and attitude towards the destination, Sussman and Unel (1999) note that both represent beliefs, expectations, feelings, and evaluations of attributes of a potential target of behaviour. Ceylan and Çizel (2018) suggest that research on destination image likely follows attitude-based methods in social psychology, although in some studies, one or two dimensions may be excluded to frame the destination image. Based on the Fishbein and Raven (1962)'s attitude theory, the cognitive-affective attitude theory was developed or extended by Bagozzi and Burnkrant (1979; 1985).

Bagozzi and Burnkrant (1979; 1985) stated that there are two components to form the attitude: the cognitive and affective components, cognitive component is 'beliefs about the object, characteristics of the object and the relationships of the object to other objects' (Ostrom, 1969; Bagozzi & Burnkrant, 1979; Bagozzi & Burnkrant, 1985) and affective is defined in terms of favourable to unfavourable feelings of an attitude object (Ostrom, 1969; Kothandapani, 1971; Bagozzi & Burnkrant, 1979, 1985). Bagozzi and Burnkrant (1979, 1985) held the idea that some modifications are needed among relationships of classic attitude frames, and there are possibly more versatile relationships between/among cognition, affection, and behavior intentions. They should be studied separately, because each one of them has unique contributions to the attitude; and cognition directly act to

affective (Bagozzi & Burnkrant, 1979; 1985). There are many followers of Bagozzi and Burnkrant (1979; 1985)'s two-dimensional attitude theory. For example, Balogu (1998) stand at the point that the two components of cognition and affection will separately initiate direct influence on attitude besides the uni-dimensional relationships from cognition-affection-attitude and he did an satisfactory empirical study to test the more comprehensive model. There are numerous additional studies which adopts this theory as the theoretical support for destination image study (Wang & Huang, 2010; Ayob et al., 2013; Stylidis, 2022; Marques et al. 2021; Trang et al., 2023). Thus, attitude theory by Bagozzi and Burnkrant's (1979, 1985) can be regarded as an appropriate theoretical foundation for establishing the operationalization of destination image.

2.3.2 Stakeholder Theory

Destination image is not purely constructed by tourists, whereas it is of course co-constructed by various stakeholders. The stakeholder theory and its application in destination image study will be analyzed.

2.3.2.1 Stakeholder Theory Elaboration

Stakeholder theory is widely credited to Freeman (1984), who defined a stakeholder as any group or individual who can affect or be affected by an organization's objectives. Stakeholders are individuals and groups who have legitimate interests and represent some intrinsic value to the organization (Donaldson & Preston, 1995). Each stakeholder has certain ideologies and interests, and they all exist in a system. By holding stakes, they become speakers or participants in the management of the system. It is the implicit and explicit stakes of ideologies and interests that contribute to the success of engagement (Putnam, 2003). These stakeholders interact to develop a network of power to ensure that

both the most and least powerful benefit (Innes, 2004) and help achieve the goals of the organization.

The stakeholder approach requires the differentiation of stakeholders and their engagement practices, which are not static. Mitchell and Wood (1997) proposed a method of classifying stakeholders based on attributes of legitimacy, power, and urgency. Kivits (2011) and Kivits and Sawang (2021) emphasized that stakeholders' salience, frames of reference (views on the world), and positions in the stakeholder network are dynamically related and allow for changes in stakeholder identification and participation. To improve stakeholder engagement, stakeholders should be dynamically and effectively analysed. There is no one-size-fits-all model for contentious problems, and frameworks must be adaptable to complex and changing contexts. Kivits and Sawang (2021) proposed a framework that involves a flexible selection of stakeholders through an exploratory phase and an explanatory phase, which can improve stakeholder engagement.

Literature verified the importance of stakeholders in the enterprise and product branding as well as the central roles of partnerships and collaboration in destination branding (Kivits & Sawang, 2021). As an intertwined concept of branding, place image is co-constructed with the various stakeholders (Kasabov & Hatch, 2013). In the dynamic brand building of a place, preferences of stakeholders constitute the image or perception which should comprise with the place identity to communicate a positioned brand (Donner & Fort, 2018); this is in line with Kavaratzis and Hatch (2013), who indicated place brand image is a dialogue among stakeholders on the brand identity which emerges from what the brand building process.

Considering the concerns of all stakeholders involved in the tourism industry is crucial for the successful development of a destination (Stylidis et al. 2017; Stylidis & Sit, 2020). This is especially important given the multifaceted nature of destination image (Merrilees et al., 2009; Stylidis et al., 2014). From a marketing perspective, stakeholders can be categorized into the demand side, which refers to external tourists and internal resident visitors, and the supply side, which includes the local authorities and industry sectors (such as travel agencies, hotels, and others). While the perceptions of external tourists are usually given the most attention, the internal market of residents and the supply side are also crucial (Stylidis, 2022). In this study, we will focus on the perceptions of tourists and resident visitors as the two major consumers for pleasure at the destination, and we will examine their perceptions of destination image.

2.3.2.2 Tourists' and Resident Visitors' Destination Image

The literature on destination image has predominantly focused on the perceptions of a single stakeholder group, typically tourists. As the external demand side of a destination, tourists are viewed as playing a pivotal role in the successful branding of a destination, with much attention paid to studying their image perceptions. Most studies have utilized attribute analysis to examine tourists' perceptions of a destination (Echtner & Ritchie, 1993; Beerli & Martin, 2004; Deng et al., 2018) or have taken a chronological approach to studying the formation of the destination image, assessing changes in perceptions before, during, and after a visit (Kim & Chen, 2016). These image perceptions are believed to have a significant impact on satisfaction levels and behaviour intentions, such as recommendations to visit (Kock et al., 2016; Marques et al., 2021).

It is important to recognize that in addition to non-resident tourists, local residents who visit tourist destinations for leisure are also a crucial group of visitors. However, these

local resident visitors are often overlooked in local tourism plans, which tend to focus more on non-resident tourists. During times of crisis such as SARS, Ebola, and COVID-19, the domestic market and local tourism have emerged as prominent sources of tourism, as noted by Kock et al. (2020). As a result, research on resident visitors' perceptions of tourist destinations compared to those of non-resident tourists is becoming increasingly important.

In the first place, the perception of resident visitors can significantly impact their attitude towards tourism development in the destination. As such, Allen et al. (1988) strongly advocate for the involvement of residents in the tourism planning process, as they should be informed and consulted about the scope of tourism development. The level of tourism development should be related to residents' perception of their own lives. In the second case, from the community perspective, figuring out residents' perception is to consider their ambassadorship to non-residents, which influence tourists' destination image, travel decision making, and on-site experience (Gallarza et al., 2002; Walls et al, 2008; Lai et al., 2021). As community members and those working in the tourism industry, the attitude of residents and their involvement will influence the perceptions of tourists and visitors through recommendations and complaints (Insch, 2011). Styliadis (2022) confirmed that the communities will interact with tourists, their image will positively influence tourists' cognition, affection, and conation. Thirdly, in the field of tourist destination image research, studies often identify residents as both community members and visitors for pleasure, and incorporate both tourist and community attributes into the measurement (Merrilees et al., 2009; Styliadis & Sit, 2020). Residents hold different views of the destination compared to tourists as it is not just where they go on holiday, but also where they live and work. A recent study by Lai et al. (2020) examined the direct and indirect effects of destination identity (partially mediated) on residents' intention to invite friends, relatives, and acquaintances to

their home city, based on a case study of Newcastle, Australia. Stylidis et al. (2014) proposed a framework to discuss residents' place image inspired by Echtner and Ritchie's (1991) framework, which covers everyday (community) attributes such as local services, job opportunities, and cleanliness to show the duality of residents' perception. Agapito et al. (2010) and Gordon et al. (2017) have found both similarities and differences in the destination image between residents and tourists, which can help develop a solid branding strategy for destinations. In summary, most studies on residents' destination image consider residents as both visitors for pleasure and inhabitants who live and work in the destination communities.

Community specific factors, seems beyond the scope of tourism marketing research in the strict sense, which should be in the scope of urban management research. Thus, studies should focus on the tourist destination image of residents from absolute visitors for pleasure in the destination. The measurement of tourists can possibly be employed in the studies of resident visitors since they are both consumers for pleasure in the destination. There is applicability of the tourists' destination model and the scale to resident visitors. Witter (1985), for instance, used Goodrich's (1978) scale for tourist image, and Henkel et al. (2006) adopted Echtner and Ritchie's (1991) measurement for tourists. Kang and Perdue (2010) stated a close similarity between images held by visitors and residents. Stylidis et al. (2015) adopted the same scales to address the images across three stakeholders including residents, tourists, and tourism sector. Findings of Stylidis et al. (2017) confirmed the consistency of destination model and the scale between tourists and resident visitors. This study will keep this applicability.

2.4 Experience Driven Process of Destination Image

Our economy went through a changing process from agriculture economy mode to industrial mode, then to a mode of service economy, and finally to the mode of experience economy (Pine & Gilmore, 1998). Visitor's experience is crucial for the development of a destination image. A positive experience can help to create a favourable image of the destination, which can in turn attract more visitors and boost tourism revenue (Ekiz & Cetin, 2021; Kim et al., 2021).

2.4.1 Experience

In 21st century, study on customer's experience gained outstanding attention, when numbers of scholars in the field of marketing were engaged in experiences of consumers specifically to context of services marketing (Oh et al., 2007). The experience of visitors is stated to be an essence of tourism industry, and it gives chances for visitors, who are out of homes, to get experience. In mainland China, Xie (2005) also proposed the research of tourism experience in China and pointed out that tourism is essentially a cultural experience activity, and emphasizing that tourism experience is the core of the tourism world. Experience refers to a real-time, dynamic function that is based on visitors' consumption patterns. Specifically, it pertains to the visitors' longitudinal engagement or participation in the destination and their ongoing stream of perception and interpretation of one or multiple events. (Ma, 2019a).

Experience is inherently subjective, and visitors at a certain destination will have their own resources, time and skills and will constructed the experience through a personal understanding. Based on Mandler's (1982) theory of schematic processing, which describes how we perceive and classify information based on our existing knowledge, the actual

attributes of a new experience match our expected values (schemas), we assimilate the information as familiar and acceptable, resulting in mild positive responses. The mental image a person has of a destination are constantly modified by new information gained from the five primary tourist destination schemas – place, mega event, crisis, self, and emotion (Kim & Chen, 2016), and the resulted image can then be classified as identical, moderately transformed, or largely transformed based on their previous experiences and expectations.

Tourists construct unique tourism experiences that reflect their mental states during interactions (Otto & Ritchie, 1996). The perception of the tourists is formed by the opportunities for interaction offered in the destination, facilities available and the experience and knowledge gained at a destination (et al., 2011). It includes experiencing the tangible/physical and intangible/social environment at a destination, which will result in four feelings such as experience: escapism, relaxation, enjoyment, and involvement (Aliedan et al., 2021). During the staging process of activity/physical support/social interaction, consumers will use all of their senses (Schmitt, 1999) to appraise the cognitive attributes and elicit emotion. Benefits in travel start with the available raw resources or destination attributes (Brown, 1988; Cole & Scott, 2008). The subjective ratings of the attributes' performance in personal experience produces personal emotions or experiences (Baker & Crompton, 2000; Cole et al., 2002). Thus, experience is through visitors' interacting with destination offerings (Stamboulis & Skayannis, 2003).

The experience of tourists is a real-time, dynamic function of time based on consumption. To understand the dynamic nature of this experience, it is essential to use time-based or real-time measurement methods (Carlson, 1995; Roto et al., 2011; Ma, 2019a; Ekiz & Cetin, 2021). The tourists' longitudinal engagement or participation in the destination

constitutes their experience. An experience is an individual's stream of perception and interpretation of one or multiple events (Roto et al., 2011; Ma, 2019a; Ekiz & Cetin, 2021). Also, a continuous experience is characterized by its potency and intensity. Potency includes both positive emotions such as pleasure, excitement, and novelty, and negative feelings such as anxiety, anger, and disappointment. The intensity of these emotions varies, ranging from highly intensified feelings such as peak experiences to less intensified feelings such as relaxation (Ma, 2019b). Thus, the experience of tourists is an engaging process that evolves through positive and negative emotions of different magnitudes.

In addition, visitors' experience is often characterized by a pursuit of creativity and competition (Ekiz & Cetin, 2021; Kim et al., 2021). This means that the experience must be impressive or novel to inspire visitors and leave a lasting impression. In order to achieve this, destinations must take advantage of their authentic resources to create a unique and fashionable experience for visitors. Destinations can effectively showcase their authenticity by offering local activities, cultural events, festivals, and conferences to activate, regenerate, or maintain the vibrancy of the destination (Fletcher et al., 2017). Overall, in the context of destination image, individual on-site experiences contribute to the formation of a varied initial image, which can enhance credibility and create a positive reputation for the destination.

2.4.2 Experience Quality

The quality of experience refers to the level of satisfaction or dissatisfaction experienced by a user of an application or service in response to specific stimuli (Becker & Jaakkola, 2020). Experience quality for consumers is the outcome of rational, emotional, sensorial, physical, and spiritual signals (Gentile et al., 2007). It is generated through a time-

extended process of organization-customer interaction (Milman et al., 2017; Ekiz & Cetin, 2021). In fact, experience quality is a specific psychological gain or benefit obtained, whereas satisfaction is the summation of the specific benefits (Wu et al., 2019). Experience quality can be defined as the subjective, emotional, and personal feedback towards different aspects of a service, which results in a person's overall satisfaction (Otto & Ritchie, 1995). In a word, experience quality is the feedback to the personally desired social-psychological benefits in light of Chan and Baum (2007).

Visitors' experience quality is currently drawing more attention from scholars. Customers in the tourism industry are increasingly seeking experiences and being actively involved in co-creating value (Dodds & Jolliffe, 2016; Hung et al., 2016). Recreational experience quality refers to the realization of intrinsic outcomes resulting from engagement in recreational activities and is a psychological or emotional response based on the attributes provided and the visitor's own expectations (Mannell & Iso-Ahola, 1987). Experience quality can be articulated by visitors' fun and fantasies about the attraction (Cetin & Bilgihan, 2016; Dodds & Jolliffe, 2016). Experience quality is an emotional evaluation that demonstrates the service quality, as well as the attributes experienced by consumers or visitors in a destination (Ma, 2019a; Ma, 2019b). For instance, negative emotional reactions such as fear and anxiety while visiting a haunted house may benefit some tourists. In this case, the tourism experience involves anxiety and fear, but the evaluation of the experience quality may still be high. What visitors truly appreciate during the experience is the quality of the service, and the destination operators should be creative in providing favourable products to make visitors feel satisfied. Thus, experience quality is determined by the degree to which the visitors' expectations regarding the utility and/or enjoyment of the application or service are met, considering the tourists' personality and current state (Guan et al., 2023).

In this study, experience quality will be defined based on the work of Crompton and Love (1995), who argue that experience quality is closely related to service quality. They state that in the marketing field, service quality refers to the quality of opportunity or quality of performance from the supplier's perspective, while experience quality is the after-purchase evaluation of the quality of what consumers or visitors experienced. Experience quality is generated from the opportunity quality/service quality under the control of the supplier, as well as the host's out-of-control status (Crompton & MacKay, 1989). Additionally, what consumers bring to the experience or self-produce will greatly influence the resulting quality of experience, and it is a co-creation between service providers and customers (Shin et al., 2020; Hosany et al., 2022). In other words, service quality at the transaction/attribute level refers to the rating of service attributes, while experience quality is concerned with the after-purchase judgment about the attributes' performance provided by the supplier. Studies have conceptualized and primarily addressed service quality from the supplier's side, however, recent studies recommend expanding the knowledge onto consumer management (Zehrer et al., 2017; Islamy et al., 2022). In brief, quality of experience is a user-centric metric that is defined as the degree of the user's annoyance or delight with the service or application. The quality of experience refers to the level of satisfaction or dissatisfaction experienced by a user of an application or service in response to specific stimuli (Becker & Jaakkola, 2020). It is determined by the degree to which the user's expectations regarding the utility and/or enjoyment of the application or service are met, considering the user's personality and current state (Reiter et al., 2014; Guan et al., 2023).

Recreational experience quality refers to the realization of intrinsic outcomes resulting from engagement in recreational activities and is a psychological or emotional

response (Mannell & Iso-Ahola, 1987) based on the attributes provided and the visitor's own expectations. Tourists' experiences include subjective evaluations during the stages before, during, and after a trip (Chen, 2019). As stated by Guan et al. (2023), experience quality can be defined as the subjective and emotional feedback provided by visitors regarding the social-psychological benefits they desire from their visit. Cetin and Bilgihan (2016) suggest that experience quality is likely to be expressed through tourists' enjoyment and fantasies of the attraction. Therefore, experience quality can be understood as an emotional evaluation of how consumers/visitors perceive the quality of the opportunity based on their own specific viewpoint after purchase.

2.5 Hypothesis Development and Proposed Conceptual Framework

Destination image studies showed the relationships between/among cognitive image, affective image, overall image and experience quality.

2.5.1 Cognition as an Antecedent of Destination Image

Bagozzi and Burnkrant (1979; 1985) and Baloglu and McCleary (1999b) verified that overall image of destination was formulated by two separate components: cognitive image and affective image. Scholars argued if the destination image will be effective, it must capture a destination's attribute-based and holistic components, and the functional (cognition) and emotional characteristics (affection) (Echtner & Ritchie 1993; Lai et al. 2020). The affective image largely depends on the cognitive evaluation since it evolves as a response to cognitive estimation of a destination's attributes (Pike, 2002; Trang et al., 2023). To be further, positive attitude towards a destination will be created when tourists got enough positive destination attributes; otherwise negative attitude will be developed. In Qingzhou ancient city, the outstanding cognitive values have not been properly perceived by the

visitors, which will not result in well emotional outcome as well as overall image (Shi, 2017; Ju, 2017; Zhou, 2019). How to make effective use the medias to enhance the visibility of the attributes of this ancient city is a challenging job to well build the image (Zhou, 2019). Extensive studies are found to verify that cognition is an antecedent of the destination image (Beerli & Martín, 2004; Wang & Huang, 2010; Deng et.al., 2019; Kichin et al., 2021; Marques et al, 2021). Thus, it is assumed that cognition will positively influence destination image in this empirical study.

H1: Cognition will positively influence destination image.

2.5.2 Affection as an Antecedent of Destination Image

Affection of a place is emotional and it involves central affective components such as affect, feeling, emotion, and sentiment, of a self-destination connection. Numbers of empirical studies verified the positive influence of cognition on affection, the positive influence of affection on the overall image perception, and the media effect of affection between cognition and affection (Beerli & Martin, 2004; Mak, 2017; Stylidis et al, 2017; Afshardoost & Eshaghi, 2020; Marques et al, 2021). Baloglu and McCleary (1999a) explained each of cognition and affection has influence on overall image, whereby affection is stronger than cognition in terms of the influence. Also, in studies by Wang and Huang (2010) and Stylidis et al. (2017), the path coefficient from affection to overall image is greater than the path coefficient from cognition to overall image. However, the direct relationship between affection and overall image was asserted by Gallarza et al. (2002) and Xiao et al. (2021), and the impact of affective evaluation on destination image is found to be lower than that of cognitive evaluation in their study. In a summary, affection and cognition will both directly impact overall image although researchers identified their impacts on the

destination image are not equal depending on the localities. In case of Qingzhou, we must well manage the cognitive attributes perceived by visitors since it will evolve the affectional perception and then form the image of Qingzhou (Ju, 2017). Based on the above analysis, it is assumed affection will positively influence destination image in this empirical study.

H2: Affection will positively influence destination image.

2.5.3 Cognition as an Antecedent of Affection

Numerous studies have demonstrated that the cognitive component of image is a precursor to the affective component (Beerli & Martin, 2004; Lin et al., 2007; Styliadis et al., 2015). For instance, Lin et al. (2007) found that tourists develop their feelings towards a destination as a result of their cognitive evaluation. Baloglu and McCleary (1999a) reviewed the research and empirical evidence based on Gartner's (1993) theoretical model, which showed that the cognitive and affective components of destination image are interrelated and that affect largely depends on cognition. Other studies have also supported these findings (Beerli & Martin, 2004; Afshardoost & Eshaghi, 2020). In case of Qingzhou, in light of the study of Ju (2017), the affective dimension of destination image of Qingzhou, which pertains to its evaluative component, arises from its cognitive dimension, which pertains to its attributes. Thus, it is assumed cognition will positively influence affection in this empirical study.

H3: Cognition will positively influence affection.

2.5.4 Experience Quality as a Mediator between Cognition and Affection

2.5.4.1 Cognition as an Antecedent of Experience Quality

According to Neisser (1976), cognition is the term used to describe an individual's personalized internal formation process and valuation that occurs as a result of stimulation from the external environment. It involves information-processing functions within a person's psychological processes (Sternberg & Sternberg, 2009). The cognitive system is characterized by three interacting elements, including perception of environmental stimuli, thought processes that govern the system, and action to select experiences, which are initiated by bodily interaction with the environment (Nakashima et al., 2006). In contrast, the marketing field highlights consumer experiences as a subjective response that prioritizes emotions and feelings over cognitive dimensions (Schmitt, 1999; Oh et al., 2007). Consumers can use all their senses to evaluate cognitive attributes and elicit emotions through the process of activity, physical support, and social interaction (Schmitt, 1999). Therefore, tourism experiences can be understood as psychological internal reactions that result from the interaction between visitors and environmental stimuli, including cognitive attributes (Moon & Han, 2019).

Cognition based on the belief of environment attributes or attributes of products and services in market field will decide what the body choose to experience. Otto and Ritchie (1996) stated that the attributes of the physical environment and intimate service create an opportunity to elicit personal emotional feedback from visitors. The benefits of travel originate from the available raw resources or destination attributes, and subjective evaluations of attribute performance in personal experiences produce emotional outcomes. The features designed and provided by producers can act as the antecedent to visitors' experiences (Ayob et al., 2013). According to Adhikari and Bhattacharya (2016), experience quality is a psychological outcome from visitors' participation in tourism activities involving attributes. In other words, cognition perception of destination refers to the evaluation on

attributes' performance from utilitarian or functional standards, and experience quality is dependent on cognition as emotional assessment (Kim et al., 2022). Experience quality is the subjective judgement on what the attributes are performed to be favourable or not after actual experiences of the attributes' function. In this study, experience quality, as an evaluation of the experience outcome to be favourable or not, is correspondingly positively affected by cognitive image. In case of Qingzhou, visitors hope to gain qualified experience catering to their personalized and diversified needs and wants, and a qualified experience depends greatly on perception of cognitive attributes (Ju, 2017; Sun, 2020).

2.5.4.2 Experience Quality as an Antecedent of Affection

It is scarcely studied as for the relationships between experience quality and affection. While experience quality and affection are both emotional evaluation from the in-situ visitation, they are apparently different. Experience quality is the psychological evaluation of benefits, favours and interests evolving from an experience of cognitive attributes; whereas affection is an overall emotion outcome of appraising (Gartner, 1993; Carballo et al., 2021). Experience quality positively interact with emotions (Zins, 2002; Godovykh & Tasci, 2020). Further, some scholars thought emotions of consuming are related with the affective responses to perceptions of various attributes comprising the product and service (Shuman & Scherer, 2014; Godovykh & Tasci, 2020). Researchers studied the influence of in situ visitation on the image and found direct experience can modify affection as well as cognition (Godovykh & Tasci, 2020). Zins (2002) took emotion and affection generally the same and justified that the experience quality and emotions/affection are positively associated. This direct and positive effect is further confirmed by Quintero et al. (2019). In this study, experience quality particularly refers to the psychological evaluation outcome evolving from the experience of attributes filtered by

cognition. Is the experience outcome evaluated to be superior or inferior in the mind of visitors? Affection, however, prefers to focus on the overall emotional state or mood (happiness vs sadness) towards no given object (Ajzen & Fishbein, 2000). In case of Qingzhou, Sun (2020) analysed the main factors influence the quality of visitors' experience based from the scope of wisdom tourism, and suggested a well perception of Qingzhou ancient city should attach to the building of experience quality.

Accordingly, the following hypotheses are formulated in this empirical study.

H4: Cognition will positively affect experience quality.

H5: Experience quality will positively influence affection.

H6: Experience quality mediates cognition and affection.

Therefore, a framework of destination image is proposed where cognition positively influence affection, cognition and affection temperately influence the overall image, and experience quality mediates cognition and affection (Figure 2.1).

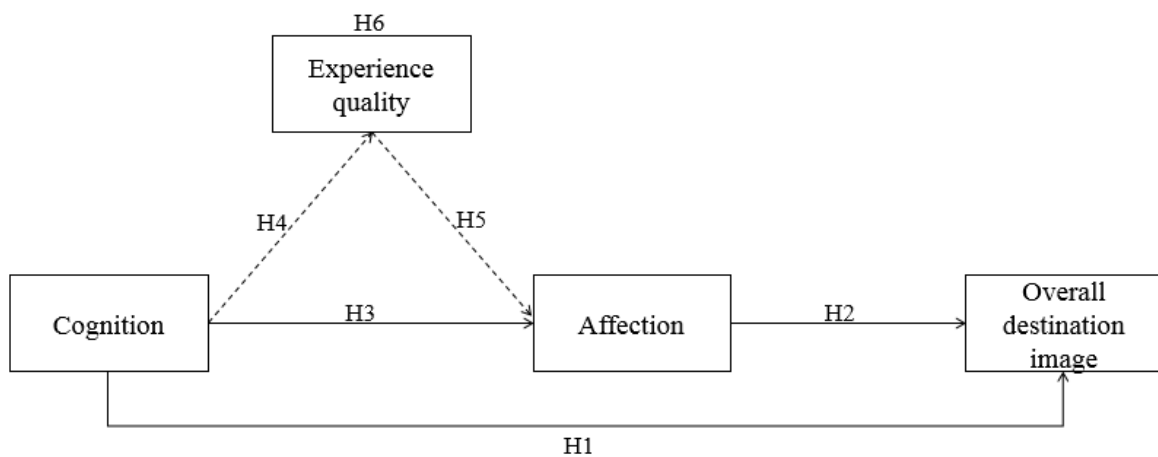


Figure 2.1: Proposed Model of Destination Image Mediated by Experience Quality

2.6 Literature Gap

Destination image is highly regarded as the function of cognition and affection, while in experience economy visitors' actual experience of the objective items in the destination greatly impact the overall emotional affection. The attributes of the destination will be filtered by cognitive system and provide different experience and the corresponding evaluation of the experience by consumers. Afterwards, experience quality of each of the items will team up the overall emotion/affection. However, there is a gap in destination image perception study due to neglect of the function of experience quality.

This thesis empirically studied Qingzhou to confirm the mediating effect of experience quality between the cognitive image and affective image and its importance in the formation of overall image. Besides, in literature, non-resident tourists' destination image was extensively studied, resulting in well-developed framework and measuring approach. Research on residents' destination image were not as enough as that of tourists, and the current documents commonly double identified residents as visitors for pleasure as well as people who live in the destination.

However, community specific factors should be eliminated in the tourist destination image studies since these factors belong to urban management other than tourist destination management. Taking consideration of the same aim of pleasure seeking by resident visitors and non-resident tourists, we examined the residents' destination image perception and juxtaposed relationships between the constructs of the integrated image model across resident visitors and non-resident tourists in Qingzhou.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter provides an overview of the methodology used in this study, which is divided into nine sections. The first section introduces the chapter, followed by the second section that describes this empirical study as being conducted within a positivist paradigm, aiming to describe the destination image of Qingzhou. The third section explains that this study is a causal-explanatory study, as it focuses on the causal relationships among proposed variables and the reasons underlying them. The fourth section presents a general overview of Qingzhou, China, as the destination under study. The fifth section explains that the research targets pleasure-seekers in the destination, including non-resident tourists and resident visitors. A non-probability sampling method was used to obtain the statistically required sample size. In the sixth section, the development and validation of the research instrument is discussed. A measurement model consisting of 31 attributes was designed based on previous studies and specific information related to Qingzhou. Closed-ended questions were used to gather data on these attributes, along with three affection attributes and one item on destination image. The questionnaire was designed and validated through focus groups, in-depth interviews, pre-tests, and pilot tests to ensure data reliability and validity. In the seventh section, data was collected from tourists and resident visitors using a well-designed manual to avoid bias.

The eighth section covers data analysis, where SPSS (version 26.0) was used for cleaning raw data and conducting descriptive analysis. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were carried out using SPSS (version 26.0) and

SPSSAU to develop the study's dimensions and simplify the measurement model. Validity and reliability of the data were tested through CFA. A disjointed two-stage approach in PLS-SEM was used to assess the reflective and structural models through a test of higher order constructs (the hypotheses) using SmartPLS (version 4.0.8.4). SEM was used to examine the model fit, validity, and reliability, which strengthened the analysis. The study also conducted a multi-group comparison between resident visitors and tourists using the multi-group analysis (MGA) approach to determine if there were significant differences in their group-specific parameter estimates. The study extended its analysis by incorporating the IPMA to guide the practice. The ninth section of this chapter provides a summary of the methodology used in this study.

3.2 Research Paradigm

Paradigm is a set of understanding shared by a scientific community to do research systematically and scientifically, and it is a meta theory to guide researchers' actions as they conduct the research through research design. It is underpinned with ontology and epistemology, and to further determine the commensurate methodology and methods of research (Scotland, 2012). Ontology is the standpoint of the nature of reality or existence (Alharahsheh & Pius, 2020), it is the theory of thinking way of what the world is, and dominated by idealism and materialism. Epistemology is the way for the reality to be known (Carson et al., 2001), which means how the world will be known, and it is the study of justified belief about the knowledge creation process, objectively or subjectively. Methodology is the strategy of inquiry, which means methods and techniques employed in the study of the world, to identify the methods used in the research; as for methods, it is mainly about the means of data collection and data analysis (Alharahsheh & Pius, 2020). Etiology, stated by Sousa (2010), is another essential assumption constituting philosophies

of science, which is the causes of change. The four assumptions make the paradigm for the study to be philosophically appropriate and to keep the beliefs' orientation based on the nature of the research.

Paradigms (meta theory, philosophy of science) mainly include positivism, postmodernism (mainly interpretivism), as well as critical realism. Positivism evolves from empiricism which emphasises the role of empirical evidence in the formation of ideas, over the idea of innate ideas or traditions; humans first gain information from sensory experience (this is empiricism), and then, this experience is interpreted through reason and logic by objective observation and experiment and to prove or disprove hypotheses (this is positivism). Interpretivism argues in opposition with positivism that the world is constructed socially by humans subjectively. Critical theory considers the wider oppressive nature of politics or societal influences, and states the complexity of the world where causes interlocked, and in social science, the object should be critically studied (Sousa, 2010; Ryan, 2018).

Social science especially that in general and management study is greatly influenced by positivism science the beginning of the 20th century (Sousa, 2010). Lenzer (1975) stated positivism originates from the term 'positive' that means progressive which indicates positive and progressive development of the field of sciences. As a high influential founder of positivism, Auguste Comte claimed that human thought evolved through three phases: religious, metaphysical and scientific, and society, humanity and people could be investigated through empirical observation. It is privilege that in positivism, it is the phenomena that makes up the world, which are observable, perceptible and measured in a quantifiable way. The aim is to predict the future and explain the past. Sousa (2010)

mentioned induction and deduction are extensively used to predict and explain by quantitative methods such as variance and regression analysis, SEM. It is presumed that the cause of one event observed or hypothesized is usually another preceding event observed or hypothesized (cause-effect relations) in a closed system where is absence of internal change and various exogenous affluence.

Additionally, positivists believe that knowledge can be obtained through empirical observation and measurement, and that this knowledge can be used to make predictions and control outcomes in the real world (Hussey & Hussey, 1997). They also prioritize quantitative research methods, as they allow for precise measurement and statistical analysis of data (Alharahsheh & Pius, 2020). Positivism has been widely applied in various fields, including the natural sciences, social sciences, and business and management research, due to its emphasis on objective and empirical evidence (Sallis et al., 2021). Positivists believe that knowledge can be gained through sensory experiences and experimental or comparative analysis, according to Blaikie (1993) and they maintain an objective, external, and singular view of real-world phenomena or knowledge, as argued by Hussey and Hussey (1997).

Positivism emphasizes scientific objectivity and the need to separate the subject from the object in order to obtain objective and accurate data (Sallis et al., 2021). Personal biases, experiences, and emotions of the researcher should be removed to ensure objective measures, quantitative data, and methods are used in social science research for theory testing. Positivism has had a significant influence on the progress and development of research traditions in both natural and social sciences (Alharahsheh & Pius, 2020). As a research approach, positivism aims to gain insights from social dimensions and management behaviour through data-driven decision-making. Logical positivism uses a quantitative

approach to verify theoretical propositions, based on the principle that ‘anything that exists in a certain quantity and can be measured’ (Sallis et al., 2021). Quantification enhances the precision in the description of variables and the discernment of relationships among them, through the structuring of empirical events into a mathematical model, which when juxtaposed on a specific mathematical proposition already formulated, verifies the latter.

The positivist paradigm in research aims to predict results, test theories and establish causal relationships between variables. For instance, one study could explore the correlation between students’ scores in entrance exams and their grades in introductory math’s courses. Quantitative research typically starts with well-defined ideas, concepts or theories to indicate the variables of interest. The problem statement must identify the variables and the relationships among them. Variables are operationally defined to ensure the study’s replicability, verifiability and confirmability. Operational definition of variables refers to the definition of the trait to be measured based on how it is measured, observed or used in the study. Common methodologies in quantitative research include experimental, quasi-experimental, correlational, causal comparative and randomized control trial designs. Researchers may use questionnaires, observations or tests as data gathering instruments (Sekaran & Bougie, 2016).

3.3 Research Design

Different with research methods which is servant techniques of data collection and data analysis, research design is a framework or an overall plan for data process, which can make the problem raised solved in an effective way in the constraints such as time, skill, budgetary, etc. as a master technique (Nick, 2021). It is an approach or a strategy benefits to the later activities mentioned in research methods such as what information should be

collected and how to do analysis on the information. Based on the problem structure in the business field, three designs are available including the exploratory approach for the unstructured or badly understood problem, descriptive or causal approach for the structured problem. Exploratory design helps in asserting critical issues in problem with no definite result and thus it usually goes before the detailed descriptive research or causal research. Usually qualitative methods will be used in an exploratory design and it can be as a prelude of analytical quantitative study later in the other two designs (Sreejesh et al., 2014). Descriptive research is designed to obtain data that describes the characteristics of the topic of interest (Hair et al, 2020).

Causal research design is overall similar with descriptive design due to the structure, process and rules. While the problem in causal research design is a cause and effect one (whether one variable cause the other), which means the researcher must assess whether and to what extent these cause(s) result(s) in effect(s) (Ghauri et al., 2020), the variables and their cause-effect relationships. Experimentation is commonly used in causal research design through the compare of a control group and experimental group (Sreejesh et al., 2014). This study, in terms of design, is causal. Firstly, it will establish causal relationship between/among variables such as cognitive image, affective image, experience quality, and overall image. Secondly, in this study, we will explain the extent of causal relationships between the involved variables.

3.4 Study Setting

Qingzhou is a historic city located in the Shandong Province of China. While it may not have any world-famous attractions, the city has a rich cultural heritage, with influences from various ethnic groups, ancient relics, and long-standing religious traditions (Cui, 2010).

Its cultural significance has been recognized by the Chinese government, as it has been designated as a National Famous Historical and Cultural City (State Council, 2013) and a AAAAA National Tourist Attraction – the highest rating given to tourist sites in China (National Tourism Administration, 2017). Over the past few years, Qingzhou has emerged as a popular tourist destination, with a significant increase in tourist arrivals and revenue (Statistical Bureau of Qingzhou, 2012-2020). Despite being a new tourist destination, Qingzhou's popularity is not just limited to external visitors. According to the latest national population census conducted in 2020, Qingzhou had a permanent population of 960,882 residents (Statistical Bureau of Qingzhou, 2021). It is important to improve the image of a destination by studying the perceptions of both tourists and resident visitors, and making changes based on their feedback. By understanding what visitors are looking for and what they enjoy about a destination, tourism providers can make targeted improvements that enhance the visitor experience.

This study will utilize a quantitative research approach, using surveys to collect data from both tourists and resident visitors of Qingzhou, Shandong province, China. The participants in this study will be both tourists and resident visitors of Qingzhou. A convenience sampling technique will be used to select participants. Tourists will be selected with a snow ball sampling, while resident visitors will be selected from different areas of the city. Data will be collected through a structured questionnaire that includes closed-ended questions. The questionnaire will be administered to both tourists and resident visitors to gather quantitative data on their perceptions of Qingzhou as a tourist destination. The independent variable in this study is the destination image of Qingzhou, while the dependent variables are the perceptions of both tourists and resident visitors towards Qingzhou as a destination. Other variables that may be considered include age, gender, occupation,

education level, and income level. The data collected will be used to examine the relationships between the independent and dependent variables. The study may be limited by the sample size and representativeness of the participants. Additionally, the study may be limited by the potential for bias or social desirability effects in participants' responses. Participants will be fully informed of the study's purpose and procedures, and their consent will be obtained before data collection. Anonymity and confidentiality will be ensured throughout the study.

3.5 Sampling Design

Sampling design refers to the procedures that researchers will adopt to select items for a sample. It is a definite plan to obtain a sample from a certain population. Sample design will as well set the number of items to be included in a sample (i.e. the sample size). Sample design should be determined before data collection. Researchers must prepare a reliable sample design for their study.

3.5.1 Target Population

Target population is really the specific group chosen (Sekaran & Bougie, 2016). Target population refers to the total relevant elements of a group possessing information to be collected in a research project (Hair et al, 2020). Elements or objects included in the target population is called sampling unit which can be at individual, dyad, group, organizational or cultural level. The present study is at individual level, and the collected data was from stakeholders at the demand side such as non-resident visitors (i.e. tourists), and resident visitors in Qingzhou to check their perceptions of the destination.

According to (UNWTO, 2008): non-resident visitors (i.e. tourists) here in this thesis refers to the people leaving the usual residence for no more than a year and have

entertainment at a destination with various purposes of business and professional; holidays, leisure and recreation; visiting friends and relatives; education and training; health and medical care; religion/pilgrimages; shopping; transit; other visiting purposes. Not including workers, nomads and refugees, transit passengers not entering the economic and legal territory, crews on public modes of transport, long term students and patients and their families joining them, military personnel and their dependents, armed forces on manoeuvre. While resident visitors refer to the dwellers who lives in the city for more than a year and visit attractions in the destination; it is different with resident which focus on the civil rights (UNWTO, 2008). Thus, the targeted population in this study is the non-resident visitors (i. e. tourists) and the resident visitors who are actually on the visiting in Qingzhou, which will carry the information needed by the research objectives.

3.5.2 Sampling Method

Probability and non-probability sampling are well regarded as the two approaches in sampling. Probability sampling is ideal due to its representativeness of the target population and generalization through statistics. In probability sampling, the sample will be drawn from the population well framed (sample frame) with a comprehensive list of elements or objects. However, social science study depends heavily on non-probability sampling. First, who should be incorporated in the population is not clear, which means the target population is vague usually. Second, to compile a complete sample frame in research of social science is difficult. Finally, non 100 percent response will be ultimately achieved even in an unlikely probability sampling with a managed frame, which will bring bias.

This study applied snowball sampling for tourists. Snowball sampling is a non-probability sampling technique used in social research to identify and recruit participants

through referrals from existing study subjects. The method gets its name from the way the sample accumulates, much like a snowball rolling down a hill and picking up more snow along the way. While for resident visitors, judgement sampling was adopted; in judgement sampling, the researcher relies on their knowledge, experience, or intuition to identify participants who are likely to offer insights into the research questions or objectives.

3.5.3 Sample Size

There is no universal rule on how to define the appropriate sample size of a research. According to Green (1991), the minimum sample size needed is 50 in order to statistically test relationships with regression or correlation analyses. Saunders et al. (2012) asserted the sample size, 350, is considered to effectively represent a relatively large population. Moreover, a principle of sample size was stated by Manning and Munro (2007): the size exceeding 300 will be considered as-good, exceeding 200 will be considered as-fair, and exceeding 100 will be considered as-poor.

For researchers who adopt SEM in their study, there are also no definite rules on how to determine the most reasonable sample size (Memon et al., 2020). It was asserted by Kline (2005) that when SEM was used in a research, the sample size would depend on the observed variables' distributional characters, the estimation method in the study, and the complexity of the proposed research model. Based on the complexity of model/framework, post hoc power analysis determined the minimum sample size (Faul, 2007) is 107 for each group with the effect size being 0.15 and the power being 0.95. According to Hair et al. (2019a) the minimum sample size will be 200 for multivariate data analysis. Kock and Hadaya (2018) dictated $n > 146$ in Gamma exponential method and $n > 160$ in Inverse Square Root method. Thus, among possible sizes of 107, 200, 146 and 160, the second of 200 is the largest one

to be the proposed choice for each group of the target population of this study for tourist group as well as the resident visitors.

3.6 Instrument Development

Before instrument development, a researcher must clarify the unit of analysis. It is what or who for which statistical information is analyzed (Kumar, 2018). Resident visitors as well as tourists of the destination of Qingzhou are the two units of analysis in this study. Instrument development is then the method whereby the units of analysis or variables are identified and as well a method for measuring the attributes. This process will bring about a quantifiable scale or questionnaire which assigns numerical values to the attributes or characteristics of interests, with reliability and validity of the interested attributes.

3.6.1 Construct Development

3.6.1.1 The Measurement of Cognition

Previous studies highlighted the complexity and multifaceted nature of destination image, indicating that it comprises several attributes and dimensions (Beerli & Martin, 2004; Styliadis et al., 2017; Li et al., 2023). Echtner and Ritchie's (1991) conceptual framework presents three continua for developing destination image: 1) attribute-holistic, which involves the perception of individual attributes such as climate, accommodation facilities, and friendliness of the people, as well as more holistic impressions in the form of mental pictures or imagery; 2) functional-psychological, which distinguishes between directly observable or measurable characteristics (functional) and less tangible or difficult to observe and measure characteristics (psychological); and 3) common-unique, which refers to images of destinations based on common characteristics or unique features or landmarks. The three

continua are interrelated and contribute to the complexity and multifaceted nature of destination image perception.

After Echtner and Ritchie (1991), destination image studies by other scholars postulated various attributes belonging to various dimensions. Agapito et al. (2014) dictated 40 items to measure cognitive image of destination. Styliadis is fruitful in destination image study and 14 items raised from four dimensions to build the cognitive image (Styliadis et al., 2014); In his questionnaire of destination image on Eilat city in Israel, 26 attributes listed (Styliadis et al., 2015); further, 14 items from five dimensions of cognitive image were used to support an integrated destination image model (Styliadis, 2022). Mak (2017) summarized 11 dimensions by photographic data and text data online. Following, eight dimensions including 30 attributes were designed by Ku and Mak (2017) in their study of a lake area in Taiwan, China. Rosa et al. (2018) found six tangible items complementary with five intangible items in destination image of Portugal protected area. Glückstada et al. (2020) stated a 23 feature clusters with 72 attributes. Wang and Huang (2010) used SEM to study the destination image of Zhangjiajie, Hunan Province, mainland China and got 22 attributes from five dimensions. A latest study by Li et al. (2023) summarized 47 items in five dimensions for the cognitive image. Thus, the cognitive attributes of destination image addressed in previous studies are highly specific. A well know summary study is from Beerli and Martí'n, (2004), they systemized the frequently used attributes and dimensions of destination image perception in literature (Table 3.1). Therefore, destination image is so multifaceted and a destination should achieve the cognitive attributes by considering its own context which in turn will be comprise various dimensions. In this study, a pool of 33 items of cognition was formed where 23 items were adopted from the current literature and the

other items were generated by considering the locality of the destination, Qingzhou after literature review (Table 3.2).

Table 3.1: Dimensions and Attributes of Cognitive Image

Construct	Dimensions	Items
Cognition	Natural Resources	Weather: Temperature; Rainfall, Humidity; Hours of sunshine; Beaches: Quality of seawater, Sandy or rocky beaches, Length of the beaches, Overcrowding of beaches; Wealth of countryside: Protected nature reserves; Lakes, mountains, deserts, etc., Variety and uniqueness of flora and fauna.
	General Infrastructure	Development and quality of roads, airports and ports; Private and public transport facilities; Development of health services; Development of telecommunications; Development of commercial infrastructures; Extent of building development.
	Tourist Infrastructure	Hotel and self-catering accommodation: Number of beds, Categories, Quality; Restaurants: Number, Categories, Quality; Bars, discotheques and clubs; Ease of access to destination; Excursions at the destination; Tourist centres; Network of tourist information.
	Tourist Leisure and Recreation	Theme parks; Entertainment and sports activities: Golf, fishing, hunting, skiing, scuba diving, etc., Water parks, Zoos, Trekking, Adventure activities, Casinos, Night life, Shopping.
	Culture, History and Art	Museums, historical buildings, monuments, etc.; Festival, concerts, etc.; Handicraft; Gastronomy; Folklore; Religion; Customs and ways of life.
	Political and Economic Factors	Political stability; Political tendencies; Economic development; Safety: Crime rate, Terrorist attacks; Prices.
	Natural Environment	Beauty of the scenery; Attractiveness of the cities and towns; Cleanliness; Overcrowding; Air and noise pollution; Traffic congestion.
	Social Environment	Hospitality and friendliness of the residents; Underprivilege and poverty; Quality of life; Language barriers.
	Atmosphere of the Place	Luxurious; Fashionable; Place with a good reputation; Family-oriented destination; Exotic; Mystic; Relaxing; Stressful; Fun, enjoyable; Pleasant; Boring; Attractive or interesting.

Source: Beerli and Marti'n (2004)

The measurement of beliefs based on knowledge, rather than emotions, is what distinguishes it from emotional affection measurement. The corresponding survey questions that capture visitors' cognition are likely to recognize the beliefs in the performance of destination attributes. In most surveys, the corresponding questions used to capture respondents' cognition will likely measure beliefs on a Likert scale (Byon & Zhang, 2009; Styliadis et al. 2017). For example: Has suitable accommodations: from strongly disagree to strongly agree (five scaled or seven scaled) (Byon & Zhang, 2010). The questions to achieve the respondents' cognition for tourists and resident visitors of Qingzhou in this study can be found in Table 3.2. And it will be measured on a five-point Likert scale from strongly disagree to strongly agree. In addition, in this study, there is a self created global single item 'Having a general good expectation of Qingzhou before visiting' which will facilitate the convergent validity analysis for formative construct of cognition in SEM (refer to 3.8.4.2).

Table 3.2: Cognitive Measurement Items Used in This Study

No.	Cognition Items	Sources	Questions
1	Service quality	Gallarza et al. (2002); Styliadis et al. (2017).	Before visiting, I suppose Qingzhou has good service quality
2	Waters	Beerli and Marti'n (2004); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive waters
3	Buildings	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Styliadis et al. (2015); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive buildings
4	Flowers	Beerli and Marti'n (2004); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive flowers
5	Mountains	Beerli and Marti'n (2004).	Before visiting, I suppose Qingzhou has attractive mountains
6	Relics	Echtner and Ritchie (1993); Styliadis et al. (2015).	Before visiting, I suppose Qingzhou has attractive ancient relics

Table 3.2 continued

7	Hui ethnic group's folklore	1. Justified by focus group, in depth interview, pretest and pilot test. 2. Statistically double assured by EFA, CFA and two-stage approach in PLS_SEM involving test of higher order constructs (HOCs) in data analysis.	Before visiting, I suppose Qingzhou has attractive Hui ethnic group folklore
8	Man ethnic group's folklore		Before visiting, I suppose Qingzhou has attractive Man ethnic group folklore
9	Buddhism		Before visiting, I suppose Qingzhou has attractive Buddhism culture
10	Han ethnic group's folklore		Before visiting, I suppose Qingzhou has attractive Han ethnic group folklore
11	Christianity		Before visiting, I suppose Qingzhou has attractive Christianity culture
12	Imperial exam culture		Before visiting, I suppose Qingzhou has attractive imperial exam culture
13	Historical figures		Before visiting, I suppose Qingzhou has attractive stories of historical figures
14	Traditional village		Before visiting, I suppose Qingzhou has attractive traditional village
15	Attraction variousness	Echtner and Ritchie (1993); Gallarza et al. (2002); Wang and Huang (2010).	Before visiting, I suppose Qingzhou has attractive various attractions
16	Responsible government	Beerli & Marti'n (2004).	Before visiting, I suppose Qingzhou has responsible government
17	Transportation	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017).	Before visiting, I suppose Qingzhou has qualified transportation
18	Food	Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang, (2010); Stylidis et al. (2017); Marques et al. (2021); Li et al. (2023)	Before visiting, I suppose Qingzhou has attractive food
19	Hotel	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017); Marques et al. (2021).	Before visiting, I suppose Qingzhou has attractive hotel

Table 3.2 continued

20	Entertainment	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010).	Before visiting, I suppose Qingzhou has attractive entertainment
21	Nightlife	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Gallarza et al. (2002); Stylidis et al. (2015); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive nightlife
22	Shopping	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive shopping
23	Friendly community	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017); Li et al. (2023).	Before visiting, I suppose Qingzhou has friendly community
24	Security	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017).	Before visiting, I suppose Qingzhou is safe for visitors
25	Cleanness	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017).	Before visiting, I suppose Qingzhou is a clean city
26	Festivals	Beerli and Marti'n (2004); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive festivals
27	Participation/activities	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Stylidis et al. (2017).	Before visiting, I suppose Qingzhou has attractive activities for visitors
28	Price	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Stylidis et al. (2017).	Before visiting, I suppose Qingzhou has reasonable price
29	Informationalization	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010); Gallarza et al. (2002).	Before visiting, I suppose Qingzhou has convenient information
30	Art	Beerli and Marti'n (2004); Wang and Huang (2010).	Before visiting, I suppose Qingzhou has attractive art
31	Ecology	Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Stylidis et al. (2017); Li et al. (2023).	Before visiting, I suppose Qingzhou has attractive ecology

3.6.1.2 The Measurement of Affection

Affection is a qualitatively different emotion (anger, fear, pride) with evaluative implications, and it prefers to focus on the overall emotional state or mood (happiness vs sadness) towards no given object (Ajzen & Fishbein, 2000). Affection is the emotional responses while experiencing a product, service, etc. (Kim et al., 2013; Qin et al., 2021). Also, Andersen and Guerrero (1998) defined affection as ‘feeling warmth and fondness toward someone’, which can be expressed through affectionately communicate ‘feelings of fondness, support, and love’ (Floyd, 2006). According to Stepchenkova and Morrison (2008, p. 549), the feelings towards a certain destination could be ‘favourable, unfavourable, or neutral’. In short, affection is a qualitatively different emotion such as anger, fear, pride with evaluative implications. It is an overall emotional state to favour the product/service or not, which derives from the objective attributes of a service/product.

Within the context of destination image, ‘affection’ typically refers to the general positive or negative emotional state or mood that visitors associate with a destination. According to Ajzen and Fishbein (2000), these emotions are not directed towards any specific object but are a result of visitors’ overall perception and understanding of the destination (Stylidis et al., 2017). These emotional states are described using various scales, such as sleepy-lively, boring-exciting, distressing-relaxing, and unpleasant-pleasant (Bosque & Martin, 2008; Stylidis et al., 2015). To measure the affection component of destination image, Ryan and Cave (2005) and Li et al. (2023) suggest using four semantic differential scales: sleepy-arousing, unpleasant-pleasant, gloomy-exciting, and distressing-relaxing. Byon and Zhang (2010) proposed four scales of pleasing, enjoying, exciting, and novel to describe affection. Khan et al. (2016) defined the affective image using three scales: harmful-beneficial, unpleasant-pleasant, and bad-good. Therefore, studies have developed different scales to measure the affective state of leisure visitors.

A particular study by Hosany and Gilbert (2010) emphasized the three-dimensional emotional responses of joy, love, and positive surprise. Joy is described as a positive emotion associated with pleasure and happiness, love is associated with feelings of attachment and connection, while positive surprise is a positive emotion associated with feelings of amazement, wonder, and delight. This measurement approach has been adopted by several studies, including Kumar and Gupta (2021), and Li et al. (2021). The three items by Hosany and Gilbert (2010) will be adopted to measure affection in this study.

Table 3.3: Measurement Items of Affection from Past Researches

Construct	Sources	Items of Affection
Affection	Ryan and Cave (2005); Li et al., (2023).	Arousing-sleepy, pleasant-unpleasant, exciting-gloomy, and relaxing-distressing.
	Bosque and Martin (2008); Styliadis et al. (2015).	Sleepy-lively, boring-exciting, distressing-relaxing, and unpleasant-pleasant.
	Khan et al. (2016).	Harmful-beneficial, unpleasant-pleasant, and bad-good.
	Byon and Zhang (2010).	Pleasing, enjoying, exciting and novel.
	Hosany and Gilbert (2010); Otoo et al. (2021); Vela and Paredes (2023).	Joyful-not joyful, lovely-not lovely attached, and amazing-not amazing

Affection will always adopt the description of a certain affective quality attributed to the objective environment (Russell & Pratt, 1980). The corresponding inquiry to capture respondents' affection could be manifested in a way of affectionate communication, embracing non verbs and verbs that transmit 'feelings of fondness, support, and love' (Floyd, 2006). For example: the city is a pleasing travel destination; from strongly disagree to

strongly agree (five scaled or seven scaled) (Byon & Zhang, 2010). This study adopted three scales including amazing-not amazing, joyful-not joyful, and lovely-not lovely from the literature and Table 3.4 shows the inquiry of affective attributes, and it will be measured on a five-point Likert scale from strongly disagree to strongly agree.

Table 3.4: Affective Measurement Items Used in This Study

No.	Affection Items	Sources	Questions
1	Amazing-not amazing	Hosany and Gilbert (2010); Otoo et al. (2021); Vela and Paredes (2023).	I feel Qingzhou is amazing after visit
2	Joyful-not joyful		I feel Qingzhou is joyful after visit
3	Lovely-not lovely		I feel Qingzhou is lovely after visit

3.6.1.3 The Measurement of Experience Quality

Crompton and Love (1995) conducted a study to evaluate the predictive validity of different operationalizations for measuring service quality based on three conceptualizations: expectations, importance and performance. They tested seven alternative operationalizations, such as ‘quality is equal to expectation’, ‘importance minus performance’, ‘importance times expectation’, ‘importance times performance’, ‘performance minus expectation’, ‘importance times (performance minus expectation)’, and ‘quality is equal to performance’, and found that a performance-based measure is the most valid quality measure when compared to the other six. This result is consistent with other studies in the marketing literature that have reported that performance measures explain more variation in satisfaction than discrepancy measures (Nugroho, 2021). The reason for the superiority of performance-based operationalization is twofold. First, performance is an experience-based quality measure that is verified after purchase, providing respondents with a clear evaluation. Second, performance is effective in measuring how well the offering

fulfils visitors' innate needs, wants, or desires (Crompton & Love, 1995). These findings support the definition of experience quality as an emotional evaluation of what visitors perceive about the provided opportunity quality from their own perspective after purchase. Overall, these results have important implications for measuring and improving service quality in the tourism industry. By prioritizing performance-based measures, tourism businesses can obtain a more accurate and relevant evaluation of the visitor experience, helping them to identify areas for improvement and increase visitor satisfaction.

Measuring perceived performance quality can be a valid way to assess the overall experience quality. In a study by Crompton and Love (1995), they developed a battery of quality attributes to measure event quality using previous studies, surveys, and interviews with the festival organizers. After pretesting, the instrument was finalized with 22 items rated on a seven-point scale from very poor to very good. In various writings, Crompton and his colleagues (Crompton & MacKay 1989; Baker & Crompton, 2000; Tian-Cole et al., 2002) argue that users' ratings of service attributes can be used to measure performance quality. This includes evaluating the quality of attributes provided by management, such as employee performance or programs included in the travel experience.

Juluri et al. (2015) confirmed that quality of experience and quality of service are not mutually exclusive, rather, the former is an extension to the later. Quality of experience measures the performance as subjectively perceived by the user. Subjective quality or experience quality assessments are typically based on information gathered from human assessors, who are assigned to distinct stimuli or test conditions during the assessment process (Schatz et al., 2013). In most cases, quantitative methods are used to acquire information on the assessors' ratings of their perception of the respective quality they

experienced. However, qualitative methods such as focus groups, in-depth interviews, or open profiling are also applied to determine which factors or features influence the experience quality and how they do so (Strohmeier, 2010).

In the context of destination image, cognition refers to the individual's evaluation based on their own knowledge and beliefs about the object, as defined in this chapter. It includes pre-trip expectations about the destination (Goodrich, 1978; Toudert & Bringas-Rábago, 2019), which are brain states that reflect prior information about what is possible or probable in the forthcoming sensory environment (Summerfield & Egner, 2009). The expectation of attributes is a key component of destination image and its measurement. It is related to the opportunity quality or performance provided by the destination and can significantly influence the viability of a certain area as a leisure region (Hunt, 1975). These cognitive 'beliefs' are regarded as anticipated opportunity quality or performance provided compared to the evaluation of actual performance (Crompton & Love, 1995; Toudert & Bringas-Rábago, 2019). Researchers use the same set of attributes to measure expectation or cognition and afterwards performance quality or experience quality. By using the same scales, the gap between customers' expectations and the overall assessment of the service encounter can be checked, which greatly assists marketers in positioning their work. When researchers implement the measure, they focus on a specific service episode and require customers to assess the items under each dimension versus their prior expectations on a five-point Likert scale (Martin, 2016). Therefore, operationalization of experience quality can be aligned with that of cognition. In this study the experience quality will be operated on the 31 cognition attributes mentioned above.

Literature covers multifaceted and flexible experience quality scales (i. e. the dimensions and the items under the dimensions) in various contexts by adopting or adapting the established ones, as well as creating new dimensions and factors (Milman et al., 2017; Kuppelwieser & Klaus, 2021). This multifaceted phenomenon can be easily found in education services (Stodnick & Rogers, 2008), financial services (Raina et al., 2019), retail (Deshwal, 2016), hedonic services (Roy, 2018), etc. Whatever the scales are, when researchers implement the measure, they will focus on a specific service episode and require customers to assess each dimension on a five-point Likert scale (Morrison, 2004). The corresponding inquiry to capture respondents' experience quality are usually manifested in a way of afterwards subjective evaluation towards a specific attribute (the items under dimensions) performed by the provider. For example, questions used by Choo et al. (2018) is 'The Malaysian heritage hotel employees have been flexible in dealing with me and have looked after for my needs well' (on a seven-point Likert Scale). In this thesis, the inquiry of experience quality attributes are as follows (Table 3.5) and it will be measured on a five-point Likert scale from strongly disagree to strongly agree. In addition, in this study, there is a self created global single item 'Have a favorable experience of Qingzhou after visiting' for the convergent validity analysis of the formative construct of experience quality in SEM (refer to 3.8.4.2 for details).

Table 3.5: Experience Quality Measurement Items Used in This Study

No.	Items	Sources	Questions
1	Service quality	Gallarza et al. (2002); Stylidis et al. (2017).	After visit, I experienced good service quality in Qingzhou
2	Waters	Beerli and Marti'n (2004).	After visit, I experienced attractive waters in Qingzhou
3	Buildings	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Stylidis et al. (2015).	After visit, I experienced attractive buildings in Qingzhou
4	Flowers	Beerli and Marti'n (2004).	After visit, I experienced attractive flowers in Qingzhou

Table 3.5 continued

5	Mountains	Beerli and Marti'n (2004).	After visit, I experienced attractive forests in Qingzhou
6	Relics	Echtner and Ritchie (1993); Styliadis et al. (2015).	After visit, I experienced attractive ancient relics in Qingzhou
7	Hui ethnic group's folklore	1. Justified by focus group, in depth interview, pretest and pilot test.	After visit, I experienced attractive Hui ethnic group folklore in Qingzhou
8	Man ethnic group's folklore	2. Statistically double assured by EFA, CFA and two-stage approach in PLS_SEM involving test of higher order constructs (HOCs) in data analysis.	After visit, I experienced attractive Man ethnic group folklore in Qingzhou
9	Buddhism		After visit, I experienced attractive Buddhism culture in Qingzhou
10	Han ethnic group's folklore		After visit, I experienced attractive Han ethnic group folklore in Qingzhou
11	Christianity		After visit, I experienced attractive Christianity culture in Qingzhou
12	Imperial exam culture		After visit, I experienced attractive imperial exam culture in Qingzhou
13	Historical figures		After visit, I experienced attractive stories of historical figures in Qingzhou
14	Traditional village		After visit, I experienced attractive traditional village in Qingzhou
15	Attraction variousness	Echtner and Ritchie (1993); Gallarza et al. (2002); Wang and Huang (2010).	After visit, I experienced attractive various attractions in Qingzhou
16	Responsible government	Beerli and Marti'n (2004).	After visit, I experienced government's responsibility in Qingzhou
17	Transportation	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced qualified transportation in Qingzhou
18	Food	Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang, (2010); Styliadis et al. (2017); Marques et al. (2021).	After visit, I experienced attractive food in Qingzhou
19	Hotel	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017); Marques et al. (2021).	After visit, I experienced attractive hotel in Qingzhou
20	Entertainment	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010).	After visit, I experienced attractive entertainment in Qingzhou
21	Nightlife	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Gallarza et al. (2002); Styliadis et al. (2015).	After visit, I experienced attractive nightlife in Qingzhou

Table 3.5 continued

22	Shopping	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced attractive shopping in Qingzhou
23	Friendly community	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced friendly community in Qingzhou
24	Security	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced safety for visitors in Qingzhou
25	Cleanness	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced the cleanness of Qingzhou
26	Festivals	Beerli and Marti'n (2004).	After visit, I experienced attractive festivals in Qingzhou
27	Participation	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Styliadis et al. (2017).	After visit, I experienced attractive activities for visitors in Qingzhou
28	Price	Echtner and Ritchie (1993); Gallarza et al. (2002); Beerli and Marti'n (2004); Styliadis et al. (2017); Marques et al. (2021).	After visit, I experienced reasonable price in Qingzhou
29	Informationalization	Echtner and Ritchie (1993); Beerli and Marti'n (2004); Wang and Huang (2010); Gallarza et al. (2002).	After visit, I experienced convenient information in Qingzhou
30	Art	Beerli and Marti'n (2004); Wang and Huang (2010).	After visit, I experienced attractive art in Qingzhou
31	Ecology	Gallarza et al. (2002); Beerli and Marti'n (2004); Wang and Huang (2010); Styliadis et al. (2017).	After visit, I experienced attractive ecology in Qingzhou

3.6.1.4 The Measurement of Destination Image

Generally speaking, there are two approaches can be found to measure overall image: the first is to determine the favourable level by calculating an average of relevant attributes; the second is to directly rate the favourableness of the perceived overall image (Prayag, 2009). Since the former one can possibly omit some pertinent attributes (Castro et al., 2007)

and the averaged attribute scores will not be equal to overall image (Stylidis et al., 2017). Therefore, it is argued the rated negative and positive perceptions is a better method for the coverage of all involved attributes compared to the calculation on a sum of the destination image attributes (Prayag, 2009). Although there is study insisted that multiple items or single item can both be used in the measurement of overall image of a destination, and no difference between them on the predictive validity can be found (Bergkvist & Rossiter, 2007), the second approach by Prayag (2009) are greatly followed by numerous studies. For example, Wang and Huang (2010), Qu et al. (2011), Deng et al. (2019), Stylidis et al. (2017), Stylidis (2022) and Guan et al. (2023) all adopted the one item measurement of overall image. Subsequently, this study will follow the majority of the studies as well and the overall image perceptions of the destination of Qingzhou will be measured on a single item on 5-point scale (from strongly disagree to strongly agree). And the question will be ‘I feel Qingzhou is a favourable place after visiting’ (Table 3.6).

Table 3.6: Overall Image Measurement Items Used in This Study

Construct	Sources	Question
Overall image	Prayag (2009); Wang and Huang (2010); Qu et al., 2011; Deng et al. (2019); Stylidis (2022); Guan et al. (2023).	I feel Qingzhou is a favourable place after visiting.

3.6.1.5 The measurement model of destination image

We built the measurement model based on the previous analysis (Figure 3.1). The cognition covers 31 attributes ranging from service quality to ecology; the experience quality is correspondingly the evaluation of attributes of cognition; the affection is measured by

three items and the overall image is measured by one item. All the items (refer to 3.6.2 (1)-(4)) used will be justified in the following sections.

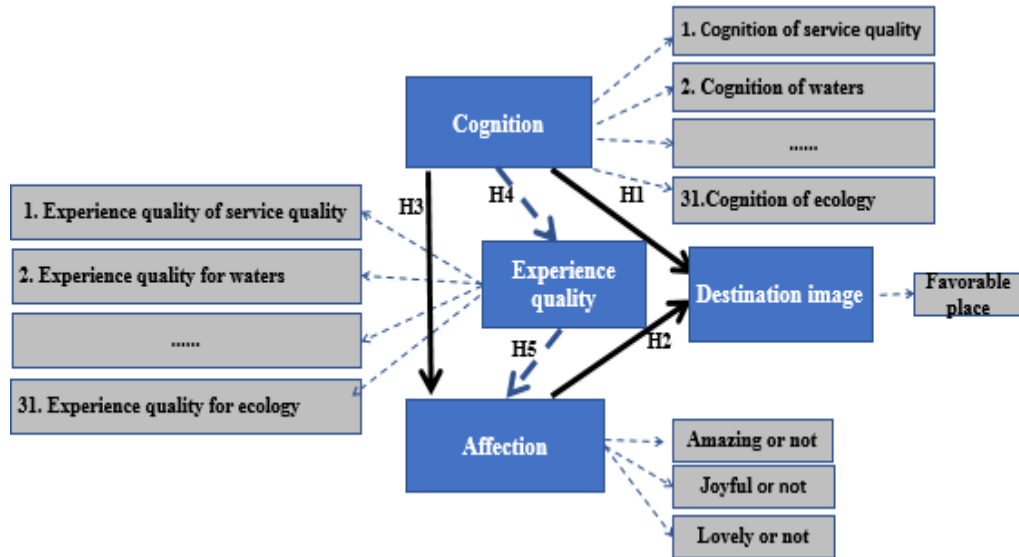


Figure 3.1: Measurement Model of Destination Image

3.6.2 Instrument Validation

There are mainly three approaches in terms of the instrument validation (Tan & Wu, 2021).

Measurement of destination image is a crucial component in tourism research, with structured surveys using pre-determined attributes and Likert scales being the most frequently used method (Goodrich, 1978; Pike, 2002; Byon & Zhang, 2010; Tan & Wu, 2021). Byon and Zhang (2010) proposed three key considerations for the development of accurate measurement scales for destination image. Firstly, the attributes used in the measurement scales must be specific to the destination being studied. Secondly, cognitive and affective components of destination image should be included in the model, as destination image is a unique combination of an individual's beliefs and feelings. Lastly, a

scale with strong evidence of validity and reliability is necessary to address the methodological issues associated with existing destination image measurement scales. Adhering to these considerations will lead to more accurate and reliable measurement of destination image in tourism research. This approach is greatly supported by following studies such as Wang and Huang (2010), Styliadis et al. (2022) and Li et al. (2023).

The unstructured approach is another way to gather information, and it involves asking open-ended questions or conducting interviews (Tasci & Gartner, 2007; Tan & Wu, 2021). It was proposed that unstructured tools are better suited for this purpose, as they allow for content analysis and coding of responses (Tan & Wu, 2021). With this approach, respondents are free to discuss what they consider important about the destination.

The mixed-method approach is the third option, which involves a combination of structured and unstructured measurements (Qu et al., 2011). For example, to measure destination images, Echtner and Ritchie (1993) suggest using a mix of open-ended and semi-structured questionnaires, which can capture both holistic and distinctive features of the image. Kim and Chen (2016) suggest using a combination of structured and unstructured methodologies (structured questions and open-ended questions) to measure destination image before the trip.

With the development of Web technology, especially the application of Web 2.0, online content analysis of text emerges to a new preference for authors in the field of destination image by filtering the most frequent cognitive words and affective words usually. Another bunch of scholars tend to introduce visual destination image by examining user-generated photography on photo sharing website such as Flickr (Deng et al., 2019) or visitor-employed photography (Garrod, 2009) by study on the content and composition.

In this study, the goal was to study the perceptions of destination image among demand-side stakeholders, including resident visitors and tourists and the approach of Byon and Zhang (2010) was employed. This study achieved a pool of 33 items of cognition where 23 items were adopted from the current literature and the other items were generated by considering the locality of the destination of Qingzhou after literature review. The three affective items such as amazing, joyful, and lovely were adopted from Hosany and Gilbert (2010). The item of overall image (favourable) is from Prayag (2009).

The 33 items of cognition and 33 corresponding experience quality evaluations were justified for tourist group in four steps. The first step is focus group: by considering their age, gender, income, vacation and education background, 15 visitors were intentionally selected by gifting them tickets of the major attractions of the destination one month before the actual data collection of tourists. Following focus group, an in-depth interview with 15 tourism managers from the destination to examine the clarity, relevance, and representativeness of these items for tourists group two weeks before the actual data collection for this group. The in-depth interview resulted in 31 items ('Muslim culture' and 'Religion' are both) as shown in the questionnaire (Appendix A). In the third step, the questionnaire was processed by using a personally administrated pre-test of a sample of 20 tourists in the major attractions of Qingzhou. Any confusing words were articulated, and the face validity and intelligibility were enhanced. All variables (Appendix 1) were measured using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. In the fourth step, a pilot test was conducted by randomly sampling 30 tourists before the actual data collection process. The pilot test showed that there were no design issues and it also assured the feasibility, practicality, resources, time, and cost of a study before the main research is conducted.

The 33 items of cognition and 33 corresponding experience quality evaluations were also justified for resident visitors group in the same approach as that of tourists. In the first step, 15 resident visitors were carefully selected one month before the actual data collection of this group by considering the age, gender, income, vocation, education background and community location in the city. Then, an in-depth interview with 15 tourism managers from the destination to examine the clarity, relevance, and representativeness of these items for tourists group two weeks before the actual data collection for this group. The in-depth interview resulted in the very same 31 items as that of tourists (Appendix 1). Thirdly, the questionnaire was processed by using a personally administrated pre-test of a judgement sampling of 20 resident visitors in the major communities and parks of Qingzhou. Any confusing words were articulated, and the face validity and intelligibility were enhanced. All variables (Appendix 1) were measured using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Fourthly, a pilot test was conducted by randomly sampling 30 resident visitors before the actual data collection; the pilot test showed that there were no design issues and it also assured the feasibility, practicality, resources, time, and cost of a study before the main research is conducted.

3.7 Data Collection

Data collection refers to the process of gathering accurate data from various sources. Researchers will assess the proposed hypothesis basing on the collected data. Commonly, data collection is regarded as the primary step for a research, irrespective of the research field. The data collection in this study covers respondent delimitation which help to target the respondents, bias void step which help to improve the accuracy of the data collected, and the data collection procedure conducted.

3.7.1 Respondents Delimitation

Sampling unit is a crucial element in measurement, encompassing individuals, groups, corporations, communities, and more. In the context of a survey, the sampling unit is commonly referred to as respondents (Rahman et al., 2022). Defined by the United Nations World Tourism Organization (UNWTO, 2008), individuals who have resided in the destination continuously for a year or longer and have visited major attractions are considered resident visitors. Tourists, on the other hand, are individuals who have left their primary residence and travelled to the destination, with less than a year of continuous living time in the destination (UNWTO, 2008). In this study, respondents include two distinct groups: resident visitors and tourists who have previously got enjoyment at the destination.

3.7.2 Bias Avoid Steps

It is a natural part of being human to make mistakes and take shortcuts. However, as psychologist Levitin (2016) explains, these biases and errors can easily creep into the data collection process and lead us to draw incorrect conclusions. To avoid such biases and ensure the quality of data collection, Yamanaka et al. (2016) suggest a three-step approach. The first step involves developing a well-written and comprehensive procedure manual to guide the data collection process and minimize the chances of errors. Second, a rigorous and detailed recruitment and training plan is put in place to emphasize the importance of collecting accurate data. In this study, college students from the Weifang Institute of Technology were trained to conduct data collection, and they participated in quality assurance training on scheduled dates. This training reviewed pertinent components of data collection and included standardized measurements to minimize error. The training also involved a mock data collection session. For the third step, the data collection process is monitored through dynamic feedback from the staff to avoid extreme allocation of

respondents in terms of age, education, and other relevant factors. And the process is concluded with a team debriefing to review the results, identify areas for improvement, and provide clarifications to strengthen the study’s protocol (Yamanaka et al., 2016) (Figure 3.2).

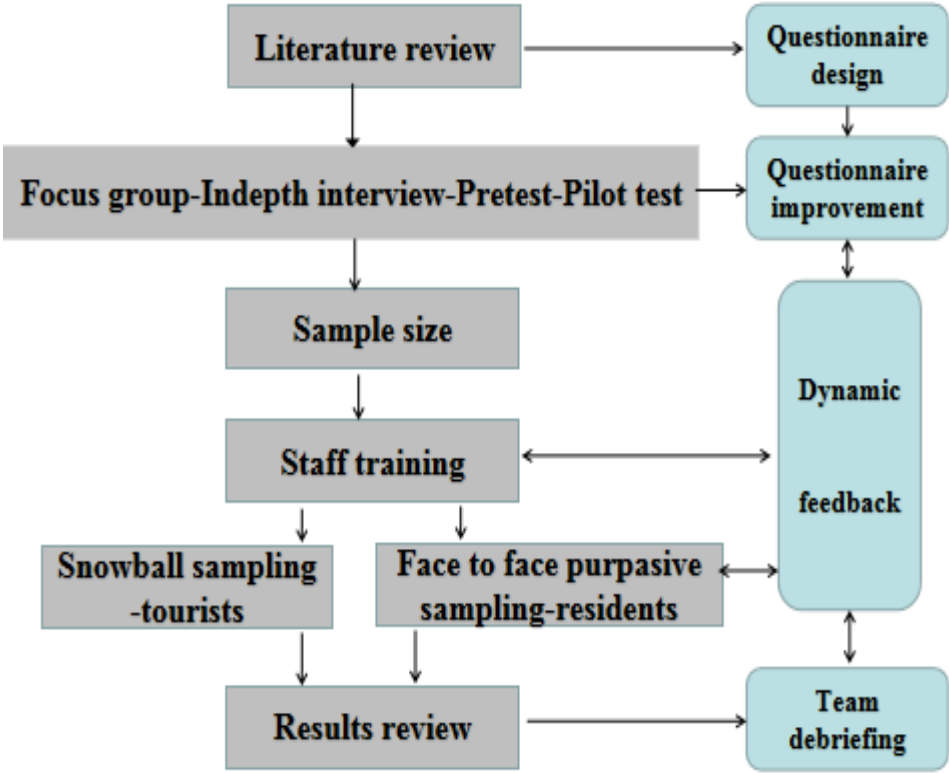


Figure 3.2: Bias Avoid Steps

3.7.3 Data Collecting

By using the questionnaire (Appendix A), the current study utilized a non-probability sampling method i. e. snow-ball sampling during March, April, and May of 2022, to gather data from tourists. At that time, lockdown policy during Covid-19 makes very few tourists physically available in Qingzhou. Students from Weifang Institute of Technology (a college located in Qingzhou) carried out the survey by finding and asking their friends or relatives who once visited Qingzhou to fill the soft copy of questionnaire. Respondents will required

to scan a two dimension code of the questionnaire and fill it online through wechat app (a social connection app in mainland China). Being present for less a year in a territory is enough to qualify as tourists there (UNWTO, 2008). Thus, a screening question ‘At present, your continuous residence time in Qingzhou: no more than a year (); one or more than a year ()’ is used to differentiate the respondents being tourists or resident visitors. Resident visitors’ data with one or more than one year’s residence is rejected. The initial data collection involved 624 observations which were processed and cleaned to ensure that there were no missing values, normality, or outliers. A final data set consisted of 475 samples which met the minimum sample size required by a post hoc power analysis, with the effect size being 0.15 and power being 0.95 (Faul, 2007). Criteria by Kock and Hadaya (2018) and Hair et al. (2010) were also met, ensuring the study had enough statistical power to draw meaningful conclusions.

The same questionnaire was used in the data collection on residents visitors. We recruited students from the Weifang Institute of Technology to carry out a purposive convenience sampling or judgement sampling. They are provided with relevant training and a practice survey was conducted among 20 respondents in a randomly selected community before the questionnaires were administered to selected resident visitors from major communities and parks around Qingzhou City in early August of 2022. The hard copies of questionnaires were in person administrated to the resident visitors from major communities and parks around Qingzhou City in August and September, 2022, when Covid-19 epidemic is not as severe as before (United Nations, 2022). Neighborhoods in Qingzhou were not locked down and there were no other social distancing measures than a mask wearing. Interviewees acquiesced to interviewers who were glad that someone came to talk about leisure with them and require the respondents to anonymously finish the well tested

questionnaire. According to UNWTO (2008), Being present for one year or more in a territory or intending to do so is enough to qualify as residents there. Thus, a screening question ‘At present, your continuous residence time in Qingzhou: no more than a year (); one or more than a year ()’ is used to differentiate the respondents are tourists or resident visitors. The respondents with less a year’s residence will be rejected. A total of 586 responses were collected for resident visitors, and the data set was processed and cleaned to check for missing values, normality, and outliers. This resulted in a final data set of 542 observations, which met the basic sample size required by the post hoc power analysis with an effect size of 0.15 and a power of 0.95 (Faul, 2007), as well as the criteria set by Kock and Hadaya (2018) and Hair et al. (2010).

3.8 Data Analysis

Data analysis refers to a procedure of raw data cleaning, raw data changing, and extracting relevant, actionable information which can help the businesses to make informed decisions. The process help reduce the inherent risks in decision-making by supplying useful statistics and insights, which will often be presented in images, charts, graphs, and tables.

3.8.1 Descriptive Analysis

A qualified statistical analysis of research relies on how well the researchers prepare the data and then translate it into the form suitable for the selected research. Therefore, to statistically achieve reliable and accurate results, the raw data should be preliminary processed before we conduct statistical analysis as to test the hypotheses (Maharana et al., 2022). In this study, we first conducted a preliminary analysis on the collected data through editing, cleaning, coding, and treating of missing data. Then, we examined the missing value, outliers, and normality on the preliminary processed data. Next, this study analyses the

frequency and means of the respondents' demographic variables, such as gender, age, education background, and income. Descriptive statistics provide the profile of respondents based on demographic information about the sample regardless of whether it involves individuals, organizations or industries (Sekaran & Bougie, 2016). SPSS version 26 was utilized for the descriptive analysis in this thesis. SPSS is a statistical software package widely used in the social sciences, especially in the field of psychology. The acronym stands for Statistical Package for the Social Sciences. It provides tools for data analysis, including descriptive statistics, inferential statistics, and data visualization. SPSS is designed to help researchers organize and analyse large amounts of data, and it offers a wide range of features to assist with data preparation, data management, and data visualization. It is a powerful tool for statistical analysis and has been used in a variety of research fields, including psychology, economics, education, healthcare, and marketing.

3.8.2 Reliability and Validity Analysis

Reliability and validity tests are emphasized by researchers as to assess the quality of data and its usefulness. Measurement of the constructs will be reliable if an instrument used is consistent and stable (Hair et al., 2010; Sekaran & Bouie, 2016). On the other hand, if an instrument can measure what should be measured, it will be considered valid. Validity of constructs is regarded as the degree to which the measured variables/indicators represent and relate to the latent construct (Hair et al., 2010).

Typically, the reliability or internal consistency of measurement items is assessed using Cronbach's alpha (CA). CA is used to evaluate the reliability of an instrument by comparing the covariance or shared variance among the items that make up the instrument to the overall variance. If the instrument is reliable, there should be a significant amount of

covariance among the items relative to the variance. Hair et al. (2011) suggested that a reliability coefficient greater than 0.9 is excellent, greater than 0.8 is good, greater than 0.7 is acceptable, greater than 0.6 is questionable, and less than 0.5 is poor.

The reliability and validity of measurement instruments are crucial in research. Reliability is usually assessed by Cronbach's alpha (CA), which measures the degree of shared variance among items in an instrument. A reliability coefficient above 0.7 is considered adequate, while 0.9 is excellent and below 0.5 is substandard (Hair et al., 2011). In terms of validity, two types of validity are usually considered, namely convergent validity (CV) and discriminant validity (DV). To establish CV, Composite Reliability (CR), factor loadings, and average variance extracted (AVE) are commonly used criteria. CR estimates how well the variables underlying the constructs fit the structural equation model, with a value of above 0.7 indicating good reliability (Hair et al., 2017). Factor loadings should be ideally 0.7 or higher, and above 0.5 (Hair et al., 2010). AVE is used to measure a shared variance between items, should be greater than 0.708 (Hair et al., 2010) or 0.50 (Fornell & Larcker, 1981) to establish convergent validity.

Discriminant validity can be assessed to examine the dissimilarity of items and their allocation (Hair et al., 2010). One statistical technique to evaluate discriminant validity is the Pearson correlation and AVE squared root method, introduced by Fornell and Larcker in 1981, commonly used in structural equation modelling (SEM). Fornell and Larcker suggested that if the square root of AVE is greater than the Pearson correlation value between constructs, the model has no discriminant validity problem. However, Heterotrait-Monotrait Ratio (HTMT) is a better criterion for evaluating discriminant validity, recommended by

Henseler et al. (2015). HTMT measures the average correlations of indicators across constructs, and an acceptable level of discriminant validity is less than 0.90.

3.8.3 EFA and CFA

For this research, a preliminary step for the SEM is to check the measurement model by exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Before EFA and CFA, it is recommended to check the adequacy of the data for factor analysis using several statistical tests, including the CA, Kaiser-Meyer-Olkin (KMO) test, and Bartlett's test of sphericity. CA was explained in the above text (refer to 3.8.2), and it can provide information about the internal consistency of the factors extracted from a set of variables. It can be used to measure the scale reliability (Noora, 2021).

The adequacy of a sample for factor analysis is measured using the KMO test. Specifically, the KMO test measures the proportion of variance that can be explained by the common factors relative to the proportion of variance that is unique to each variable (Pallant, 2013). KMO coefficient ranges from 0 to 1, with higher values indicating a more suitable dataset for factor analysis. KMO coefficient of 0.5 is considered the threshold for minimum adequacy (Field, 2000), while a coefficient of 0.6 or higher is preferred (Pallant, 2013).

The strength of the relationship in SPSS can be measured by a Bartlett Test of Sphericity. It is a measure of a multivariate normality of set of distribution. Bartlett's test of sphericity is also used to test the null hypothesis that the correlation matrix is an identity matrix, indicating that there are no underlying factors in the data. A p-value of less than 0.05 indicates that the correlation matrix is not an identity matrix and that there are underlying factors in the data, making it approximately multivariate normal and acceptable for further analysis (Pallant, 2013; Field, 2000).

After the data suitability check through CA, KMO, and Bartlett's test of sphericity, we can move on to conducting factor analysis. Factor analysis is a statistical method that can be divided into two types: EFA and CFA. EFA is often used to uncover the underlying structures of numbers of variables. The technique of factor analysis aims to investigate the relationships between measured variables by uncovering their underlying factors. It is well accepted by scholars when developing the scale and identifying the underlying latent constructs of the measured variables (Norris & Lecavalier, 2009). EFA is based on a common factor model (Norris & Lecavalier, 2009), where manifest variables are expressed as a function of common factors, unique factors, and errors of measurement. One unique factor affects just one manifest variable, which explains no correlation between the manifest variables. Common factors, however, affects two or more manifest variable and factor loading is the measure of influence of the common factor on the manifest variable (Norris & Lecavalier, 2009). EFA assumes each measured variable/indicator is associated with a factor. SPSS is a valuable tool for conducting EFA. In SPSS, EFA can be performed by selecting the 'Factor Analysis' option from the 'Data Reduction' menu. The user can then choose the number of factors to extract, the method of factor extraction (e.g., principal components analysis), and the method of rotation (e.g., varimax rotation).

When researchers develop a scale, they typically use EFA to determine the underlying constructs for a set of measured variables. This is followed by CFA, which checks the hypothesis that there is a relationship between latent variables (LV) or constructs and the observed variables (Hair et al., 2010). EFA is a crucial step in developing a scale as it helps to identify the underlying factors or constructs. CFA, on the other hand, is used to verify the factor structure of the observed variables, by testing the hypothesized relationships between them and their underlying latent constructs.

CFA is an important statistical technique used to ensure the unidimensionality of the construct and to test the discriminant and convergent validity of the scale. It involves postulating the relationship between the observed variables and their underlying latent constructs, based on theory and empirical research, and then statistically examining the hypothesis. After achieving the necessary tests of validity and reliability, the study can proceed to SEM, which tests the structural model or hypotheses developed in the study (Hair et al., 2020). SPSSAU is an intelligent online statistical analysis platform that stands for Statistical Product and Service Software Automatically. The SPSSAU algorithm includes conventional statistical functions, regression analysis and prediction, variance analysis functions, non-parametric functions, multivariate statistical functions, and other algorithm functions. Its official website is <https://spssau.com/>.

3.8.4 SEM

SEM is a statistical framework that integrates measurement theory, factor analysis, path analysis, regression modelling, and other multivariate techniques (Hershberger, 2003). It is especially suitable for analysing complex and multifaceted constructs and specifying systems of relationships among multiple variables. SEM is used to examine direct and indirect effects of variables on one another, including mediated effects. Unlike regression analysis, SEM models relationships between latent variables, which are unobserved variables that are inferred from the observed variables.

Two approaches of SEM by now are available for researchers: covariance-based SEM (CB-SEM) covering soft wares such as AMOS, LISREL, and EQS, as well as variance-based SEM (partial least squares SEM/ PLS-SEM) covering soft wares such as PLS-GUI, PLS-Graph, and SmartPLS. CB-SEM is known for theory testing and affirmation without

variance clarifying. Specifically, CB-SEM either fails to reject theories, which focus on the goodness-of-fit between theoretical matrix and empirical covariance matrix (Hair et al. 2017). However, PLS-SEM is a technique that can be applied in a wide range of research fields to explore theory effectively (Wold, 1985). It functions similarly to multiple regression but has several advantages, such as better estimation of the measurement model and an ability to check the structural model simultaneously with a predictable power (Hair et al., 2017). It is arguably the most sensible choice for causal prediction analysis, generally into a high degree of complex model and with less theoretical evidence (Hair et al., 2020). To create theories in exploratory research by concentrating on clarifying the change in the endogenous latent constructs (dependent variables) (Hair et al., 2014). It focuses essentially on exploratory analysis by posting the change clarified in the constructs instead of model fitness (Hair et al., 2020). PLS-SEM is an appropriate statistical technique for this study as it can effectively explore the possible mediating role of experience quality in the association between cognitive component and affective component. Furthermore, it can accurately predict the model.

SmartPLS is the software adopted in this research and it can perform structural regression modelling using OLS regression (ordinary least squares regression) or normal data analysis to assess complex models that may have multiple independent variables, dependent variables, multiple mediators, or multiple moderators. Traditional OLS regression-based models or analysis are not suitable without ensuring validity and reliability. SmartPLS is a variance-based structural model where unobserved latent constructs form the basis of the model. The construct model formed by latent variables is measured and analysed using the items or attributes that reflect the latent variables. At least one item or attribute is

essential for measuring a latent variable. In this study, SmartPLS version 4.0.8.4 will be used to evaluate the partial least squares (PLS) structural equation model (SEM).

3.8.4.1 Two Stage Approach in PLS-SEM

The two-stage approach in partial least squares structural equation modelling (PLS-SEM) is a method for estimating the parameters of a structural model when the measurement model is not known a priori. This approach is often used in exploratory research or when the measurement model is not clearly defined, as it allows for the estimation of both the measurement and structural models simultaneously (Hair et al., 2017).

The two-stage approach involves two distinct steps: the first stage involves estimating the measurement model, while the second stage involves estimating the structural model. In the first stage, the PLS-SEM algorithm is used to estimate the relationships between the latent constructs and their observed indicators. The measurement model can then be evaluated to ensure that it is reliable, valid, and accurately reflects the underlying constructs. In the second stage, the estimated relationships between the latent constructs in the measurement model are used to estimate the relationships between the constructs in the structural model. The structural model represents the relationships between the latent constructs of interest, and is typically tested to determine the strength and significance of the relationships.

The two-stage approach is useful when the measurement model is not well-defined or when there is a lack of prior knowledge about the relationships between the observed indicators and the latent constructs. However, it is important to note that the two-stage approach may result in less accurate parameter estimates than the one-stage approach, where the measurement and structural models are estimated simultaneously, especially if the

measurement model is not accurately specified in the first stage. Therefore, it is recommended to use the two-stage approach only when the one-stage approach is not feasible or not applicable to the research question at hand.

3.8.4.2 Assessing Reflective Model and Formative Model (HOC)

In Partial Least Squares Structural Equation Modelling (PLS-SEM), a reflective measurement model is a type of model that assumes the indicators (observed variables) of a latent construct (unobserved variable) represent and are caused by that construct. This means that the indicators reflect the construct they are intended to measure. Reflective measurement models are based on the assumption that the indicators of a latent construct are highly correlated, and they are interchangeable with respect to their relationship to the construct. Consequently, indicators in a reflective measurement model are expected to be highly correlated with one another and load onto the same underlying factor (i.e., the construct). In a PLS-SEM reflective measurement model, researchers aim to estimate the relationships between the latent constructs and their indicators. They evaluate the measurement model using statistical tests to ensure it is reliable, valid, and accurately reflects the underlying construct. To assess the validity of a reflective measurement model, researchers typically evaluate its internal consistency, convergent validity, and discriminant validity. Internal consistency can be assessed using tests such as Cronbach's Alpha (CA), Composite Reliability (CR), and Dijkstra-Henseler's rho. Convergent validity can be assessed using factor loadings and Average Variance Extractor (AVE). Meanwhile, discriminant validity can be assessed using tests such as the Fornell and Larcker Criterion, Cross-Loadings, and the Heterotrait-Monotrait Ratio of Correlations (HTMT) (Hair et al., 2019b).

This research is reflectively constructed in the lower order and formatively constructed in the higher order since it adopts the two-stage approach. As the assessment of

formative measurement model, one way to test for convergent validity is to create a global single item that captures the essence of the construct being measured, and then compare the responses to that item with the responses to other items that are thought to measure the same construct. The idea behind using a global single item is that it can serve as a benchmark against which the other items can be compared. If the other items are truly measuring the same construct, then their responses should be highly correlated with the response to the global single item. The first step in testing for convergent validity using a global single item is to identify a question or statement that captures the essence of the construct being measured. This global single item should be easy to understand, unambiguous, and relevant to the construct. For example, if the construct being measured is job satisfaction, a global single item might be: 'Overall, how satisfied are you with your job?' According to Hair et al. (2017) and Cheah et al. (2018b) correlation coefficient should be greater than 0.70. In this study, the global single item is 'Having a general good expectation of Qingzhou before visiting' for the measurement of the construct of cognition and 'Have a favorable experience of Qingzhou after visiting' for the measurement of the construct of experience quality.

The second step is to conduct a collinearity test. In formative measurement models, high correlations between indicators are not expected since they are not interchangeable (Hair et al., 2014). When two formative indicators exhibit high correlations, it is known as collinearity, which can affect the estimation of weights and their statistical significance. To evaluate the level of collinearity in PLS-SEM, the Variation Inflation Factor (VIF) is examined. Two widely accepted rules of thumb are used: a VIF of 5 or higher indicates a potential issue with collinearity (Hair et al., 2011), while a VIF of 3.3 or higher suggests a possible problem with collinearity (Diamantopoulos & Siguwa, 2006).

The third step involves testing the significance of the outer weights. It is crucial to assess the relevance and significance of the formative factors. For a formative construct, the outer weight is a critical criterion for evaluating the contribution of each formative indicator. According to Hair et al. (2017), the outer weight is obtained from a multiple regression with the latent variable scores as the dependent variable and the formative indicators as the independent variables. The bootstrapping technique is used to obtain the values of the outer weights. The outer weights provide information on each indicator's relative contribution to the construct and their importance in forming the construct.

When an indicator's outer weight is not significant but its outer loading is high (above 0.50), it is considered important but not relatively important, and should generally be retained. On the other hand, when an indicator has a non-significant weight and an outer loading below 0.50, the researcher should consider whether to retain or delete the indicator based on theoretical relevance and potential content overlap with other indicators of the same construct (Henseler et al., 2015; Hair et al., 2017).

Researchers should exercise caution when deciding whether to remove formative indicators based on statistical outcomes for the following reasons. Firstly, the weights of formative indicators are dependent on the number of indicators used to measure the construct. This means that if there are more indicators, their average weight will be lower. Additionally, formative measurement models are constrained in terms of the number of indicator weights that can be considered statistically significant. Secondly, it is not advisable to remove indicators from formative measurement models, as the indicators are supposed to comprehensively cover the entire domain of the construct, as defined by the researcher in the conceptualization stage. Theoretical considerations should override the decision to

remove a low-weighted indicator, as doing so could potentially alter the construct. (Götz et al., 2010; Peng et al., 2021).

Formative indicators are not interchangeable in contrast to reflective models. Thus, removing a single indicator can lead to a reduction in content validity of the measurement model (Bollen & Diamantopoulos, 2017). Removing formative indicators from the measurement model should not be done automatically, as it may compromise the content validity of the construct.

3.8.4.3 Assessing the Structural Model

Structural Model Assessment including the following five steps:

First, it is the assessing of collinearity issues which requiring the inner model VIF will below 5 or 3.3, the same rules of thumbs with inner model VIF test in formative measurement model. Besides, path coefficient test requires a result above 0.7 usually. PLS algorithm in the menu of calculate can make VIF and path coefficient available.

The second step is to assess the statistical significance. As for the significance of variables one tail or two tail effect should be taken into consideration in statistical analysis. For one tail of the variable the t -value should be 1.645 and above and the two-tail variable will need a t value of 1.96 and above. If p -value (<0.05 means two variables are significantly correlated) is used to assess the significance of variables, it should be divided by 2 to make the two-tail result automatically get in the app such as SPSS or AMOS into one tailed one depending on the context. However, in SmartPLS, choice can be made of one tail or two tail, which is flexible. Bootstrapping technique in SmartPLS makes the p -value and t -value available as well as the confidence interval.

The third step is to assess coefficient determination or predictive relevance; PLS predict to forecast the model. In sample prediction and out of sample prediction are the two types of prediction in SmartPLS. In sample prediction is related with R^2 and effect size. Coefficient of determination R^2 depends on the discipline or field of the study, it should be high enough for the model to achieve a minimum level of explanation power. Matthes and Kohring (2008) recommended that R^2 value should be equal to or greater than 0.10 for the variance explained of an endogenous construct to be deemed adequate. As a widely cited rule of thumb in many fields of study, including social sciences and business research: R^2 less than 0.3 is considered a weak fit, R^2 between 0.3 and 0.5 is considered a moderate fit, and R^2 greater than 0.5 is considered a strong fit.

In fourth step, effect size (f^2) is assessed to further identify which of the predictors when predicting on the dependent variable has a substantial significance, or how important that predictors predicting on the dependent variable. According to Cohen (1988) higher than 0.02 means small effect size, higher than 0.15 means media effect size, and higher than 0.35 means large effect size. If the effect size is below 0.02 that means even it is significant statistically, it should not be recommended in practical implementation because the predictor is not important.

Fifthly, as for the out of sample prediction is assessed with Q^2 , which can be realized by automatically running of blindfolding technique, and it can predict new cases. If the $Q^2 > 0$, the model can predict. However, Q^2 method is a kind of old approach to do prediction, while PLS predict can supply more robust prediction analysis, RMSE is one of this technique which require the comparing of errors between the developed model and LM (wrong model).

3.8.4.4 Mediation

A mediator or moderator is a third factor that modifies the relationship between an independent variable and a dependent variable (Baron & Kenny, 1986). A mediator transmits the effect of antecedents on the outcome either in part or whole (Baron & Kenny, 1986). Mediation analysis will consider relationship between the independent variable (X) and outcome (Y) via the mediator (M) is significant (Figure 3.3) (Memon et al, 2018). Direct effect and indirect effect work together to form the total effect of mediation; direct effect refers to the effect of X to Y which is depressed by the indirect effect which refers to the effect of X to M (signal a) as well as M to Y (signal b).

Mediation in this study will be tested in PLS-SEM. Bootstrap, two-tailed, will be performed to assess the mediation with soft ware of Smart PLS. As for the mediation, significance of indirect effect and direct effect will lead to full mediation or partial mediation. Full mediation emerges from the significant indirect effect and the not significant direct effect; if the indirect effect is significant and the direct effect is significant, then it will be a partial mediation (Baron & Kenny, 1986; Memon et al, 2018)

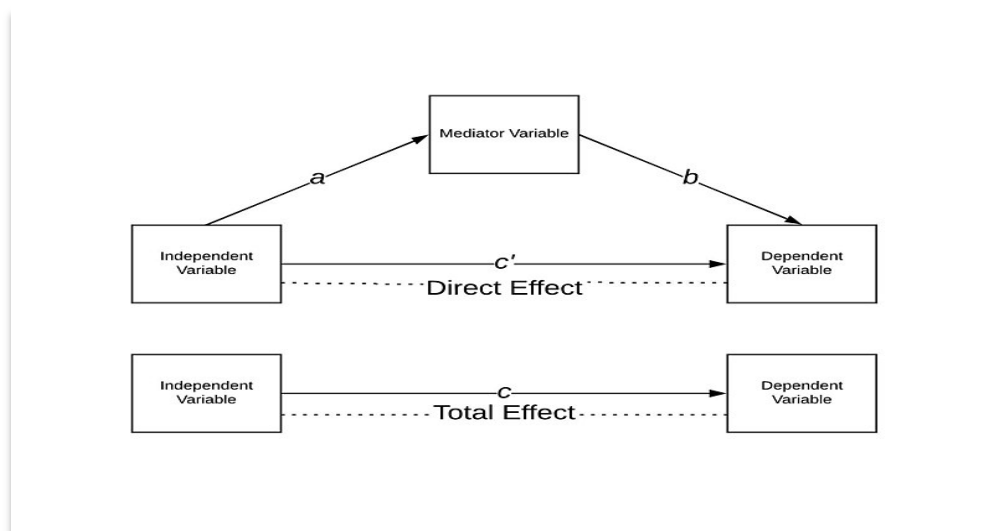


Figure 3.3: Conceptual Model of Mediation Effect

3.8.4.5 Multi-Group Analysis

Assessing MGA in PLS-SEM substantially enhances the ability of researchers to identify meaningful differences in multiple relationships across group-specific results (Schlagel & Sarstedt, 2016). The first step is to prepare the data ensuring the sufficient statistical power once divided into subgroups; then the second step is to generate data groups by selecting the categorical variable of interest from the data set; the third step is to test for measurement in-variance; the fourth step is to test for multi-group comparisons (Cheah et al., 2020). Multi-group analysis can be done using different statistical software programs, such as Mplus, AMOS, or SmartPLS. The results of a multi-group analysis can help researchers to understand whether a given model holds across different groups or sub-populations, and whether any group differences are significant.

3.8.4.6 Importance-Performance Matrix Analysis (IPMA)

Standard PLS-SEM analyses provide insights into the relative importance of constructs in explaining other constructs in the structural model. However, to draw more robust conclusions and prioritize managerial actions, it is important to consider not only the importance but also the performance of each construct. This is where IPMA comes in, which extends the results of PLS-SEM by incorporating the performance of each construct. By assessing constructs on two dimensions (importance and performance), IPMA enables the identification of constructs that are highly important in explaining a target construct but have low performance. These constructs can be targeted for improvement in order to optimize managerial actions. In IPMA, total effects, which represent the importance of predecessor constructs in shaping a certain target construct, are contrasted with the average latent variable scores (ranging from 0 to 100) indicating their performance. This approach has been

discussed by several researchers, including Fornell et al. (1996), Ringle and Sarstedt (2016) and Fakfare (2021).

According to Ringle and Sarstedt (2016), five steps should be processed in IPMA analysis: 1) Define the relevant attributes and construct a survey instrument: In this step, the researcher should define the attributes that are relevant for the product, service, or other object of interest, and construct a survey instrument to measure customers' perceptions and expectations of these attributes. 2) Collect data and calculate importance and performance scores: In this step, the researcher should collect data from customers and calculate importance and performance scores for each attribute, based on the survey responses. 3) Plot the IPMA graph: In this step, the researcher should plot the IPMA graph, which is a scatter plot with importance and performance scores on the X and Y axes, respectively. The graph is divided into four quadrants, representing different combinations of importance and performance scores. 4) Interpret the results: In this step, the researcher should interpret the results of the IPMA analysis by examining the attributes in each quadrant of the graph and identifying the areas where improvements are needed. 5) Develop an action plan: In this final step, the researcher should develop an action plan for improving the attributes that are most important and least well-performed, based on the results of the IPMA analysis. The action plan should include specific recommendations for how to improve these attributes and how to monitor their performance over time.

3.8.5 Summary of Data Analysis

The above-mentioned data analysis steps and the methods are thus included in the following table to make it easy to understand for viewers of the thesis (Table 3.7).

Table 3.7: Table of Data Analysis Steps and the Method

Questions	Steps of Data analysis	Methods
How does the destination image of Qingzhou work based on the well accepted cognition-affection-overall image model? Can experience quality influence destination image of Qingzhou through mediating relationship between cognition and affection? (Examination of H1-H5, and the mediating role of experience quality).	CMV (SPSS)	Harman's one-factor test
	Primary data process (SPSS)	Missing Value
		Expectation Maximum
		Outliers
	Demographic profile (SPSS)	Mahalanobis distance
		Normality
		Frequency analysis
	Data suitability check before factor analysis (SPSS)	Frequency and mean.
		CA, KMO and Bartlett's test of sphericity.
		EFA (SPSS)
Does the proposed conceptual framework effectively explain destination image of Qingzhou from the perspective of tourists and resident visitors?	CFA (SPSS)	Kaiser's (eigenvalue) criterion, factor rotation (varimax method).
		CR, Loadings, AVE, Pearson correlation and AVE squared root method.
		Two stage approach in PLS_SEM (SmartPLS)
	Reflective measurement model assessment: CA, CR and Rho_A; loading, AVE, HTMT.	Higher order construct assessment: CV/VIF/OW and p-value.
		Structural model assessment: SB, <i>t</i> -value, <i>p</i> -value, R ² , f ² , Q ² .
		Data groups generation.
	MGA in PLS_SEM (SmartPLS)	Permutation test for measurement invariance (MICOM).
		Multi group comparison (OTG).
		Importance (total effect).
	IPMA in PLS_SEM (SmartPLS)	Performance (average latent variable score).

3.9 Chapter Summary

This chapter explains the methodology of the thesis, which comprises the research paradigm, the research design, the study setting, the sampling design, the instrument development, the data collection, and the data analysis. The purpose of this chapter is to provide a comprehensive view of the research methodology and to demonstrate the reliability of the research.

CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

This chapter presents four sections: the results of data analysis on tourist group by adopting exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) and two stage approach of PLS-SEM, the results of data analysis on resident visitor group by adopting the same approach as tourists, multi group analysis (MGA) across the two groups, importance performance analysis (IPMA) on both of the groups, and at last, we draw a chapter summary to clinch the point. In this way, the four research questions developed in the first chapter are therefore answered and the specific objectives are accordingly achieved.

4.2 Result and Discussion for Tourists Group

A snow-ball sampling by students from Weifang Institute of Technology was undertaken from March to May, 2022. The initial 624 observations were later processed by checking the missing values, normality, and outliers. The final data set consisted of 475 samples, which met the minimum sample size set by Faul (2007), Hair et al. (2010) and Kock and Hadaya (2018). The tourist data was split into two sets: S1-t and S2-t. Then, EFA and CFA of cognition are respectively carried out on S1-t and S2-t to achieve and confirm the dimensions. The dimensions were then taken as a benchmark for a further CFA of both cognition and experience quality for the total size of 475 (TS-t). In this study, TS-t would be used to do the following two-stage PLS-SEM, which help to check the measurement model and the structural model.

4.2.1 Raw Data Processing for Tourists

To ensure the validity of the cross-sectional survey, Akter et al. (2011) conducted a test of common method variance (CMV) using the Harman-Single Factor method. The largest variance explained by the first factor for S1-t, S2-t and TS-t was 47.634% and 48.921%, and 48.238%, respectively, all of which were below the threshold of 50% (Podsakoff et al., 2012). Based on this finding, the authors concluded that CMV was not a significant concern and that the data would not distort the meaning of the survey measures.

In this study, 200 samples (S1-t) out of the 475 respondents of tourists were randomly picked for EFA of the cognitive variable, while the remaining 275 observations (S2-t) were allocated for CFA to assess the validity of the factor structure obtained through EFA of the cognition variable. Subsequently, based on the results of the EFA and CFA of cognition, a CFA on experience quality was executed to the total sample (TS-t) of 475 tourists. This total sample was then used for the subsequent analysis.

4.2.2 Respondent's Demographic Profile

Table 4.1 presents the results of the frequency test conducted to analyse the demographic profile of the study participants. The majority of the respondents were female, accounting for 67.79% of the sample. In terms of age, the largest group of participants were aged 18-39 years (66.53%), followed by those aged 40-60 years (31.16%). A total of 74.11% of the participants had an undergraduate education level. Regarding occupation, the largest group of participants were employees in the public sector (56.84%). Furthermore, 37.05% of the participants reported an annual income of less than 33,000 RMB (approximately 4,748 USD, based on the exchange rate of 1 USD to 6.954 RMB as of February 26, 2023). Finally, the proportion of first-time visitors was 16.21% higher than that of repeated visitors.

Table 4.1: Sample Profile (Total Sample of Tourists)

Variable	Sample(n=475)	Frequency	Percent
Gender	Male	153	32.21
	Female	322	67.79
Age	<18	9	1.89
	18-39	316	66.53
	40-60	148	31.16
	>61	2	0.42
Education	Junior middle school	27	5.68
	Senior middle school	82	17.26
	Undergraduate	352	74.11
	Master degree	10	2.11
	Doctor degree	4	0.84
Occupation	Self employed	23	4.84
	Employed in public sector	270	56.84
	Employed in enterprise	41	8.63
	House wife	116	24.42
	others	25	5.26
Annual income (¥33,000)	Much more	67	14.11
	More	83	17.47
	Equal to	66	13.89
	Lower	83	17.47
	Much lower	176	37.05
Frequency of visits	First time	276	58.11
	Repeat visit	199	41.89

4.2.3 EFA of Cognition (C) for S1-t and CFA of Cognition (C) for S2-t

Reliability and factorability of the cognition data for S1-t of tourists were assessed through Cronbach's Alpha (CA), which yielded a value of 0.988, indicating acceptable reliability. Additionally, the Kaiser-Meyer-Olkin (KMO) Test for the 31 cognitive attributes yielded a score of 0.968 (>0.7), and the Bartlett's Test for S1-t had a p-value of 0.000, indicating that factor analysis on cognitive attributes could be applied to the data.

An exploratory factor analysis (EFA) was conducted on cognitive attributes of S1-t with the principal component method with eigenvalues greater than 1. Three cognitive dimensions were developed: facilitating supply cognition (FC), intangible attraction cognition (IC) and tangible attraction cognition (TC), with attributes whose loadings are less than 0.4 in all three dimensions or less than 0.5 in two of the three dimensions were removed. As such, four attributes were removed (traditional village, attraction variousness, historical figures, and Buddhism), leaving 27 cognitive attributes (as shown in Table 4.2).

Next, the reliability and factorability of cognition data of S2-t for tourists were assessed using CA and KMO, yielding values of 0.984 and 0.966 (>0.7), respectively, and the Bartlett's Test got a p -value of 0.000, indicating that the cognition data could be used for factor analysis.

CFA of cognition was thus carried out on S2-t. The first attempt at CFA of cognition showed inadequate CV in one of the three dimensions. As a result, one item (e. g. service quality cognition) was removed from the model since it had the lowest standard estimate of loading coefficient. As such, the final CFA model for cognition included 26 cognitive attributes.

Table 4.2: EFA on Cognition (C) for S1-t

Attributes	Dimension1	Dimension 2	Dimension 3
Facilitating supply cognition (FC)			
Art C	0.835		
Friendly community C	0.830		
Cleanness C	0.821		
Security C	0.808		
Price C	0.803		
Ecology C	0.801		
Participation C	0.795		

Table 4.2 continued

Shopping C	0.787		
Entertainment C	0.764		
Informationalization C	0.762		
Hotel C	0.755		
Responsible government C	0.751		
Festivals C	0.749		
Food C	0.729		
Transportation C	0.727		
Nightlife C	0.707		
Intangible attraction cognition (IC)			
Imperial exam culture C	0.771		
Christianity C	0.755		
Han ethnic group's folklore C	0.648		
Man ethnic group's folklore C	0.731		
Hui ethnic group's folklore C	0.636		
Tangible attraction cognition (TC)			
Relics C	0.760		
Buildings C	0.753		
Mountains C	0.737		
Waters C	0.728		
Service quality C	0.655		
Flowers C	0.632		
Cumulative percentage of rotation sums of squared loadings	41.046	63.031	83.103

The reliability and consistency of the 26 cognitive attributes (by removal of service quality) were evaluated through confirmatory factor analysis (CFA) on S2-t for tourist groups and the results (as shown in Table 4.3) indicate that the constructs are reliable and consistent. This is supported by the Composite Reliability (CR) values, which are above the recommended threshold of 0.70 by Hair et al. (2017). Additionally, the values of average variance extracted (AVE) are all greater than the criteria of 0.50 by Fornell and Larcker

(1981) or the criteria of 0.708 by Hair et al. (2010). As such, the convergent validity of the cognitive attributes is confirmed to be accepted.

Table 4.3: CFA on Cognition (C) for S2-t

Factor	Attributes	<i>p</i> -Value	CR	AVE
TC	Waters C	-	0.915	0.684
	Buildings C	0.000		
	Flowers C	0.000		
	Mountains C	0.000		
	Relics C	0.000		
IC	Hui ethnic group's folklore C	-	0.944	0.773
	Man ethnic group's folklore C	0.000		
	Han ethnic group's folklore C	0.000		
	Christianity C	0.000		
	Imperial exam culture C	0.000		
FC	Responsible government C	-	0.984	0.790
	Festivals C	0.000		
	Participation C	0.000		
	Transportation C	0.000		
	Food C	0.000		
	Hotel C	0.000		
	Entertainment C	0.000		
	Nightlife C	0.000		
	Price C	0.000		
	Informationalization C	0.000		
	Art C	0.000		
	Ecology C	0.000		
	Shopping C	0.000		
	Friendly community C	0.000		
	Security C	0.000		
	Cleanness C	0.000		

Using S2-t data of tourist group, the discriminant validity of the constructs for cognition was also assessed, as shown in Table 4.4. The Square Root of AVE for each construct, which represents the amount of variance in a construct explained by its own indicators, is higher than the correlation of the construct with all other constructs (Fornell & Larcker, 1981). This confirms that the discriminant validity of the constructs can be accepted and the distinct dimensions of cognition can be measured.

Table 4.4: Discriminant Validity of Cognition (C) for S2-t

	TC	IC	FC
TC	0.827		
IC	0.818	0.879	
FC	0.798	0.840	0.889

4.2.4 CFA of Cognition (C) and Experience Quality (E) for TS-t

After conducting the EFA and CFA assessments, the 26 remaining cognitive attributes and the three dimensions they composed were used as the benchmark for a further CFA analysis of both cognition and experience quality, with a total of 475 participants (TS-t) (Table 4.5).

The Cronbach's Alpha (CA) value of the 26 cognitive items and experience quality items for the total 475 tourist respondents is 0.985/0.985, indicating acceptable reliability of the data. Furthermore, the Kaiser-Meyer-Olkin (KMO) values of the 26 cognitive and experience quality attributes for TS-t are 0.977/0.972, and the significant p-value of the Bartlett's Test confirms that the data is suitable for factor analysis. The results of the CFA

analysis indicate that all the constructs are consistent and reliable, with Composite Reliability (CR) values above the recommended threshold of 0.70 by Hair et al. (2017). The values of average variance extracted (AVE) for all constructs are also greater than the criteria of 0.50 by Fornell and Larkcker (1981) or the criteria of 0.708 by Hair et al.(2010), which confirms that the convergent validity of the cognitive and experience quality attributes for the total sample of tourists can be accepted.

Table 4.5: CFAs on Cognition (C) and Experience Quality (E) for TS-t

Factor	Attributes	<i>p</i>-value	CR	AVE
Tangible attraction	Waters	-/-	0.922/0.940	0.702/0.757
	Buildings	0.000/0.000		
	Flowers	0.000/0.000		
	Mountains	0.000/0.000		
	Relics	0.000/0.000		
Intangible attraction	Hui ethnic group's folklore	-/-	0.949/0.949	0.790/0.787
	Man ethnic group's folklore	0.000/0.000		
	Han folklore	0.000/0.000		
	Christianity	0.000/0.000		
	Imperial exam culture	0.000/0.000		
Facilitating supply	Responsible government	-/-	0.986/0.983	0.815/0.786
	Friendly community	0.000/0.000		
	Security	0.000/0.000		
	Cleanness	0.000/0.000		
	Festivals	0.000/0.000		
	Participation	0.000/0.000		
	Price	0.000/0.000		
	Informalization	0.000/0.000		
	Art	0.000/0.000		
	Ecology	0.000/0.000		
	Transportation	0.000/0.000		
	Food	0.000/0.000		
	Hotel	0.000/0.000		
	Entertainment	0.000/0.000		
	Nightlife	0.000/0.000		
	Shopping	0.000/0.000		

Table 4.6 shows that the Squared Root of AVE values for the constructs of C/E are 0.838/0.870, 0.889/0.887, and 0.903/0.887, which are all greater than the correlations of the

constructs with all other constructs. This confirms accepted discriminant validity of the constructs of cognition and experience quality, as recommended by Fornell and Larcker (1981).

Table 4.6: Discriminant Validity of C and Experience for TS-t

	Tangible Attraction	Intangible Attraction	Facilitating Supply
Tangible Attraction	0.838/0.870		
Intangible Attraction	0.809/0.811	0.889/0.887	
Facilitating Supply	0.792/0.815	0.844/0.844	0.903/0.887

4.2.5 Model Estimation for Tourists using TS-t Data

PLS-SEM method (Ramayah et al., 2016) was used to examine the hypotheses in the research, as it is a causal-predictive technique. Parameters of the model were estimated by using TS-t. The data analysis followed a two-stage approach (Hair et al., 2017), including an assessment of the measurement model and the structural model. The algorithm settings for path weighting involved a maximum of 300 iterations and a stop criterion of 10⁻⁷.

4.2.5.1 Reflective Measurement Model

Construct's internal reliability, convergent validity, and discriminant validity, as the three dominating results in reflective measurement model (Cheah et al., 2018a), were worked on. Table 4.7 shows CA, CR, and Dijkstra Henseler (Rho-A) all exceed 0.70, indicating the reliability and consistency of the reflective constructs (Hair et al., 2017). Furthermore, the loadings and AVE values all exceed 0.708, confirming the convergent validity of the reflective measurement (Hair et al., 2010).

Table 4.7: Assessment of Reflective Measurement Model for TS-t

Construct	Dimension	Items	Loading	CA	Rho_A	CR	AVE
C	TC	Waters C	0.824	0.920	0.921	0.940	0.759
		Buildings C	0.855				
		Flowers C	0.872				
		Mountains C	0.896				
		Relics C	0.908				
	IC	Hui ethnic group's folklore C	0.908	0.949	0.950	0.961	0.831
		Man ethnic groups' folklore C	0.930				
		Han ethnic group's folklore C	0.885				
		Christianity C	0.924				
		Imperial exam culture C	0.909				
	FC	Responsible government C	0.903	0.986	0.986	0.987	0.826
		Transportation C	0.869				
		Food C	0.918				
		Hotel C	0.903				
		Entertainment C	0.926				
		Nightlife C	0.900				
		Shopping C	0.908				
		Friendly community C	0.929				
		Security C	0.914				
		Cleanness C	0.892				
		Festivals C	0.911				
		Participation C	0.922				
		Price C	0.890				
		Informationlization C	0.918				
		Art C	0.925				
		Ecology	0.916				
E	TE	Waters E	0.842	0.939	0.941	0.953	0.804
		Buildings E	0.917				
		Flowers E	0.908				
		Mountains E	0.922				
		Relics E	0.890				
	IE	Hui ethnic group's folklore E	0.914	0.948	0.949	0.960	0.829
		Man ethnic group's folklore E	0.930				
		Han ethnic group's folklore E	0.902				
		Christianity E	0.907				
		Imperial exam culture E	0.898				
	FE	Responsible government E	0.886	0.983	0.983	0.985	0.800
		Transportation E	0.868				
		Food E	0.910				
		Hotel E	0.899				
		Entertainment E	0.910				
		Nightlife E	0.894				
		Shopping E	0.899				
		Friendly community E	0.900				
		Security E	0.905				
		Cleanness E	0.866				
		Festivals E	0.896				
		Participation E	0.915				
		Price E	0.892				
		Informationalization E	0.889				
		Art E	0.884				
		Ecology E	0.893				
Affection (A)		Amazing	0.877	0.886	0.888	0.930	0.815
		Joyful	0.895				
		Lovely	0.935				

To evaluate the discriminant validity of Construct's reflective measurement, the Heterotrait-Monotrait Ratio (HTMT) correlation criteria was applied. As indicated in Table 4.8, all constructs achieved satisfactory discriminant validity with values below the threshold of 0.90 (Henseler et al., 2015).

Table 4.8: Assessment of Discriminant Validity Using HTMT for TS-t

Reflective Construct	A	FC	FE	IC	IE	OI	TC	TE
A								
FC	0.671							
FE	0.726	0.820						
IC	0.637	0.873	0.712					
IE	0.683	0.713	0.875	0.820				
OI	0.626	0.647	0.764	0.592	0.677			
TC	0.623	0.832	0.679	0.867	0.676	0.568		
TE	0.683	0.669	0.851	0.659	0.861	0.677	0.786	

4.2.5.2 Reflective-Formative Second-Order Constructs for Tourists

In the study, a two-stage approach in PLS-SEM was adopted to test higher order constructs (HOCs) (Cheah et al., 2019). that include cognition and experience quality. Each of these HOCs covers three lower order constructs (LOCs) such as TC/TE, IC/IE and FC/FE. Results, presented in Table 4.9, show that the convergent validity of the HOCs was assessed through redundancy analysis (Hair et al., 2017) and confirmed, as the global item values of 0.861/0.853 are both greater than 0.70 (Cheah et al., 2018b). The study also checked for collinearity in PLS-SEM and found no potential collinearity problem as $VIF < 5$ (Hair et al., 2011). Additionally, the significance of the outer weights was tested for all dimensions, revealing that IC, FC, IE, and FE had significant p -values at the 0.1 level. However, the outer weights of TC and TE were not significant. The p values of the outer weights of all dimensions were revealed to be significant at 0.1 level for IC, FC, IE, and FE, while not significant for TC and TE.

Table 4.9: Assessment of HOC for TS-t

HOC	Dimensions	CV	VIF	OW	<i>t</i> -value	<i>p</i> -value
Cognition (C)	TC	0.897	3.307	0.116	1.237	0.216
	IC		4.269	0.174	1.77	0.077
	FC		3.961	0.752	8.448	0.000
Experience quality (E)	TE	0.883	3.588	0.104	1.289	0.197
	IE		4.147	0.197	2.134	0.033
	FE		4.256	0.739	9.232	0.000

4.2.5.3 Structural Model Assessment

A five-step approach is employed to administer the structural model, and the results are presented in Table 4.10. The first step detected no collinearity problem, as an inner VIF values were under a limit of 0.33 (Diamantopoulos & Siguaw, 2006).

At the second step, the proposed assumes were tested by using a bootstrapping technique with 5000 re-samplings. Results in Table 4.10 show that the standard beta (SB) of H3 is 0.237 ($p=0.00$) and SB of H5 is 0.500 ($p=0.00$), confirming that both cognition and experience quality can positively influence affection. Additionally, cognition was found to positively influence experience quality (H1: $\beta=0.806$, $p=0.00$). Cognition (H5: $\beta=0.455$, $p=0.00$) and affection (H4: $\beta=0.299$, $p=0.00$) were found to positively influence overall image, yet cognition influence overall image in a greater way than affection.

Thirdly, the R^2 values of the predictors indicated that they explain a substantial amount of variance in the dependent variables. Specifically, the predictors explained 49.7 percent, 64.9 percent, and 47.1 percent of variances in the affection, the experience quality, and the overall image, respectively, suggesting adequate capacity to explain the model.

In the fourth step of the analysis, the effect size (f^2) was estimated using Cohen's (1988) criteria of small (≥ 0.02), medium (≥ 0.15), and large (≥ 0.35). The results showed

that the cognition-experience quality relationship (H1) had a large effect size with $f^2=1.849$. The experience quality-affection (H5) and cognition-overall image (H2) relationships had medium effect sizes with $f^2=0.174$ and $f^2=0.232$, respectively. The cognition-affection (H3) and affection-overall image (H4) relationships had trivial effect sizes with $f^2=0.399$ and $f^2=0.100$, respectively.

Finally, the predictive relevance (Q^2) of the model was examined using a blindfolding technique. The Q^2 values for the endogenous variables were 0.399, 0.463, and 0.544 respectively, which indicates that the model had good predictive power (Hair et al., 2017).

Thus, in a way by using the five-step approach, the structural model of the tourists group is successfully assessed. The five hypotheses include H1: cognition positively influence overall image; H2: affection positively influence overall image; H3: cognition positively influence affection; H4: cognition positively influence experience quality; H5: experience quality positively influence affection, are all satisfactorily confirmed or verified (Table 4.10). H1, H2 and H3 thus work together to support the well accepted cognition-affection-overall image model by Bagozzi and Burnkrant (1979; 1985) and many followers (Beerli & Martin, 2004, Wang & Huang, 2010, Qu et al., 2011, Stylidis et al., 2017). H4 and H5 indicate a mediating effect of experience quality between cognition and affection.

Table 4.10: Assessment of Structural Model for TS-t

Hypo	Relationships	SB	p-Value	R ²	VIF	f ²	Q ²
H1	Cognition -> Overall image	0.455	0.000	0.471	1.700	0.232	0.463
H2	Affection -> Overall image	0.299	0.000		1.700	0.100	
H3	Cognition -> Affection	0.237	0.000	0.497	2.861	0.039	0.399
H4	Cognition -> Experience quality	0.806	0.000	0.649	1.000	1.849	0.544
H5	Experience quality -> Affection	0.500	0.000		2.861	0.174	

4.2.6 Assessment of Mediating Effect for Tourists

Mediating effect was assessed by using bootstrapping to determine the indirect effect (Nitzl et al., 2016). The findings in Table 4.11 indicate that experience quality (E) mediates the relationship between cognition (C) and affection (A) with β of 0.402 ($p=0.00$). Moreover, FE was uncovered to mediate the association between FC and A with a β of 0.256 ($p=0.001$), while TE was found to mediate TC and A with a β of 0.125 ($p=0.054$). However, the result demonstrates IE has so trivial mediation ($\beta=0.027$, $p=0.717$) between cognition of its kind and affection and the effect was insignificant with $p>0.1$.

Table 4.11: Assessment of Mediating Effect for TS-t

Mediating Relationship	Indirect Effect	t-Value	p-Value
FC -> FE -> A	0.256	3.222	0.001
TC -> TE -> A	0.125	1.929	0.054
IC -> IE -> A	0.027	0.363	0.717
C -> E -> A	0.402	9.980	0.000

4.3 Result and Discussion for Resident Visitors Group

A purposive convenience sampling by students from the Weifang Institute of Technology were administered to selected resident visitors from major communities and parks around Qingzhou City in August and September, 2022. A total of 586 responses were collected, and data examination was conducted on the raw data as for the missing values, outliers, and normality. The final data set of 542 observations met the basic sample size by Faul(2007), Hair et al. (2010) and Kock and Hadaya (2018). The data set was split into 2 subsets: S1-r and S2-r (each with 271 samples). S1-r was used in EFA. S2-r was used to study CFA to confirm the EFA result of S1-r. and then S2-r will be used to do the further analysis in a two-stage approach of PLS-SEM where the measurement models and the

structural models (hypothesis test) including a test of mediating effect were satisfactorily checked.

4.3.1 Preliminary Data Analysis for Resident Visitors

Cross sectional survey data highly demands a common method variance (CMV) check (Akter et al., 2011). The Harman-Single Factor test showed that the largest variance explained was 33.076 percent for the 542 samples, which meets the criteria of <50% by Podsakoff et al. (2012). This result confirms that CMV appears to be of no concern, and thus, the data would not distort the meaning involved in the survey measurements.

4.3.2 Respondents Demographic Profile

The demographic features of the finalized samples are presented in Table 4.12. The respondents consist of 55.2% males. Most of the respondents were aged 18-39 (60.0%); this was followed by those aged 40-60 (27.9%). In terms of education level, most respondents were undergraduates (48.2%) or in senior middle school (31.9%). As for the occupation, the employees in enterprises are the largest group (36.5.0%). Most respondents had an annual income of much more (23.1%) or more (27.1%) than RMB33,000 (1USD = RMB6.6994, as of June 10, 2022).

Table 4.12: Sample Profile-Total Resident Visitors

Variable	Sample (n=542)	Frequency	Percentage
Gender	Male	299	55.2
	Female	243	44.8
Age	<18	55	10.1
	18-39	325	60.0
	40-60	151	27.9
	>61	11	2.0

Table 4.12 continued

Education	Junior middle school	89	16.4
	Senior middle school	173	31.9
	Undergraduate	261	48.2
	Master degree	11	2.0
	Doctor degree	8	1.5
Occupation	Self employed	73	13.5
	Employed in public sector	138	25.5
	Employed in enterprise	198	36.5
	House wife	114	21.0
	others	19	3.5
Annual income (¥ 33,000)			
	Much more	125	23.1
	More	147	27.1
	Equal to	93	17.2
	Lower	89	16.4
	Much lower	88	16.2

4.3.3 EFAs of Cognition (C) and Experience Quality (E) for S1-r

The EFAs analysis of 31 cognitive items and 31 experience quality items was performed using S1-r. The cognition items displayed reliable internal consistency with a Cronbach's Alpha value of 0.969 and a KMO value of 0.959 (>0.7). The results of the Bartlett's Test ($X^2=7204.32$) were also significant ($p<0.001$), indicating that the data was suitable for factor analysis. As for the experience items, the value of the Cronbach's Alpha, KMO value and p-value for the Bartlett's Test ($X^2=7388.514$) are 0.972, 0.961, and 0.000, respectively. Hence, the data is appropriate for the EFAs.

Under the method of principal components, the EFA of S1-r developed three dimensions from the 31 cognition attributes with an eigenvalue larger than one. The loadings of the three attributes greater than 0.4 in two or all the three dimensions were eliminated (Kim et al., 2012). In this way, 28 cognition (C) attributes were retained (by removal of traditional village, attraction variousness and historical figures) in three dimensions: facilitating supply, tangible attraction and intangible attraction (Table 4.13). In the same approach, the EFA of the 31 experience quality (E) items of S1-r increased the same three dimensions with the cognition items. Thus, the items under each dimension of the two concepts of cognition and experience quality are the same. This shows that the experience quality conceptualized in this study is the corresponding partner of cognition.

Table 4.13: EFAs for Cognition (C) and Experience Quality (E) for S1-r

Items (Attributes)	Facilitating Supply C/E	Intangible Attraction C/E	Tangible Attraction C/E
Facilitating Supply			
Nightlife	0.613/0.657		
Shopping	0.649/0.598		
Entertainment	0.676/0.708		
Festivals	0.701/0.763		
Food	0.711/0.682		
Price	0.727/0.766		
Art	0.732/0.754		
Participation	0.735/0.762		
Ecology	0.738/0.730		
Responsible government	0.742/0.678		
Hotel	0.753/0.725		
Informationalizati on	0.753/0.737		
Cleanness	0.761/0.688		
Transportation	0.763/0.781		
Friendly community	0.778/0.718		
Security	0.787/0.748		

Table 4.13 continued

Intangible Attraction				
Buddhism				0.711/0.752
Han ethnic group's folklore				0.775/0.740
Imperial exam culture				0.779/0.765
Hui ethnic group's folklore				0.805/0.770
Man ethnic group's folklore				0.806/0.798
Christianity				0.816/0.785
Tangible Attraction				
Service quality				0.712/0.732
Waters				0.735/0.785
Buildings				0.741/0.804
Mountains				0.765/0.791
Relics				0.775/0.736
Flowers				0.803/0.724
Cumulative percentage of rotation sums of squared loadings	32.365/31.728	49.852/50.510		66.905/67.535

4.3.4 CFA of Cognition and CFA of Experience Quality for S2-r

S2-r was used to conduct the CFAs of the 28 attributes for cognition and experience quality. For the 28 cognition items and 28 experience quality items of S2-r, the Cronbach's Alphas, KMOs, and *p*-values for the Bartlett's Test ($X^2=6493.030/6822.585$) are 0.915/0.924, 0.937/0.947, and 0.000/0.000, respectively. Hence, the data has acceptable reliability and is appropriate for the EFAs.

The internal consistency and reliability of the constructs were evaluated using composite reliability (CR) values. Table 4.14 displays the results of the reliability analysis for the constructs, which all met the recommended threshold of 0.70 for internal consistency reliability (Hair et al., 2017). These findings suggest that the measures used in the study were

reliable. The average variance extracted (AVE) values also demonstrate convergent validity, which are all above the suggested threshold of 0.708 (Hair et al., 2010) or 0.50 (Fornell & Larcker, 1981).

Table 4.14: CFAs on Cognition and Experience Quality for S2-r

Dimensions	Items	<i>p</i>-value (C/E)	CR (C/E)	AVE (C/E)
Tangible			0.942/0.94	0.732/0.72
Attraction	Service quality	-/-	0	3
	Waters	0.000/0.000		
	Buildings	0.000/0.000		
	Flowers	0.000/0.000		
	Mountains	0.000/0.000		
	Relics	0.000/0.000		
Intangible			0.935/0.92	0.707/0.67
Attraction	Hui ethnic group's folklore	-/-	6	7
	Man ethnic group's folklore	0.000/0.000		
	Buddhism	0.000/0.000		
	Han ethnic group's folklore	0.000/0.000		
	Christianity	0.000/0.000		
	Imperial exam culture	0.000/0.000		
Facilitating			0.963/0.97	0.616/0.66
Supply	Responsible government	-/-	0	6
	Various festivals	0.000/0.000		
	High participation	0.000/0.000		
	Qualified transportation	0.000/0.000		
	Food	0.000/0.000		
	Hotel	0.000/0.000		
	Entertainment	0.000/0.000		
	Nightlife	0.000/0.000		
	Price	0.000/0.000		
	Informationalization	0.000/0.000		
	Art	0.000/0.000		
	Ecology	0.000/0.000		
	Shopping	0.000/0.000		
	Friendly community	0.000/0.000		
	Security	0.000/0.000		
	Cleanness	0.000/0.000		

Additionally, Table 4.15 demonstrates that the square root of the AVE for each construct (e.g., 0.855/0.850, 0.841/0.823, 0.785/0.816) is higher than the correlation between

that construct and all other constructs, indicating good discriminant validity (Fornell & Larcker, 1981). Therefore, the results of the EFAs for cognition and experience quality are supported by their CFAs, and experience quality is confirmed as the most appropriate corresponding partner for cognition.

Table 4.15: Discriminant Validity of C and E for S2-r

	Tangible Attraction	Intangible Attraction	Facilitating Supply
Tangible Attraction	0.855/0.850		
Intangible Attraction	0.040/0.092	0.841/0.823	
Facilitating Supply	0.037/0.139	0.140/0.031	0.785/0.816

4.3.5 Model Estimation for S2-r of Resident Visitors

PLS-SEM method by Hair et al. (2010) and Ramayah et al. (2016) was used to test the hypotheses in this study because it is a causal-predictive technique. SmartPLS 4.0.8.4 was used to estimate the model parameters. The data analysis was conducted using the two-stage approach (Hair et al., 2017), which involved assessing the measurement model and the structural model separately. The path weighting was computed using a maximum of 300 iterations and a stop criterion of 10^{-7} in the algorithm settings.

4.3.5.1 Reflective Measurement Model for S2-r of Resident Visitors

The reflective measurement model was evaluated based on three key indicators: internal reliability, convergent validity, and discriminant validity (Cheah et al., 2018a). The results show that all the reflective constructs have good internal reliability and consistency, as evidenced by their values for CA, CR, and Rho-A, which are all above 0.70 (Hair et al., 2017). Additionally, the values of the loadings and AVE are larger than the recommended

thresholds of 0.50 (Fornell & Larcker, 1981) and 0.708 (Hair et al., 2010), respectively, confirming the convergent validity of the reflective measurement model (Table 4.16).

Table 4.16: Assessment of Reflective Measurement Model for S2-r

Constructs	Items	Loadings (C/E)	CA (C/E)	Rho_A (C/E)	CR (C/E)	AVE (C/E)
Tangible attraction	Flowers	0.883/0.889	0.932/0.934	0.933/0.936	0.946/0.948	0.746/0.752
	Mountains	0.876/0.848				
	Relics	0.872/0.877				
	Service quality	0.849/0.838				
	Waters	0.844/0.880				
	Buildings	0.858/0.869				
Intangible attraction	Hui ethnic group's folklore	0.863/0.866	0.937/0.933	0.937/0.935	0.950/0.947	0.759/0.749
	Man ethnic group's folklore	0.881/0.884				
	Buddhism	0.860/0.849				
	Han ethnic group's folklore	0.880/0.858				
	Christianity	0.873/0.868				
	Imperial exam culture	0.871/0.865				
Facilitating supply	Responsible government	0.825/0.829	0.964/0.969	0.964/0.969	0.967/0.972	0.649/0.684
	Transportation	0.803/0.838				
	Food	0.803/0.821				
	Hotel	0.815/0.854				
	Entertainment	0.794/0.852				
	Nightlife	0.773/0.818				
	Shopping	0.773/0.781				
	Friendly community	0.803/0.787				
	Security	0.829/0.818				
	Cleanness	0.833/0.829				
	Festivals	0.810/0.856				
	Participation	0.783/0.841				
	Price	0.786/0.822				
	Informationalization	0.813/0.853				
	Art	0.828/0.816				
	Ecology	0.814/0.817				
Affection	Amazing	0.889	0.855	0.856	0.912	0.775
	Joyful	0.865				
	Lovely	0.887				

The values of the heterotrait-monotrait (HTMT) ratio correlation criteria are all less than the threshold of 0.90 (Henseler et al., 2015), which suggests there is satisfactory discriminant validity (Table 4.17)

Table 4.17: Assessment of Discriminant Validity-HTMT for S2-r

Reflective Constructs	A	FC	FE	IC	IE	OI	TC	TE
A								
FC	0.505							
FE	0.575	0.569						
IC	0.527	0.389	0.334					
IE	0.424	0.330	0.341	0.582				
OI	0.439	0.430	0.287	0.317	0.227			
TC	0.468	0.304	0.360	0.292	0.327	0.365		
TE	0.466	0.383	0.381	0.279	0.358	0.223	0.500	

4.3.5.2 Reflective-formative Second-Order Constructs for S2-r of Resident Visitors

Two-stage approach of PLS-SEM (Cheah et al., 2019; Sarstedt et al., 2019) was used in this research. The constructs of cognition and experience quality were both examined as HOCs, which consist of reflective-formative components. Cognition and experience quality were found to comprise the three LOCs such as tangible attraction, intangible attraction and facilitating supply. To assess the convergent validity of the two HOCs, a redundancy analysis was conducted following the procedure outlined by Hair et al. (2017). The results indicate that the HOCs have good convergent validity, with global item values of 0.773 and 0.714, both above the recommended threshold of 0.70 (Cheah et al., 2018b). Additionally, VIF values were below 5, indicating that there was no collinearity problem (Hair et al., 2011). Finally, all the outer weights of the dimensions were found to be significant ($p < 0.0001$), further supporting the validity of the HOCs (Table 4.18).

Table 4.18: Assessment of HOC for S2-r

HOC	Dimension	CV	VIF	OW	<i>t</i> -value	<i>p</i> -value
Cognition (C)	TC	0.773	1.131	0.434	9.871	0.000
	IC		1.200	0.388	7.289	0.000
	FC		1.213	0.532	10.629	0.000
Experience quality (E)	TE	0.714	1.227	0.367	6.898	0.000
	IE		1.190	0.377	6.899	0.000
	FE		1.218	0.578	11.204	0.000

4.3.5.3 Structural Model Assessment for Resident Visitors

A five-step approach was used to assess the structural model (Table 4.19). In the first step, no collinearity issues were observed as all inner VIF values were below 0.33, which is the recommended threshold (Diamantopoulos & Siguaw, 2006).

Next, the hypotheses were tested using the bootstrapping technique with 5,000 resamples in step 2. The results revealed cognition (H3: $\beta=0.373$, $p=0.000$) and experience quality (H5: $\beta=0.337$, $p=0.000$) positively impact affection. Additionally, cognition (H4: $\beta=0.703$, $p=0.000$) positively influence experience quality, and both cognition (H1: $\beta=0.398$, $p=0.000$) and affection (H2: $\beta=0.163$, $p=0.004$) positively impact the destination image, yet cognition having a greater impact than affection. In conclusion, all five hypotheses were supported by the results.

In step 3 of the analysis, the predictors (R^2) were found to explain 42.9%, 49.4%, and 26.4% of the variance in the affection, the experience quality, and the overall image, respectively. Hence, there is adequate capacity to explain the model.

Step 4 involved assessing the effect size (f^2), with the criteria proposed by Cohen (1988) used to classify the results into small, medium, and large levels. The cognition-

experience quality relationship (H1: $f^2=0.976$) was found to have a large effect size, while the other relationships exhibited small effect sizes.

Finally, in step 5, predictive relevance (Q^2) was assessed using blindfolding execution. The Q^2 values for the endogenous variables (i.e., overall image, affection, and experience quality) were 0.242, 0.364, and 0.484, respectively. These values indicate that the model has good predictive power (Hair et al., 2017).

The results of Step 3 indicate that the predictors were able to explain a significant amount of variance in the outcomes of affection, experience quality, and overall image. Specifically, the R^2 values for each outcome were 42.9%, 49.4%, and 26.4%, respectively. These findings suggest that the model has adequate explanatory power.

The effect size (f^2) was calculated in Step 4 using the criteria established by Cohen (1988), which classify effect sizes as small (≥ 0.02), medium (≥ 0.15), or large (≥ 0.35). The results indicate that the cognition-experience quality relationship (H1: $f^2=0.976$) exhibited a large effect size, while the other relationships displayed only small effect sizes.

In Step 5, the predictive relevance (Q^2) was raised by blindfolding execution. All the Q^2 values of 0.242, 0.364 and 0.484 for the endogenous variables such as overall image, affection and experience quality are revealed to have a predictive power on the model (Hair et al., 2017).

Thus, in a way by using the five-step approach, the structural model of resident visitors is successfully assessed. The five hypotheses include H1: cognition positively influence overall image; H2: affection positively influence overall image; H3: cognition positively influence affection; H4: cognition positively influence experience quality; H5:

experience quality positively influence affection, are all satisfactorily confirmed or verified (Table 4.19). H1, H2 and H3 thus work together to support the well accepted cognition-affection-overall image model by Bagozzi and Burnkrant (1979; 1985) and many followers (Beerli & Martin, 2004, Wang & Huang, 2010, Qu et al., 2011, Styliadis et al., 2017). H4 and H5 indicate a mediating effect of experience quality between cognition and affection.

Table 4.19: Assessment of Structural Model (S2-r of Resident Visitors)

Hyp	Relationships	SB	t-value	p-value	R ²	VIF	f ²	Q ²
H1	cognition→overall image	0.398	8.281	0.000	0.26 4	1.59 2	0.13 5	0.24 2
H2	affection→overall image	0.163	2.856	0.004		1.59 2	0.02 3	
H3	cognition →affection	0.373	7.336	0.000	0.42 9	1.97 6	0.12 3	0.36 4
H5	experience quality→ affection	0.337	6.208	0.000		1.97 6	0.10 1	
	Cognition -> Experience				0.49	1.00	0.97	0.48
H4	quality	0.703	25.86	0.000	4	0	6	4

4.3.6 Assessment of the Mediating Effect for Resident Visitors

To assess the mediating analysis, bootstrapping the indirect effect was performed, following the approach suggested by Nitzl et al. (2016) (refer to Table 4.20). The findings reveal that experience quality serves as a mediator between cognition and affection ($\beta=0.237$, $p=0.000$). Particularly, the experience quality of facilitation ($\beta=0.149$, $p=0.000$) and tangible attraction ($\beta=0.060$, $p=0.012$) are identified as significant mediators between cognition and affection. However, the results indicate that the experience quality of intangible attraction ($\beta=0.015$, $p=0.561$) as a mediator between cognition and affection is not significant ($p>0.1$), suggesting a trivial effect. These results shed light on the importance of considering different dimensions of experience quality as potential mediators in the relationship between cognition and affection.

Table 4.20: Assessment of the Mediating Effect for S2-r

Mediating Relationship	Indirect Effect	<i>t</i> -value	<i>p</i> -value
FC -> FE -> A	0.149	4.969	0.000
TC -> TE -> A	0.060	2.525	0.012
IC -> IE -> A	0.015	0.581	0.561
C -> E-> A	0.237	6.108	0.000

Table 4.21 shows the details of the direct effects at the dimension level: the β values of 0.552/0.467/0.547 at the significance level of 0.000 show that FC/TC/IC directly affects FE/TE/IE separately. Furthermore, the β values of 0.269/0.129 at the significance level of 0.000/0.009 show that FE/TE directly influences A separately, while the β value of 0.027 with $p=0.011$ illustrates that IE does not significantly affect A.

Table 4.21: Direct Effects at the Dimension Level for S2-r

Direct Effects	Original Sample	<i>t</i> -value	<i>p</i> -value
FC -> FE	0.552	15.896	0.000
TC -> TE	0.467	12.489	0.000
IC -> IE	0.547	16.254	0.000
FE -> A	0.269	5.446	0.000
TE -> A	0.129	2.624	0.009
IE -> A	0.027	0.586	0.558

4.4 Multi-Group Analysis (MGA) between Tourists and Resident Visitors

PLS_SEM based model adopts composite based (variance-based) approach, and produce no estimation inconsistency since it combines explanation and prediction for exploratory research (Hair et al., 2017). It is preferred to keep off bias resulting in type I and type II errors due to the unknown nature of the data (Sarstedt et al., 2016). There is applicability of PLS_SEM in business field or social science, because most constructs are designed ones (Henseler, 2017). Further, PLS_SEM is suitable for measurement model

estimation and multi-group analysis (MGA) (Hair et al., 2017). Therefore, exploration of the composed measurement model and structural model and the differences between two stakeholders pertaining to destination perception can be facilitated by the above-mentioned attributes of PLS-SEM. SmartPLS version 4.0.8.5 was introduced to conduct the analysis.

According to the approach of Hiram et al. (2019), flows of MGA covers: firstly, a CFA on data of the resident visitors yet based on the measurement frame of tourists; secondly, validity and reliability assessment of the measurement models are presented; thirdly, there is a measurement invariance test by using measurement invariance of composite models (MICOM), which helps to identify if there is necessity to do further comparative analysis across the two groups in terms of the structural model (hypotheses); fourthly, we assessed the structural model using bootstrapping and blindfolding procedures; fifthly, a multi group comparison test resulted in the indifference of the modelled relationships across the two groups through Omnibus Test of Group (OTG).

4.4.1 CFA of Resident Visitors Based on the Dimensions and Attributes of Tourists

Although the final three dimensions (i.e., second-order constructs of the reflective model) of the tourist data and resident visitor data are identical, based on the previous analysis (as indicated in Table 4.5 and Table 4.14), the items included in each dimension are not equal. The tourist group includes 26 items (excluding qualified Buddhism and service quality), while the resident visitors group includes 28 items (including qualified Buddhism and service quality). To streamline the analysis, this study conducted a CFA of cognition and experience quality for S1-r of resident visitor respondents (Table 4.22) based on the final three dimensions and the items developed for S1-t tourist group. As a result, qualified Buddhism and service quality were deliberately excluded.

The results of the Harman-Single Factor test showed that the largest amount of variance explained was 49.634 percent, which is less than 50 percent (Hair et al., 1998) based on the S1-r. This confirms that the presence of Common Method Variance (CMV) is unlikely to distort the meaning of the survey measurements.

The results of the statistical analysis indicate that the data collected from S1-r respondents is reliable and suitable for factor analysis. The results of the Cronbach's Alpha test show that the 26 cognition/experience quality attributes have acceptable reliability with a value of 0.964/0.968. The KMO test results also show that the data is suitable for factor analysis with a value of 0.965/0.959, and the Bartlett's Test results show that the data is significant with a *p*-value of 0.000. Table 4.22 shows the composite reliability of the constructs is also above 0.70, indicating their reliability and consistency (Hair et al., 2017). Additionally, the results of the average variance extracted test indicate that the data has convergent validity with values greater than 0.708 (Hair et al., 2010) and 0.50 (Fornell & Larcker, 1981).

Table 4.22: CFA of Cognition /Experience Quality for S1-r

Dimensions	Items	<i>p</i> -value	CR	AVE
Tangible				
Attraction	Waters	-/-	0.900/0.917	0.643/0.688
	Buildings	0.000/0.000		
	Flowers	0.000/0.000		
	Mountains	0.000/0.000		
	Relics	0.000/0.000		
Intangible				
Attraction	Hui ethnic group's folklore	-/-	0.924/0.920	0.708/0.698
	Man ethnic group's folklore	0.000/0.000		

Table 2.2 continued

	Han ethnic group's			
	folklore	0.000/0.000		
	Christianity	0.000/0.000		
	Imperial exam culture	0.000/0.000		
Facilitating				
Supply	Responsible government	-/-	0.964/0.965	0.624/0.637
	Festivals	0.000/0.000		
	Participation	0.000/0.000		
	Transportation	0.000/0.000		
	Food	0.000/0.000		
	Hotel	0.000/0.000		
	Entertainment	0.000/0.000		
	Nightlife	0.000/0.000		
	Price	0.000/0.000		
	Informationalization	0.000/0.000		
	Art	0.000/0.000		
	Ecology	0.000/0.000		
	Shopping	0.000/0.000		
	Friendly community	0.000/0.000		
	Security	0.000/0.000		
	Cleanness	0.000/0.000		

Using S1-r, the discriminant validity of the constructs of experience quality is also supported by the results of the Squared Root of AVE test (Table 4.23), which shows that the correlation of each construct with all other constructs is greater than the value of the construct. The results of the Confirmatory Factor Analysis support the validity of the three dimensions and items developed in the tourist group, and the Multi Group Analysis will be based on these dimensions and items. The sample size for the MGA will be 200 tourists and 271 resident visitors.

Table 4.23: Discriminant Validity for S1-r

	Tangible Attraction	Intangible Attraction	Facilitating Supply
Tangible Attraction	0.802/0.830		
Intangible Attraction	0.539/0.596	0.842/0.835	
Facilitating Supply	0.621/0.659	0.632/0.689	0.790/0.798

4.4.2 Assessment of Convergent Validity in PLS-SEM

Factor loadings, CR and AVE are used to address convergence validity for the complete data set of tourists and resident visitors (TS-tr) and the split ones (S1-t and S1-r). As shown in Table 4.24, the loadings of all items exceed the value of 0.7 (Hair et al, 2010), the CRs of the constructs are above 0.7 (Hair et al., 2017) and the AVE values exceed the threshold value of 0.5 (Fornell & Larcker, 1981). Thus, convergent validity is established in both the complete and split samples.

Table 4.24: Assessment of Reflective Measurement Model for TS-tr /S1-t/S1-r

Constructs	Dimension	Items	Loading	CA	CR	AVE
Cognition	TC	Waters C	0.830/0.838/ 0.806	0.920/0.929/ 0.899	0.921/0.931/ 0.902	0.758/0.781/0. 713
		Buildings C	0.872/0.908/ 0.805			
		Flowers C	0.855/0.845/ 0.860			
		Mountains C	0.892/0.898/ 0.873			
		Relics C	0.902/0.926/ 0.873			
IC	IC	Hui ethnic group's folklore C	0.910/0.922/ 0.883	0.945/0.955/ 0.924	0.946/0.956/ 0.925	0.821/0.847/0. 766
		Man ethnic group's folklore C	0.917/0.931/ 0.896			
		Han ethnic group's folklore C	0.883/0.885/ 0.866			
		Christianity C	0.908/0.931/ 0.860			

Table 4.24

continued

		Imperial exam culture C	0.912/0.932/ 0.871			
	FC	Responsible Government C	0.886/0.919/ 0.822	0.982/0.989/ 0.963	0.982/0.989/ 0.964	0.787/0.85 7/0.647
		Transportation C	0.865/0.876/ 0.814			
		Food C	0.888/0.921/ 0.814			
		Hotel C	0.894/0.920/ 0.832			
		Entertainment C	0.885/0.933/ 0.781			
		Nightlife C	0.861/0.917/ 0.721			
		Shopping C	0.858/0.939/ 0.727			
		Friendly community C	0.905/0.942/ 0.815			
		Security C	0.888/0.921/ 0.822			
		Cleanness C	0.879/0.905/ 0.823			
		Festivals C	0.889/0.922/ 0.811			
		Participation C	0.902/0.946/ 0.805			
		Price C	0.886/0.931/ 0.784			
		Informationlization C	0.905/0.936/ 0.841			
		Art C	0.911/0.948/ 0.833			
		Ecology C	0.890/0.930/ 0.814			
Experience quality(E)	TE	Waters E	0.829/0.797/ 0.858	0.921/0.925/ 0.917	0.922/0.931/ 0.918	0.759/0.77 0/0.751
		Buildings E	0.882/0.907/ 0.862			
		Flowers E	0.893/0.902/ 0.882			
		Mountains E	0.885/0.910/ 0.859			
		Relics E	0.866/0.866/ 0.871			
	IE	Hui ethnic group's folklore E	0.886/0.902/ 0.871	0.934/0.945/ 0.920	0.934/0.945/ 0.921	0.791/0.81 9/0.758

Table 4.24

continued

	Man ethnic group's folklore E	0.911/0.921/0.898			
	Han ethnic group's folklore E	0.878/0.902/0.849			
	Christianity E	0.887/0.912/0.856			
	Imperial exam culture E	0.884/0.888/0.877			
F	Responsible	0.855/0.909/	0.977/0.985/	0.978/0.986/	0.748/0.821/
E	Government E	0.788	0.965	0.966	0.659
	Transportation E	0.843/0.835/0.849			
	Food E	0.870/0.913/0.820			
	Hotel E	0.888/0.914/0.856			
	Entertainment E	0.878/0.919/0.819			
	Nightlife E	0.864/0.918/0.792			
	Shopping E	0.842/0.927/0.721			
	Friendly community E	0.858/0.914/0.772			
	Security E	0.874/0.914/0.828			
	Cleanness E	0.822/0.850/0.781			
	Festivals E	0.877/0.896/0.851			
	Participation E	0.891/0.933/0.845			
	Price E	0.855/0.899/0.802			
	Informationalization E	0.879/0.904/0.849			
	Art E	0.873/0.917/0.821			
	Ecology E	0.866/0.931/0.782			
Affection (A)	Amazing	0.884/0.886/0.879	0.860/0.886/0.813	0.863/0.891/0.814	0.781/0.814/0.728
	Joyful	0.858/0.883/0.814			
	Lovely	0.909/0.938/0.866			

4.4.3 Assessment of Discriminant Validity in PLS-SEM

Discriminant validity is assessed using the HTMT technique on both the complete and split datasets of tourists and resident visitors (Henseler et al., 2015). The results, shown in Table 4.25, demonstrate that the discriminant values are below the threshold value of 0.90 (Henseler et al., 2015), indicating that there are no issues of multicollinearity between the construct items in both the measure model and the construct model.

Table 4.25: Assessment of Discriminant Validity for TS-tr/S1-t/S1-r

Data Set	Reflective Constructs	A	FC	FE	IC	IE	OI	TC	TE
Complete	A								
	FC	0.701							
	FE	0.753	0.778						
	IC	0.612	0.812	0.667					
	IE	0.630	0.660	0.820	0.790				
	OI	0.635	0.618	0.663	0.565	0.561			
	TC	0.617	0.776	0.651	0.761	0.607	0.575		
	TE	0.641	0.612	0.789	0.570	0.751	0.618	0.719	
Tourists	A								
	FC	0.629							
	FE	0.706	0.762						
	IC	0.595	0.875	0.689					
	IE	0.653	0.652	0.885	0.788				
	OI	0.599	0.646	0.767	0.599	0.686			
	TC	0.548	0.820	0.627	0.850	0.605	0.583		
	TE	0.626	0.592	0.866	0.599	0.842	0.679	0.714	
Resident Visitors	A								
	FC	0.784							
	FE	0.830	0.826						
	IC	0.567	0.670	0.632					
	IE	0.594	0.685	0.732	0.798				
	OI	0.668	0.558	0.499	0.492	0.387			
	TC	0.665	0.668	0.679	0.594	0.598	0.540		
	TE	0.678	0.686	0.701	0.549	0.650	0.544	0.742	

4.4.4 Assessment of HOC for Three Groups

Table 4.26 indicates that there are no issues with the convergent validity, as the results show CV values greater than 0.7 (Cheah et al., 2018b) using the redundancy approach. The collinearity check using VIF values also reveals no problems, as all values are less than 0.5 for the complete data, the tourist data and resident visitor data. However, not all the outer weights of the lower-order constructs are found to be significant. To address this, the justification provided by Hair et al. (2022) is used. They state that the assessment of higher-order constructs in Type II (reflective-formative) and Type IV (formative-formative) models of PLS-SEM is flexible.

According to Becker et al.(2022, p.13) ‘With regard to dealing with nonsignificant LOC weights in Type II and IV models, researchers should not automatically interpret this finding as indicative of poor measurement model quality and discard the LOCs from the HOC, since such a step could have adverse consequences for the content validity. Instead of mechanically deleting the LOC with non-significant weights, researchers should assess the LOC’s loading, which is equivalent to its bi-variate correlation with the HOC. This correlation represents the LOC’s absolute contribution and should be larger than 0.50 if the weight is non-significant (Hair et al., 2022)’.

Therefore, we examine the values and significance of the outer loadings according to Becker et al. (2022). The results show that the loadings of the lower-order constructs (LOC) are all significantly above 0.5, with a significance level of 0.000 (Table 4.26), which meet the criteria recommended by Hair et al. (2022). Thus, the higher-order constructs (HOC) of the three groups i.e. total sample, tourists group and resident visitors group have been satisfactorily assessed.

Table 4.26: Assessment of HOC for TS-tr/S1-t/ S1-r

HOC	Dimension	CV	VIF	OL	<i>p</i> -value
C	TC	0.837/0.916 /0.798	2.114/3.141/1.739	0.832/0.824/0.819	0.000/0.000/0.000
	IC		2.305/4.289/1.764	0.823/0.918/0.741	0.000/0.000/0.000
	FC		2.552/4.083/2.041	0.967/0.989/0.950	0.000/0.000/0.000
	TE	0.791/0.904 /0.762	2.335/3.452/1.908	0.830/0.815/0.818	0.000/0.000/0.000
	IE		2.560/4.010/2.047	0.832/0.902/0.769	0.000/0.000/0.000
E	FE		2.974/4.833/2.335	0.983/0.994/0.968	0.000/0.000/0.000

4.4.5 Assessment of Model Fit in PLS-SEM

Table 4.27 and Table 4.28 present the Standardized Root Mean Square Residual (SRMR) as a measure of goodness-of-fit for PLS-SEM. The results for both the measurement model and construct model in the complete and split datasets show SRMR scores that are less than the recommended thresholds of 0.10 or 0.08 (Henseler et al., 2014), indicating that all three datasets meet the criteria for a good fit.

Table 4.27: Model Fit using SRMR – Measurement Model

Data Set	SRMR (Saturated and Estimated Model)
Complete (TS-tr)	0.032/0.104
Tourists (S1-t)	0.041/0.123
Resident Visitors (S1-r)	0.044/0.108

Table 4.28: Model Fit using SRMR – Construct Model

Data Set	SRMR (Saturated and Estimated Model)
Complete (TS-tr)	0.042/0.042
Tourists (S1-t)	0.044/0.064
Resident Visitors (S1-r)	0.044/0.048

4.4.6 Measurement Invariance Test Using MICOM

Prior to conducting Multi-Group Analysis (MGA), it is essential to evaluate the measurement invariance between the two groups (tourists and resident visitors) to ensure that the measurements are interpreted similarly across both groups. This aims to ensure that the same attributes are being measured under different conditions of observation and study, as stated by Henseler et al. (2016). The authors developed the measurement invariance of composite models (MICOM) procedure, which relies on the scores of the latent variable that align with the trait of composite modelling in PLSPM. The MICOM procedure consists of three steps: 1) configural invariance; 2) compositional invariance; and 3) equality of composite mean values and variances. Configural invariance was established in this study since the measurement models for both the tourist and resident visitor datasets had the same basic factor structure, including the same number of constructs and items loaded on those constructs (Table 4.29). SmartPLS returns permutation-based confidence intervals that allow determining if a composite has a correlation in Group A and Group B that is significantly lower than one. If this is not the case, the composite does not differ much in both groups and compositional invariance has been established. Compositional invariance was assessed using a permutation test to ensure that the composite scores were equal across the two groups. The results demonstrated that all permutation c-value results ($=1$) fell within the upper and lower bounds of the 99% confidence interval, indicating that compositional invariance was achieved in the research model. Finally, the equality of mean values and variances of the composites was evaluated across the two groups, and some significant differences were observed. However, partial measurement invariance was still established in the study, enabling the conduction of Multi-Group Analysis (MGA) on the relationships involving the latent variables in the research model. Therefore, the various model estimations for tourists

and resident visitors are deemed indistinct concerning the content and meaning of the constructs.

Table 4.29: Measurement In-variance Test using MICOM

Groups	Composites	c value (=1)	Confidence Interval-99%	Permutation p- value	Compositional Invariance
Complete (TS-tr)	A	1.000	[0.999; 1.000]	0.504	Yes
	E	0.971	[0.960; 1.000]	0.039	Yes
	OI	1.000	[1.000; 1.000]	0.343	Yes
	c	0.979	[0.954; 1.000]	0.165	Yes
Tourists (S1-t) vs Resident visitors (S1-r)	Composite	Difference of the composite's mean value (=0)	99% Confidence Interval	Permutation p-value	Equal Mean Values
	A	-0.517	[-0.254;0.246]	0.000	No
	E	-0.000	[-0.253;0.234]	0.999	Yes
	OI	-0.260	[-0.233;0.263]	0.008	No
	c	-0.000	[-0.263;0.227]	1.000	Yes
Tourists (S1-t) vs Residents (S1-r)	Composite	Difference of the composite's variances ratio (=0)	99% Confidence Interval	Permutation p-value	Equal Variances
	A	0.401	[-0.323;0.315]	0.002	No
	E	0.093	[-0.468;0.445]	0.610	Yes
	OI	0.649	[-0.570;0.554]	0.001	No
	C	0.130	[-0.414;0.421]	0.422	Yes

4.4.7 Assessment of Structural Model in Multi-Group Analysis

The research model outlines the causal relationships between the constructs of interest, including the path coefficients and coefficient of determination (R^2 value). The R^2 and path coefficients (beta and significance) demonstrate that the data supports the proposed hypothesis (Hair et al., 2017). To estimate the significance of the path coefficients, a bootstrapping method with a re-sampling of 5000 was used (Hair et al., 2017). The path coefficients for the complete and split datasets can be found in Table 4.30.

Looking at the results, all assumes are found to be significant in all three datasets. First, the results of H1 (C $\rightarrow$ OI) in full data set ($\beta = 0.614, p < 0.00$); tourist data set ($\beta = 0.481, p < 0.000$); and resident visitor data set ($\beta = 0.345, p < 0.000$) support the first hypothesis. Second, results of H2 (A $\rightarrow$ OI) in full data set ($\beta = 0.336, p < 0.000$), tourist data set ($\beta = 0.279, p < 0.000$) and resident visitor data set ($\beta = 0.356, p < 0.000$) support the second hypothesis. In terms of R^2 value for the overall image construct, it indicates that 44.5% of the variance in overall image can be explained by both cognition and affection in full data set, while the tourist data explained 47% and resident visitor data explained 42.1%.

Third, the results of the analysis of H3 (C $\rightarrow$ A) in the full data set (with a beta coefficient of 0.632 and a p -value of less than 0.000), as well as in the tourist data set (beta coefficient of 0.222 and p -value of less than 0.000) and resident visitor data set (beta coefficient of 0.299 and p -value of less than 0.000), provide support for the third hypothesis.

Fourth, the results of the analysis of H5 (E $\rightarrow$ A) in the full data set (beta coefficient of 0.478 and p -value of less than 0.000), as well as in the tourist data set (beta coefficient of 0.494 and p -value of less than 0.000), and the resident visitor data set (beta coefficient of 0.484 and p -value of less than 0.000), provide support for the fifth hypothesis. The R^2 value indicates that 48% of the variance in affection can be explained by both cognition and experience quality in the full data set, while the tourist data set explained 46% and the resident visitor data set explained 57.3%.

Fifth, the results of the analysis of H4 (C $\rightarrow$ E) in the full data set (beta coefficient of 0.806 and p -value of less than 0.000), as well as in the tourist data set (beta coefficient of 0.760 and p -value of less than 0.000), and the resident visitor data set (beta coefficient of 0.860 and p -value of less than 0.000), provide support for the fourth hypothesis. The R^2

value indicates that the effect of cognition on the variance of experience quality can be ranked as follows: resident visitor data set (73.9%), followed by the full data set (65%), and finally, the tourist data set (57.7%). Lastly, the results of H6 (C $\rightarrow$ E $\rightarrow$ A) in the full data set (beta coefficient of 0.385 and p -value of less than 0.000), tourist data set (beta coefficient of 0.376 and p -value of less than 0.000), and resident visitor data set (beta coefficient of 0.4169 and p -value of less than 0.000) also provide support for the sixth hypothesis, which states that experience quality mediates cognition and affection.

This research also investigated the predictive relevance (Q^2) of the path model using the blindfolding procedure (Kline, 2016). The blindfolding procedure is a re-sampling approach that systematically hides and predicts every data point of the indicators in the reflective measurement model of endogenous constructs. The objective is to examine the difference between the original values and the predicted values, with small prediction errors indicating a high predictive quality for the path model (Kline, 2016). The results, displayed in Table 4.30, show that all Q^2 values are greater than zero, indicating the predictive relevance of the model (Kline, 2016).

Additionally, the effect size of the predictor constructs was evaluated using Cohen's f^2 procedure (Cohen, 1988). The f^2 score is a measure that assesses the relative impact of a predictor construct on an endogenous construct (Cohen, 1988), with values of 0.02, 0.15, and 0.35 considered as small, medium, and large effect sizes, respectively. As shown in Table 4.30, the f^2 scores for cognition and affection in the overall image construct indicate a pattern: affection shows small effect sizes in the full data set (0.122), tourist data set (0.095), and resident visitor data set (0.107), while cognition shows a medium effect size in the full data set (0.174) and tourist data set (0.281) and a small effect size in the resident visitor data

set (0.100). Thus, the destination operator of Qingzhou should prioritize efforts to enhance cognition over affection in order to improve the overall image of the destination.

Where else, in the affection construct, the f^2 scores of C->A in all the three datasets turn out to be small effect size (0.041, 0.039, 0.055) and f^2 scores of E ->A shows media effect size for full data set and tourist data set (0.154, 0.191) while that of resident visitor data set turns to be small effect size with a 0.143, which is yet larger than that of C->A in resident visitor data (0.55). Overall, under construct of affection, effect size of experience quality was estimated to be larger than that of cognition. In construct E, f^2 value of C indicates large effect size for all the three datasets (1.855, 1.366, 2.837). To be specific, resident visitors' effect size of C under the construct E is greatly larger than that of tourists.

Table 4.30: Result for the Hypothesis

		Original sample	STDEV	<i>t</i> statistics	<i>p</i> values	Confidence Interval Bias Corrected		Decision	VIF	R ²	Q ²	f ²
						LB	UB					
Complete	H1 C -> OI	0.614	0.038	16.047	0	0.533	0.684	Supported	1.666	0.445	0.368	0.174
	H2 A -> OI	0.336	0.046	7.38	0	0.247	0.425	Supported	1.666	0.445	0.368	0.122
	H3 C -> A	0.632	0.032	19.677	0	0.567	0.691	Supported	2.855	0.480	0.393	0.041
	H4 C -> E	0.806	0.03	26.462	0	0.740	0.860	Supported	1.000	0.650	0.638	1.855
	H5 E -> A	0.478	0.065	7.37	0	0.342	0.601	Supported	2.855	0.480	0.393	0.154
	C -> E -> A	0.385	0.057	6.728	0	0.274	0.501	Supported				
Tourists	C -> OI	0.648	0.056	11.627	0	0.527	0.746	Supported	1.555	0.470	0.395	0.281
	A -> OI	0.279	0.067	4.188	0	0.151	0.412	Supported	1.555	0.470	0.395	0.095
	C -> A	0.597	0.048	12.400	0.000	0.492	0.682	Supported	2.366	0.460	0.340	0.039
	C -> E	0.760	0.050	15.336	0	0.652	0.846	Supported	1.000	0.577	0.547	1.366
	E -> A	0.494	0.076	6.531	0	0.345	0.640	Supported	2.366	0.460	0.340	0.191
	C -> E -> A	0.376	0.066	5.681	0	0.253	0.515	Supported				
Resident visitors	C -> OI	0.599	0.086	12.884	0	0.495	0.678	Supported	2.048	0.421	0.340	0.100
	A -> OI	0.356	0.088	4.060	0	0.188	0.530	Supported	2.048	0.421	0.340	0.107
	C -> A	0.715	0.104	17.346	0.004	0.621	0.785	Supported	3.837	0.573	0.494	0.055
	C -> E	0.860	0.031	28.092	0	0.785	0.907	Supported	1.000	0.739	0.724	2.837
	E -> A	0.484	0.111	4.357	0	0.260	0.699	Supported	3.837	0.573	0.494	0.143
	C -> E -> A	0.416	0.097	4.29	0	0.230	0.615	Supported				

4.4.8 Assessment of Group Differences

The study used the Omnibus Test of Group (OTG) developed by Sarstedt et al. (2011) to evaluate the equality of path coefficients across the two samples (S1-t and S1-r). This approach combines bootstrapping with permutation testing and mimics an overall F-test. It maintains the type I error level specified by the researcher, such as the family-wise error rate, and delivers an acceptable level of statistical power without relying on distributional assumptions. The results of the analysis indicated that the null hypothesis, which postulates that the five relation batches (path coefficients/specific indirect effect) are equal across the two groups, cannot be rejected. Specifically, there were no significant differences in path coefficients between the two groups of stakeholders. The tourist group did not have significantly larger path coefficients (C → OI; E → A) than the resident visitor group, and vice versa, the resident visitor group did not have significantly larger path coefficients/specific indirect effect (A → OI; C → A; C → E; C → E → A) than the tourist group. These findings suggest that there are no significant differences in the path coefficients between the two groups of stakeholders. The results indicate that the measurement model is invariant, and the structural relationships between the latent variables are equivalent across both groups.

Table 4.31: Multi-group Comparison Test Results

Relationships	Difference (Tourists-resident visitors)	Two-tailed /one tailed (Tourists-Resident visitors) <i>p</i> value	Decision
H1 C → OI	0.049 (0.648-0.599)	0.218/0.109	supported
H2 A → OI	-0.077 (0.279-0.356)	0.484/0.758	supported
H3 C → A	-0.118 (0.597-0.715)	0.547/0.726	supported
H4 C → E	-0.1 (0.760-0.860)	0.086/0.957	supported
H5 E → A	0.01 (0.494-0.484)	0.947/0.473	supported
H6 C → E → A	-0.041 (0.376-0.416)	0.718/0.641	supported

4.5 IPMA Analysis for the Tourists and Resident Visitors using S1-t and S1-r

The use of IPMA assessment in extending the findings of basic PLS-SEM outcomes is highly valuable. By using the latent variable scores, IPMA can be used to develop four quadrants based on the importance-X axis and performance-Y axis. Henseler (2021) suggests that the IPMA map for a construct is always divided into four areas depending on the mean values of importance and performance. Specifically, IPMA allows for a comparison of the total effects, which indicates the importance of predecessor constructs in forming a target construct, with the average scores of latent variables that represent their performance. The main aim is to identify the predecessors that have high importance for a target construct (i.e., have strong total effect), but also have low performance (i.e., relatively low average score of latent variables) (Ringle & Sarstedt, 2016).

The division of the map into quadrants was based on the average importance and performance scores, as suggested by Ringle and Sarstedt (2016) and Cheah et al. (2020). Quadrant 1 (Q1) covering variables that are both important and perform well is the top right quadrant. Quadrant 2 (Q2) includes indicators which are slightly important but perform well. Quadrant 3 (Q3) consists of attributes of low priority in terms of performance and importance. Finally, focus should be paid on the Quadrant 4 (Q4), which comprises indicators extremely important but poorly performed (Cheah et al., 2020).

4.5.1 Assessment of Four Importance-Performance Quadrants

The IPMA allows us to identify variables in the four zones, especially the variables that are both important for a target construct and perform poorly, as they fall in the bottom left quadrant, i.e. Q4. based on the latent variable values created in a two stage approach in

PLS-SEM (Hair et al., 2017), this study carried out the IPMA analysis from at the construct level as well as a IPMA analysis at the indicator level.

At the construct level, the mean of the importance scores of the predecessor constructs i. e. cognition, experience quality and affection in forming the target construct of overall image are 0.358 and 0.370 for tourists (S1-t) and resident visitors (S1-r), respectively (Table 4.32); while the mean performance scores for these three components are 86.750 and 87.946 for tourists (S1-t) and resident visitors (S1-r), respectively (Table 4.32). The importance scores of the predecessor constructs i. e. cognition, experience quality and affection in forming the target construct of overall image and the performance scores of these three components for tourists group as well as resident visitors group will be located in the importance-performance map (IPMA) (Figure 4.1 for tourists and Figure 4.2 for resident visitors).

Table 4.32: Performance of Predecessor Constructs for Tourists and Resident Visitors

Predecessor construct	Total effect (S1-t/S1-r)	Performance (S1-t/S1-r)
A	0.293/0.358	71.898/80.172
C	0.640/0.601	79.452/80.065
E	0.141/0.151	83.925/78.363
Mean	0.358/0.370	78.425/79.533
OI		86.750/87.946

At construct level, no variable for both groups can be found in Q4 with high importance but low performance; it indicates no significant variable is not well performed. In other words, the well perceived variable are well performed from the stand of tourists and resident visitors. Q1, converse zone of Q4, gets cognition for both groups as an important construct and which is well performed in the visitors' eyes (Figure 4.1; Figure 4.2). Whatever

well performed or not, variables in Q1 and Q4 are valued by visitors. However, Q2 and Q3 cover the not important variables, whether they are well performed or not. Experience quality for tourists is located in Q2, showing experience quality's low importance but well performance (Figure 4.1); while for resident visitors, it is affection that is slightly not important but well performed in Q2 (Figure 4.2). Conversely, affection for tourists and experience quality for resident visitors are found in Q3, low importance and low performance. Hence, cognition is a valued variable with well performance by both groups; whereas affection and experience quality are less important than cognition.

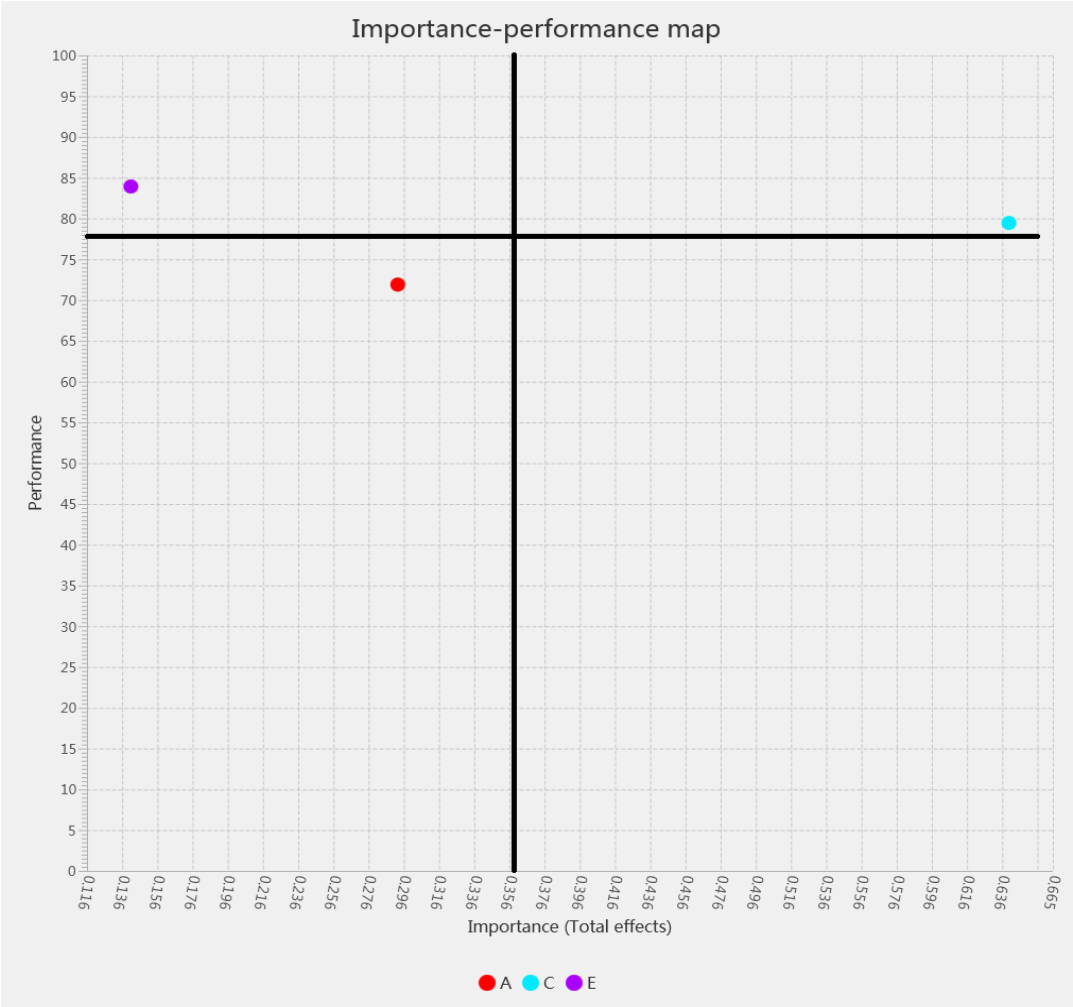


Figure 4.1: Importance-Performance Map of Tourists at Construct Level

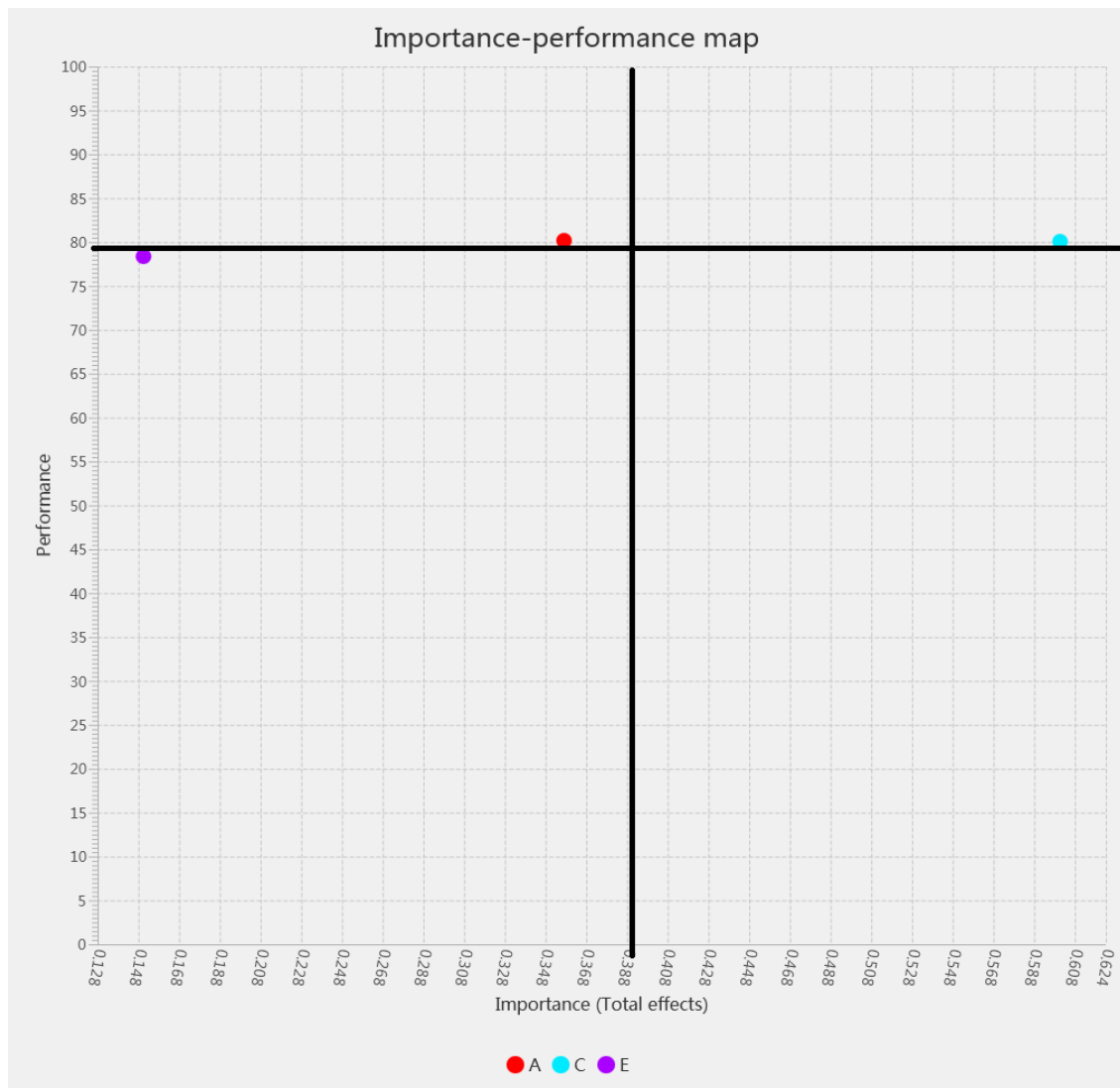


Figure 4.2: Importance-Performance Map of Resident Visitors

To go a further step to the indicator level, total effects or importance scores and performance scores can be found in Table 4.33. The average value of total effect is 0.129 and 0.144 for tourists and resident visitors respectively while average performance for tourists and resident visitors is 78.262 and 79.629, respectively (Table 4.33). In this way, IPMA maps for the two groups are formed (Figure 4.3 and Figure 4.4).

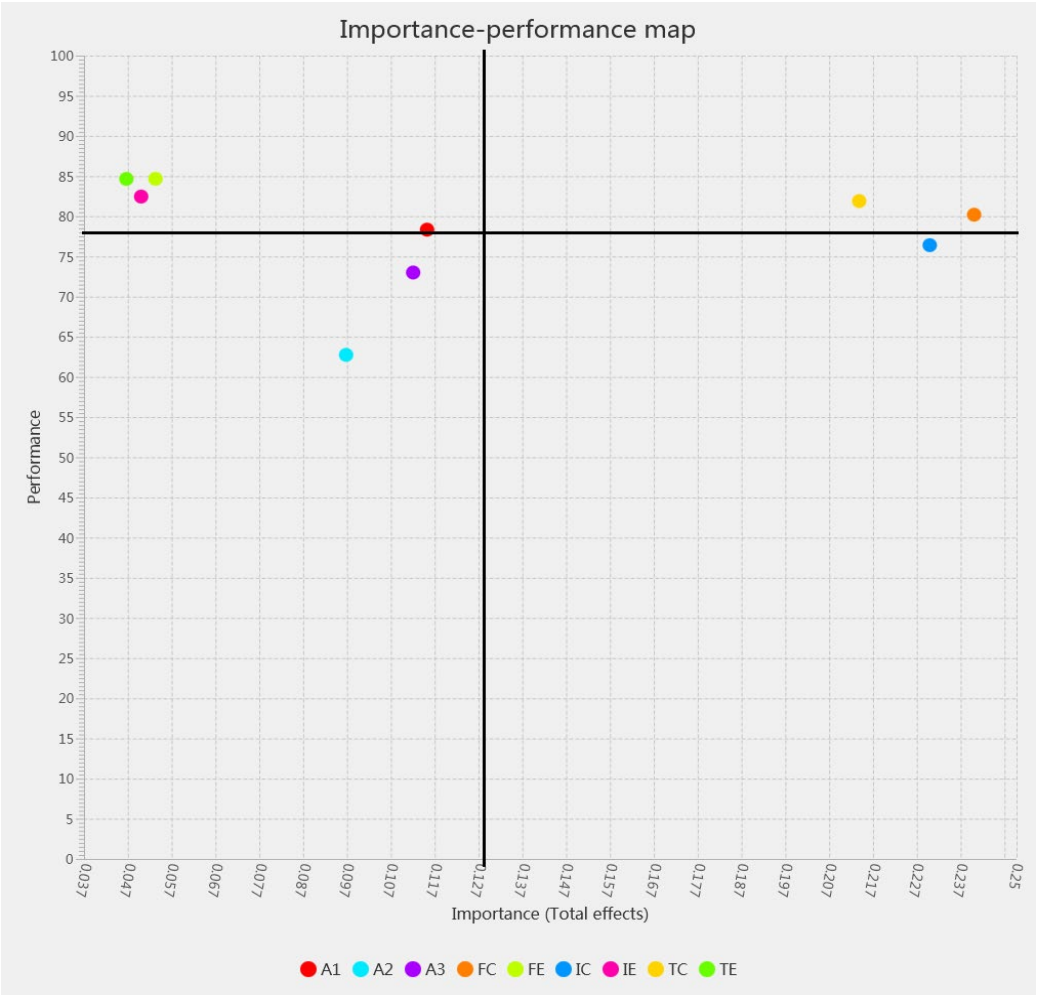
Table 4.33: Performance of Predecessor Constructs for Tourists and Resident Visitors

Predecessor construct	Total effect (S1-t/S1-r)	Performance (S1-t/S1-r)
A1 (amazing)	0.115/0.143	78.333/77.860
A2 (joyful)	0.097/0.134	62.750/85.609
A3 (lovely)	0.112/0.142	73.000/77.306
FC	0.240/0.260	80.196/78.415
FE	0.053/0.064	84.666/77.368
IC	0.230/0.213	76.405/83.518
IE	0.050/0.053	82.456/77.067
TC	0.214/0.228	81.894/78.725
TE	0.047/0.055	84.654/80.791
Mean value	0.129/0.144	78.262/79.629

Compared with that of the construct level, the stories are more complicated at the indicator level for both groups (Figure 4.3 and Figure 4.4). Q4 is the prioritized quadrant where IC for tourists and TC and FC for resident visitors can be found. It shows intangible attraction cognition is importantly valued but not well performed in tourists' eyes while tangible attraction cognition and facilitation supply cognition is greatly valued by resident visitors with no well performance. Conversely, in Q1, lie FC and TC for tourists and IC for resident visitors, indicating high importance and high performance for these indicators. Thus, the important indicators cover IC, FC, TC for both tourists and for resident visitors, and among them, IC for tourists and TC and FC for resident visitors should be given priority in their performance by considering the standviews of visitors.

Except for the three important ones such as IC, FC and TC, the other six indicators namely A1 (amazing or not), A2 (joyful or not), A3 (lovely or not), IE, FE and TE for both groups are slightly not important in visitors' eyes, whatever they are performed well or not.

To be specific, tourists group has four latent variables such as FE, TE, IE and A1 while the resident visitors group has TE and A2 in Q2. While efforts have been made to improve the performance of these indicators, they are not highly valued by tourists and resident visitors. In particular, TE is not valued by both groups although it is well performed. In Q3 lie the indicators with low priority in terms of performance and importance such as A3 and A2 for tourists and A1, A3, IE and FE for resident visitors, which need no well performance from the view of visitors.



Note: A1, amazing or not; A2, joyful or not; A3, lovely or not.

Figure 4.3: Importance-Performance Map of Tourists at Indicator Level

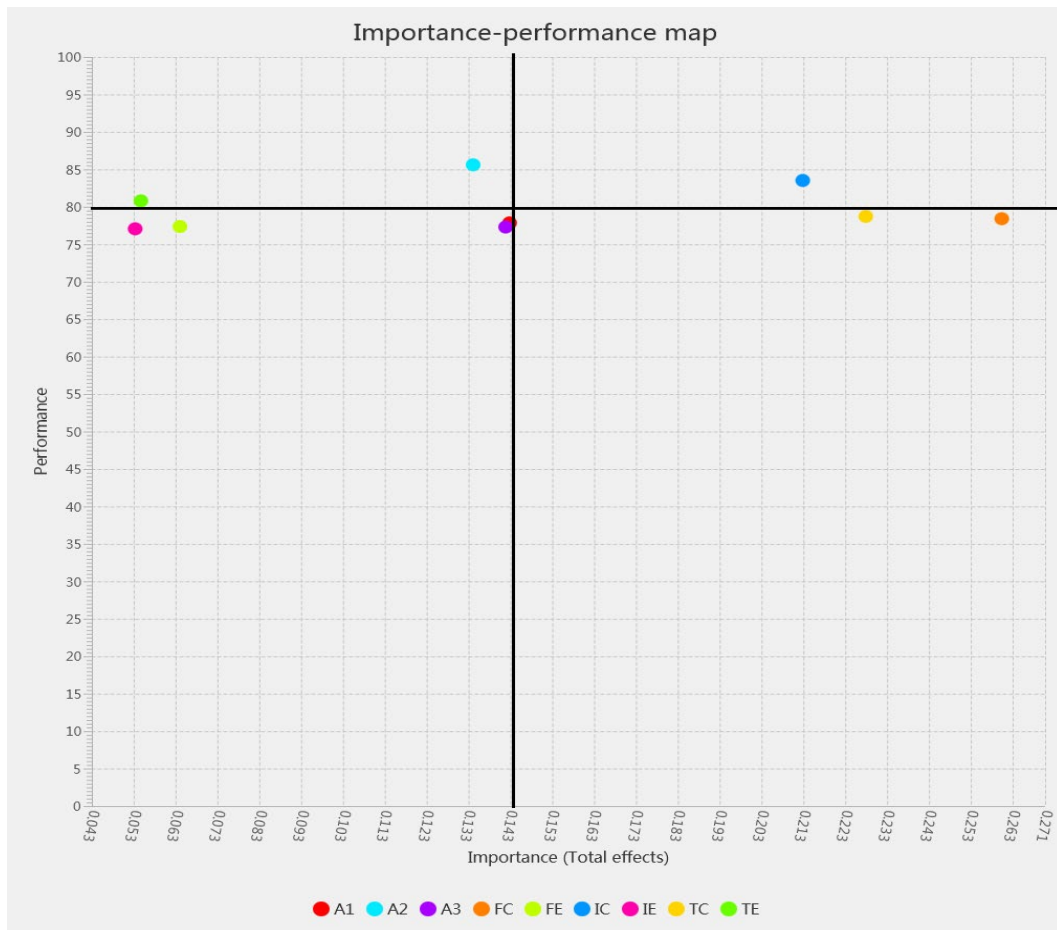


Figure 4.4: Importance-Performance Map of Resident Visitors at Indicator Level

4.5.2 Comparison across the Two Groups of the Importance and Performance

Overall, the performance value of the target construct of overall image of Qingzhou for tourists is 86.750 and that of resident visitors is 87.946, indicating room for improvement in the future (Table 4.32). At the construct level, there is cognition with importance and well performance in Q1 for both groups, and there is no variable can be found to be prioritized for the improvement of performance of what are valued by the two groups in Q4. It can be concluded what are valued by the two groups are well performed by the destination in the eyes of visitors. Experience quality and affection are not greatly valued by the two groups while experience quality is well performed for tourists and affection is well performed for

resident visitors (Figure 4.1; Figure 4.2); it indicates that the destination of Qingzhou may put unnecessary effort on the improvement of performance of what are not valued by visitors.

At the indicator level, both groups valued IC, TC and FC a lot (Figure 4.3 and Figure 4.4). The importance mean value for tourists is lower than that of resident visitors (0.129 for tourists vs 0.144 for resident visitors). The importance scores for tourists tend to be more concentrated, with a standard deviation of 0.193 compared to 0.207 for resident visitors. The minimum importance score for tourists is 0.047, while the minimum for resident visitors is 0.053. The maximum importance score for tourists is 0.240, and for resident visitors, it is 0.260 (Table 4.34). Therefore, both the minimum and maximum importance scores for tourists are lower than those of resident visitors. On the whole, tourists are more concentrated and demanding than resident visitors as for the importance of indicators.

The performance mean value for resident visitors is slightly higher than that of tourists, i.e. 78.262 for tourists vs 79.626 for resident visitors (Table 4.33). Overall, tourists view six indicators i.e. A1, TC, FC, TE, FE, and IE as well performed items whereas resident visitors view three indicators such as TE, IC, and A2 as well performed items (Figure 4.3 and Figure 4.4). This means tourists view more items as well performed compared to resident visitors. The highest performance score for tourists and resident visitors is 84.666 and 85.609 respectively and the lowest performance score for tourists and resident visitors is 62.750 and 77.067 respectively; both the minimum and maximum performance scores for tourists are lower than those of resident visitors. It indicates tourists are more demanding compared with resident visitors as for the performance. Additionally, tourists have a larger range for performance, 21.916, around the mean value of 78.262, with a standard deviation of 6.966 (Table 4.34). Compared with resident visitors, tourists are generally more demanding and

dispersed for the performance of indicators although more indicators are rated by the companionable tourists as well performed.

Table 4.34: Description of Importance and Performance-Tourists and Resident Visitors

	Importance of tourists	Importance of resident visitors	Performance of tourists	Performance of resident visitors
Mean	0.129	0.144	78.262	79.629
Std. Error of Mean	0.026	0.026	2.322	1.019
Median	0.112	0.142	80.196	78.415
Std. Deviation	0.079	0.077	6.966	3.056
Variance	0.006	0.006	48.519	9.341
Range	0.193	0.207	21.916	8.542
Minimum	0.047	0.053	62.750	77.067
Maximum	0.240	0.260	84.666	85.609

4.6 Chapter Summary

The proposed framework was tested for its validity for the tourists as well as resident visitors. The six hypothesis such as H1: cognition positively influence overall image; H2: affection positively influence overall image; H3: cognition positively influence affection; H4: cognition positively influence experience quality; H5: experience quality positively influence affection; H6 experience quality mediates cognition and affection are all satisfactorily confirmed or verified for both of tourists and resident visitors. Moreover, the multi-group analysis showed that the proposed framework can be applied effectively across both groups. The followed IPMA analysis revealed that the indicators identified in the proposed framework need to be prioritized by the local operator of Qingzhou, which highlights the framework's usefulness as a tool for improving tourism services.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

Above all, this chapter presents the study's recapitulation. Then, it draws to the discussion of findings in seven sections. Firstly, it supports the relationships between cognition, affection, and overall image in literature. However, the magnitudes of the relationships between the constructs varied and the dimensions of destination image were found to be distinct from those portrayed in literature. Secondly, the mediating role of experience quality between cognition and affection are considered to be unquestionable. Thirdly, the measurement model and structural model were juxtaposed across two groups of tourists and resident visitors although there are different magnitudes of the relationships across the two groups. Fourth, different items were found to have varying levels of importance and performance. And the items' importance and performance differed across the two groups. This chapter also highlights the research implications of the study, which include theoretical, methodological, and practical implications. In addition, it acknowledges the limitations of the study and provides suggestions for future research.

5.2 Study Recapitulation

During an era of experience economy, it is necessary for the tourism destination to investigate its image perception by considering the quality of experience by consumers such as tourists and resident visitors. Most destinations with no world-wide outstanding attractions should go market directed approach, in other words, it should take consideration of the demanding side's needs and wants, especially from the tourists' and resident visitors' perspectives. Taking Qingzhou, China, as a case, this study empirically tested the cognition-

affection-overall image model by Bagozzi and Burnkrant (1979; 1985) and it also highlighted the proposed mediating role of experience quality between cognition component and affection component since resident visitors as well as tourists will pay more attention to what their afterwards feelings to be favourable or not in our era. The proposed six hypothesis H1-H6 are all satisfactorily confirmed in the two groups. Accordingly, the first research question: how does the destination image of Qingzhou work based on the well accepted cognition-affection-overall image model? was answered based on H1, H2 and H3. The second research question: can experience quality influence destination image of Qingzhou through mediating relationship between cognition and affection? was also answered based on H4 and H5 as well as the specific examination of mediating role of experience quality between cognition and affection, i.e. H6. In addition, multi-group analysis indicated that the improved model of destination image can possibly applied across tourists and resident visitors and the third research question was thus answered: does the proposed conceptual framework effectively explain destination image of Qingzhou from the perspective of tourists and resident visitors? Still, the study adopted importance-performance analysis and made handy practical guidance for the prioritized indicators of destination image perception for the destination operators; in this way, answer was found for the fourth research question: what are the areas of improvement that destination operator should address?

Overall, the results of the data analysis and discussion support the use of the proposed framework as a valuable tool for enhancing the visitor experience and destination image perception in Qingzhou. By prioritizing the key indicators identified in the framework, local operators can create a more satisfying and memorable image for both tourists and resident visitors. However, it is worth noting that there were some differences between the results of this study and those reported in the literature regarding the relationships in the constructs.

Additionally, the study found differences in the magnitudes of the constructs' relationships and the importance and performance of the indicators for the two groups.

5.3 Discussion of Findings

Based on the evidence provided by the data and the statistical tests in Chapter Four, the conclusions of this quantitative study are stated. The conclusions summarize the findings of the study and answers the research questions.

5.3.1 Relationships between Cognition, Affection, and Destination Image are Supported as in the Literature

This empirical study in Qingzhou, China, found that both cognition and affection have a positive influence on the image of the destination for tourists and resident visitors, and this was confirmed through statistical testing. Thus, the first and second hypotheses are verified. The third hypothesis i.e. positive direct effects of cognition to affection, is apparently verified as well in this study. Therefore, the study support the existing literature's conceptual framework that suggests a positive relationship between cognition and affection, which in turn positively influence the image of the destination (Bagozzi & Burnkrant, 1979; Bagozzi & Burnkrant, 1985; Beerli & Martin, 2004, Wang & Huang, 2010, Qu et al., 2011, Styliadis et al., 2017). Meanwhile, it clarified the way of destination image perception in Qingzhou based on the analysis of the relationships between cognition, affection, and destination image by following Bagozzi & Burnkrant (1979; 1985). In this way, the first question 'How does the destination image of Qingzhou work based on the well accepted cognition-affection-overall image model' was answered and the first objective of this study is met as proposed 'To empirically examine the cognition - affection - destination image model in Qingzhou.'

It is noteworthy that the path coefficient of cognition to destination image is apparently greater than that of affection to destination image, which is unlike the studies conducted by Wang and Huang (2010) and Styliadis et al. (2017), where the latter path coefficient is greater than that of the former; the reason may possibly be that the mediating role of experience quality decrease the path coefficient of affection to destination image. The reason may also be possible that the Qingzhou city is an emerging destination compared with the other destinations in the different stage of life cycle. It seems to be confirmed in this study that cognition, as the belief of attributes of destination image, is very essential in the framework.

Meanwhile, this study revealed different dimensions of destination image with literature. Empirical studies often focus on well-established, large or mid-sized cities, but this study explores the emerging destination of Qingzhou in mainland China. The study identifies three dimensions that contribute to the cognitive image and experience quality: facilitation, intangible attraction, and tangible attraction. While previous studies (Beerli & Martí'n, 2004) have examined more specific segments such as the natural resources, the general infrastructure, the tourist infrastructure, the tourist leisure and recreation, the culture, history and art, the politics and economic factors, the natural environment, the social environment, the atmosphere of the place, our findings show that facilitation is a greatly inclusive dimension which encompasses 16 attributes. And these 16 attributes could not be further differentiated by visitors in the emerging destination of Qingzhou. Therefore, it is worth noting that the attributes of destination image perception vary widely and are not easily comparable or generalizable, as previous literature has also pointed out (Beerli & Martin, 2004; Styliadis et al., 2017).

5.3.2 Mediating Role of Experience Quality between Cognition and Affection is Unquestionable

This study reveals that cognition directly influence experience quality and experience quality directly influence affection, showing the fourth and fifth hypotheses are both supported. Meanwhile, the sixth hypothesis, i.e. the relationship between cognition and affection, is partially mediated by experience quality. While experience quality plays a mediating role in the relationship between cognition and affection, there is still a direct effect of cognition on affection. Specifically, the study finds that the experience quality of the facilitation and tangible attraction dimensions mediates the relationship between cognition and affection, with facilitation having a stronger mediating effect than tangible attraction. However, the experience quality of the intangible attraction dimension does not significantly mediate the relationship between cognition and affection. This suggests that visitors may not effectively experience intangible attractions, which may explain why they do not stimulate affection as effectively. Overall, experience quality serves as a mediator between cognition and affection, but the extent of its mediating effects varies across the three dimensions, which answered the second question listed in the first chapter, ‘Can experience quality influence destination image of Qingzhou through mediating relationship between cognition and affection’ and met the second object as ‘To investigate the influence of experience quality on destination image through mediating relationship between cognition and affection in the case of Qingzhou.’.

By focusing on enhancing the quality of facilitation and tangible attractions, managers can help to improve the overall visitor experience and stimulate greater levels of affection. Additionally, efforts to more effectively promote and highlight intangible attractions may help to improve their experience quality and in turn, increase their ability to

stimulate affection. Ultimately, by taking a holistic approach to enhancing the visitor experience across all three dimensions, destination managers can help to foster stronger emotional connections between visitors and their destination, driving greater levels of repeat visitation and positive word-of-mouth.

5.3.3 Juxtaposition of the Measurement Model and Construct Model across Tourist and Resident Visitors

Results showed 1) both groups of tourists and resident visitors can be measured with the same frame, since there are the same four components which are reflected by the same dimensions and/or the same measuring items. 2) Additionally, the nature of the relationships between the constructs of the integrated image model did not appear to change in the two groups. The result revealed that cognitive image and affective image are both important antecedents of destination image. They are in conformity to existing studies which verified positive link between the cognition and overall image (Qu et al., 2011; Stylidis et al., 2017) and between affection and overall image (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Qu et al. 2011; Stylidis et al., 2017). Meanwhile, cognition was tested to positively influence affection, which is in line with the results by Lin et al. (2007); Wang and Huang (2010) and Stylidis et al.(2017). It should be emphasized that the experience quality introduced into the model is assured to be a mediator of the relationship between the cognitive component and affective component, which is very lately in the studies of destination image. Thus, the third question as ‘Does the proposed conceptual framework effectively explain destination image of Qingzhou from the perspective of tourists and resident visitors?’ is successfully answered and the third object, ‘To examine the effectiveness of the proposed conceptual framework in explaining destination image of Qingzhou from the perspective of tourists and resident visitors.’ is achieved.

Although the proposed model can be applied to the two groups with no significant difference, we yet found the magnitudes of the relationships across the two groups vary. For example, in the multi-group analysis (Table 4.31) we found tourists have larger positive relationships between cognition to overall image and between experience quality to affection than that of resident visitors. It reveals tourists rely more on the cognition to form the overall image of a certain destination than the resident visitors. Besides, during the on-site experience, the evaluation of a certain attribute experienced by the tourists will influence the overall feeling of the destination more than that of resident visitors. The reason may be that the non-resident tourists are not as closely attached to the destination and be informed of the localities as the resident visitors, and they will depend more on the cognition of the objects and the experience of the objective attributes to evolve the overall image and affection respectively. Reversely, resident visitors achieve larger positive relationships between affection to overall image, cognition to affection, cognition to experience quality, and the mediating effect of experience quality between cognition and affection. It shows cognition' positive influence on the overall image of resident visitors will be less than that of tourists, in other words, the cognition' positive indirect influence of resident visitors plays more than that of tourists. To a further step, the resident visitors' destination image and the affection will not easily and directly emerge from beliefs of the attributes as tourists, the resident visitors will have more streams of thoughts before achieve the overall image of the destination.

5.3.4 Areas of Improvement that Destination Operator Should Address

The key target construct overall image has a performance score of 86.750/87.946 (Table 4.32) on a scale from 0 to 100 for tourists/resident visitors; therefore, the overall

performance of destination image of Qingzhou is well, however there is still room for enhancement in the future work of Qingzhou.

The resulted IPMA map for the constructs can be split into four parts with different strategy ‘keep up’/ Q1, ‘education’/ Q2, ‘no change’ /Q3 and ‘do better’ /Q4 (Hsu, 2008; Ringle & Sarstedt, 2016; Cheah et al., 2020). In Q1, activities should be taken by the operators in Qingzhou to maintain or even increase the performance level of C and IC of tourists and C, TC and FC of resident visitors and C at the construct level should be the priority of ‘keep up’ since it goes into Q1 zones of both groups. In Q2, active and persuasive education on importance of four items E, FE, TE, IE, A1. of tourists should be taken to turn them into sources of competitive advantage (Hsu, 2008). Besides, local operators in Qingzhou should enhance the value of A, A2 and TE perceived by resident visitors. Particularly speaking, TE is the top priority of the education work for the destination since TE appears in the Q2 zone for both groups. In Q3 zone, A, A3 and A2 for tourists and E, A1, A3, IE and FE for resident visitors in the low prioritized items in future work and few practices should be taken by the managers in destination of Qingzhou. A3 can be found in Q3 zones of both groups therefore it should be give priority in the future work of ‘no change’. In Q4, a prioritized zone, IC for tourists and TC and FC for resident visitors are of primary interest of the destination of Qingzhou. Local operators should strive to achieve strong improvements in these indicators for the improving of overall image.

Overall, the tourists are more demanding for the importance and performance (refer to 4.5). However, the story varies as for the importance and performance of the two groups in four zones. For example, resident visitors are more demanding for the well performed items in the first and second quadrants than tourists in terms of the performance since they

valued less items (three indicators: A2, TE and IC) in the two quadrants than tourists (six items: A1, FE, TE, IE, FC and TC). It reveals that the resident visitors greatly hope the destination of Qingzhou, the place where they live and work, can perform well in the tourism field, although things did not turn out the way they want. Operators in the destination of Qingzhou should feel empathy with resident visitors and involve them in destination image building in a better way. Reversely tourists are harsher for the performance in the third and fourth quadrants than resident visitors since fewer items can be found in these two zones than that of resident visitors (A2, A3 and IC for tourists VS A1, A3, IE, FE, TC and FC for resident visitors). It reveals the tourists tend to endure no bad performance on the transaction level or in a purchase since a visit is financial consuming and time consuming. What's more, resident visitors' performance score dotted align the average performance, while tourists' performance scores are more dispersed. The reason is that resident visitors will be not as sensible of the performance by the provider as a local dweller, while tourists will be more emotional and allergic. Destination operators in Qingzhou should emphasize the importance of plugging the holes to keep the destination well perceived by tourists.

Both groups value same three items for importance such as IC, FC and TC, which is much lesser than the not valued ones such as A1, A2, A3, FE, TE and IE. Therefore, resident visitors as well as tourists should be better educated to make them more aware of values of the indicators and subsequently their values of the indicators will be aligned better. In addition, resident visitors is slightly more demanding for the importance in Q1 and Q4. In this way, it can be inferred that the resident visitors in the destination of Qingzhou are more attached to the destination and they generally more familiar with the destination and know deeper than the counter part of tourists, thus they tend not to value a lot on the indicators.

As a result, the fourth question of ‘What are the areas of improvement that destination operator should address?’ is answered in this study; and accordingly, the fourth objective of ‘To recommend areas of improvements for destination operator in Qingzhou in order to enhance the destination image of Qingzhou.’ is attained.

5.4 Research Implications

This research can make the world better since it attained the theoretical/empirical, and methodological implications. Also, it will guide the managerial practice in destination image field.

5.4.1 Theoretical Implications

We summary four theoretical/empirical implications in this study.

First, this study is sprightly based on the cognitive - affective - destination image framework primarily established by Bagozzi and Burnkrant (1979; 1985) and extensively followed (Beerli & Martin, 2004, Wang & Huang, 2010, Qu et al., 2011, Styliadis et al., 2017). It confirms the results from numerous other studies by arguing for the directly positive effect of cognition and affection on the overall image as well the direct positive influence of cognition on affection. Thus, this study verified extensively accepted theory by Bagozzi and Burnkrant (1979; 1985), and asserted the framework can be repeated in different contexts. And it can be the conceptual framework for future studies on destination image to stem from.

Second, it can be inferred that in the formation of destination image, the affection is not always a stronger predictor than cognition. The results indicate the cognitive image or the beliefs and knowledge of attributes of a destination is the most influential variable to form a unique image. And cognitive image imposes stronger effect on overall image than

affection. This finding is yet somewhat in contrary to studies by Bagozzi and Burnkrant (1979; 1985), even by Wang and Huang (2010) and Styliadis et al. (2017), since they revealed a stronger impact of affective evaluation on overall image than that of cognitive evaluation. This finding is supported by Gálvez-Rodríguez et al. (2021), and they stated that the different results possibly due to a fact that in the 21st century information is open to most consumers over the world and the consumers in tourist destination will possess various aspects so as to validate their evaluation. Therefore, magnitudes of the relationships checked by researchers can be different, due to various conditions.

Third, the theoretical implication lies in the empirical conceptual definition and identification of an additional construct (i.e. experience quality) to be added to the existing conceptual framework. In this study, emphasis was placed on considering experience quality as a mediator between cognition and affection. It is satisfactorily verified that experience quality can mediate cognitive image and affective image. In particular, the three dimensions of experience quality are investigated for their mediating roles. This research supports the significance of customer experience quality in the perception of destination image. As mentioned by Chang and Horng (2010), the focus of the service sector has moved from service quality to customer experience quality with the former primarily emphasizing the cognitive aspects and the latter is subjectively evaluated. A mixed approach that includes both the cognitive and emotional elements should be appreciated in the service provider-customer relationship (Klaus & Maklan, 2012).

Fourth, it verified the feasibility of the extension of the theory into a new group of pleasure-seeking consumers (i.e. the resident visitors). As for the resident visitors' destination image, past studies always confuse the local resident as a pleasure-seeking

consumer with residents as the host. In this way, the concentration deviates from the tourism field to city management/governance by considering the complex city image of the residents (Gallarza et al., 2002; Merrilees et al., 2009; Styliadis et al., 2016). In contrast to most resident image studies that have concluded the community attributes in the image study of certain destination. This study focuses exclusively to the pleasure related attributes in the destination image, the proposed model sheds light on the image formation process of non-resident tourists and resident visitors by incorporating pleasure related attributes concerned by the consumers. The integrated destination image model, as developed here, can be applied to resident visitors of a tourist destination apart from tourists. So, they are not controversial with each other as for the relationships among the proposed destination image model.

5.4.2 Methodology Implications

Above all, this study reduced the potential problems through the insightful use of multiple methods. This study did a systematic analysis on the battery of attributes which are adopted from the literature as well as self-created by taking the locality into consideration. To be specific, it first validated the instrument by focus group, in-depth interview, pre-test and pilot test. Then, it ensured the data collection through bias avoid steps. What should be emphasized is the well-designed data analysis which start from the measurement framework development through EFA and CFA, followed with the two-stage approach in PLS-SEM to well examine the validity and reliability of the LOC and HOC, and finally the structural model and hypotheses were checked. This approach can be followed by pertinent studies aiming to construct a scale to measure the multifaceted destination image perception in a specific context.

Then, this study allows the plausibility of experience quality explanations and measurement. Based on the past studies, experience quality was conceptualized as an afterwards appraising of a certain cognitive item through the visiting in the destination. Experience quality was then measured by questioning the afterwards evaluation of an attribute grouped in cognition measurement. In addition, the dimensions of experience quality, after reliability and validity assessment, are satisfactorily verified to be the same and have the same attributes as what comprise cognition for both groups of non-resident tourists and resident visitors. Thus, the measurement frame of experience quality is feasible and there is applicability of this frame across the two groups.

5.4.3 Managerial Implications

Apart from theoretical and methodological contributions, this thesis compared the results to an action standard. To be specific, it indicates the responsive actions which should be taken.

First, it was empirically verified in this study that cognitive image, as the belief of involved attributes, is the original and most essential element in the formation of destination image, and it is stronger than affection in terms of the direct influence on overall image. Therefore, Qingzhou's destination image is principally cognition driven, and the physical attributes should be paid more attention to than the overall emotional appeal in destination image building. To a further step, it sheds light on the importance of facilitation as the dominant dimension in cognition as well as experience quality in the emerging destination of Qingzhou. The unique characteristics of Qingzhou's tourism offerings have important implications for destination marketers and policymakers seeking to enhance the attractiveness of emerging destinations like Qingzhou.

Local operators in Qingzhou should prioritize understanding the cognitive attributes that visitors value most. While destinations in mainland China often focus on highlighting their unique local characteristics to distinguish themselves from similar attractions (Zou, 2019). This local resource directed approach is more suitable for first-class and dominant sites in a certain market. For emerging destinations like Qingzhou, which may lack ‘wonder’ attractions, it is important to go a market directed approach, given the image is a subjectively ‘imagined’ one or a newly interpreted one by various visitors (Fyall et al., 2020). In other words, destination managers in Qingzhou should identify the city’s unique strengths of course, but they must effectively promote them through targeted marketing efforts as well. There is an urgent requirement to integrate the needs and wants of the demand side into the destination image promotion. This can be achieved through conducting market research and gathering feedback from visitors to identify areas for improvement. Overall, by focusing on the visitors’ needs and wants, local operators can effectively promote Qingzhou as an emerging destination with unique offerings that cater to diverse audiences.

Still, the managers should assure a cohesive message conveyed on line and off line. In mainland China, Yang (2012) stated online information followed by relatives and friends, television and radio are the most three influential information channels for travellers. Rheem (2012) similarly dictated the most common source of destination information is the Internet via computer, but particularly in emerging markets, word of mouth (WOM) is very close behind. It is a remarkable fact that many new electronic medias facilitate WOM, specifically the Internet and its bulletin boards, complaint sites, and discussion groups (Chen & Chen, 2020). WOM travels much quicker on the Internet and the use of viral marketing was suggested to encourage the spread of WOM (Chen & Chen, 2020; Jo & Lee, 2021). Based

on this information, the statement suggests that managers in Qingzhou should focus on manipulating online promotion, particularly online word-of-mouth.

Secondly, in the experience era, experience quality has a significant impact on the formation of destination image. Destinations with similar attributes can have vastly different experience quality levels, which mediates the overall image of the destination. As a result, destination practitioners must give serious consideration to experience quality in their efforts to manage and market the destination. Providing a high-quality experience for visitors is crucial for building a strong destination image. Destination managers must focus on ensuring that the services and facilities offered in the city meet or exceed visitors' expectations, with an emphasis on factors such as tourists' contact or interaction with locals and the length of their stay (Beerli & Martin, 2004).

To improve experience quality, it is necessary to offer a qualified and authentic experience for visitors. Strategies such as enriching authenticity (Kim et al., 2019) or making the destination fashionable (Fletcher et al., 2017) can help achieve this. In Qingzhou, destination managers should offer a range of activities to encourage interactions between visitors and locals. Visitors' stays should be prolonged since daily visitors currently dominate the market of Qingzhou (Government of Qingzhou, 2014). It is also important to maintain the originality of the destination's attributes and avoid over-commercializing them. In addition, quality control, technology, etc. can also benefit the enhancement of experience quality in Qingzhou.

Thirdly, since cognition and experience quality greatly influence the formation of the overall image at the structural model, it is important to further examine their dimensions in the reflective model. However, there may be inequalities in the dimensions, and destination

managers must pay attention to these inequalities and maintain a comprehensive and balanced management of the destination image. Our research indicates that the most important dimension for both constructs of cognition and experience quality is facilitation, and therefore, the authorities in Qingzhou should focus on enhancing infrastructure by improving transportation, accommodation, and other necessary facilities to make it easier for visitors to travel to and within the destination. Recent studies have shown that tangible factors and their experience quality largely influence tourists' destination choices (Wang et al., 2021). However, this study found that the tangible attraction dimension under cognition and experience quality was inadequately addressed for both groups. Therefore, policymakers in Qingzhou, an ancient city with abundant tangible heritage, should develop strategies that attach greater importance to tangible elements to increase the destination's attractiveness.

Fourthly, besides tourists, residents are local consumers of attractions which can also benefit the tourism destination image. While tourist arrivals come and go, resident visitors stay settled in the destination. Resident visitors are consistent with the tourists in terms of the nature of the destination image measuring frame and the nature of the relationships between components of the proposed model. In addition, the study helps researchers understand how differences for the magnitude in the components' relationships of the proposed model as well as the components' relationships across two groups. In terms of the importance (total effect) and the performance (average lv score), there are also similarities and unlikeness. From the managerial point of view, resident visitors must not be neglected in destination image building. The results also assist destination practitioners by providing recommendations for the development of different marketing strategies to achieve a suitable positioning for each stakeholder group. In other words, destination image perception is influenced by the experiences and opinions of various stakeholders, including residents,

tourists, businesses, and local authorities. Destination managers in Qingzhou should engage with these stakeholders to gather feedback and incorporate it into their planning and decision-making processes.

Fifthly, IPMA results showed the differences as for the importance and performance across both groups and different strategies are required for the destination image perception of tourists and resident visitors. In addition, the overall performance of destination image of Qingzhou is well, however there is still room for enhancement in the future work of Qingzhou. As for the priority, intangible cognition is what tourists mostly valued with low performance, and tangible cognition and facilitation cognition are what resident visitors valued most while they are not well performed. They are of primary interest of the destination of Qingzhou and local operators should strive to achieve strong improvements in these indicators for the improving of overall image.

In conclusion, effectively reputation management of destination image perception is crucial for the success and growth of an emerging city, and destination managers play a key role in this process in terms of marketing strategies, quality management, stakeholder engagement.

5.5 Limitations and Recommendations

Despite the absorbing findings in this research, several limitations should be acknowledged. First, this present thesis was prescribed to an emerging destination in mainland China, implying a confined generalization of the results. To overcome such limitation, researches in future could move deeper as to include the relatively mature destinations. It was suggested that the destination development lies somewhere of the life cycle. Destination image progress through a five-stage life cycle: co-creation, exploration,

development, stagnation, and decline (Yıldırım, 2021). Thus, it will be interesting for future studies to extend the current model to other contexts based on life cycle theory. Then, it was argued by Sudipta and Babu (2020) that the nature of development of many tourist destinations has altered since the recent socio-political, economic, and technological evolution. Consequently, it would be appealing to conduct comparative studies to investigate the similarities and differences between these studies. In a word, typology of the destination image is in the trend.

Second, although the study provided practitioners with precious insights into strategies on how to achieve reputed destination image on stakeholders of tourists and resident stakeholders, it is subject to the shortcoming of not covering the other stakeholders. It can be expanded into a multi-group comparison (Ting et al., 2019) between among more than resident visitors and tourists. In this way, the destination can manipulate the image in a more effective pattern by taking more stakeholders into consideration.

In addition to understanding customers' expectations, it is also important for Qingzhou to take a proactive approach in managing its destination image perception. This may involve developing and implementing a comprehensive marketing strategy that highlights its unique attributes and differentiates it from its competitors from the supplying side. By developing a compelling destination brand and communicating it effectively, Qingzhou can attract a larger number of visitors and position itself as a premier tourist destination.

Lastly, it is noteworthy to mention the limitation related to the matter of non-probability sampling. Non-probability sampling often relies on convenience or availability of subjects, leading to a biased sample that does not accurately represent the population of

interest. Although there are a brief qualitative survey to explore the questions in this study and purposive sampling techniques such as snow-ball sampling for tourists and a selective face to face sampling for resident visitors in Qingzhou to ensure that the sample is representative of the population in terms of certain characteristics, such as age, gender, or race, there is still selection bias since the subjects may be consciously or unconsciously chosen in a way that skews the results. It cannot be generalized to the whole population (Generalization Limitations). Without a random sampling method, it is not possible to estimate sampling error, making it difficult to assess the reliability of results and to make inferences about the population (no basis for estimating sampling error).

What needs to be emphasized is the ‘irresponsible respondents’, who participates in the survey and provides answers that are not reliable or truthful, due to not paying attention, not understanding the questions, or purposely providing false information. Irresponsible respondents can significantly impact the validity of survey results and must be considered when analysing and interpreting data.

5.6 Chapter Summary

Although past researches have explored destination image, there is still room to be explored. It is noteworthy that the findings in this study are relatively unique. It explores the destination image by employing experience quality as a mediator on the well-established cognitive-affective destination image model. Dimensions developed in this study are yet some different with the existing studies, which indicating the multifaceted nature of destination image. As for the relationships revealed in this study, their magnitudes are different with most results in literature. Furthermore, this study juxtaposed the improved model across two groups of pleasure-seeking consumers in a destination (i.e. tourists and

resident visitors) by conducting MGA. Finally, IPMA analysis in this study presents the location of the involved variables at dimension level and attribute level in a four-quadrant map. And from the IPMA, we can figure a certain indicator's importance and performance scores and its difference with the others; still, there is difference across the two groups as for the indicators' importance and performance.

The implications of this study include the theoretical implication, methodological implication, and practice implication. As for the theoretical implication: first, contrary to most existing studies, this research argued cognition relate more strongly to overall image than that of affection; most importantly, the theoretical implication lies in the verification of experience quality as an mediator of cognitive image and affective image; then it is found there is same nature of the proposed relationships across the two groups; this finding strengthened the adaptability of the destination image model (i.e. measurement model and structural model) from tourists to resident visitors. In addition, the thesis achieved methodological significance: it supplied a systematic flow on how to analyse a mixed set of attributes by involving the adopted and self-created ones; following, it verified the same dimensions which covers the same attributes as for cognition and experience quality; even the alignment of measuring framework of destination image across tourists and resident visitors. For the practical implication: cognition is the far most component followed by experience quality, they should be greatly cared by practitioners in an era when visitors care greatly on experience; it then benefit the practitioners by providing a guide for them to take the various magnitudes of relationships of structural model and measurement model into consideration; lastly, the managers in a destination should not neglect the resident visitors in sustainable tourism development, since they make an essential group of pleasure seeking consumers besides the non-resident visitors or tourists.

There are yet limitations in this study. And it was accordingly recommended to carry out taxonomic study based on the life cycle theory, involve more attributes, consider more stakeholders in the supplying side of the destination. And the limitations therefore confirm the complex and multifaceted feature of destination image. What is more there is some bias in data collecting, which is commonly found in such kind of quantitative study.

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APPENDICES

Appendix A: Questionnaire on Destination Image of Qingzhou

In order to enhance the image of Qingzhou and keep a sustainable development of the tourism industry in a better way, can you do us a favor to finish this questionnaire? Your answers will be used in a public way. Please tick $\surd$ in the appropriate option and fill in the lined place in the bracket.

A. At present, your continuous residence time in Qingzhou: no more than a year (); one or more than a year ().

B. Qingzhou tourism image scale:

Qingzhou tourism image perception	Scale					Experience quality of Qingzhou	Scale				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Before visiting, I suppose Qingzhou has good service quality	1	2	3	4	5	After visit, I experienced good service quality in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive waters	1	2	3	4	5	After visit, I experienced attractive waters in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive buildings	1	2	3	4	5	After visit, I experienced attractive buildings in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive flowers	1	2	3	4	5	After visit, I experienced attractive flowers in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive mountains	1	2	3	4	5	After visit, I experienced attractive mountains in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive ancient relics	1	2	3	4	5	After visit, I experienced attractive ancient relics in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive Hui ethnic group folklore	1	2	3	4	5	After visit, I experienced attractive Hui ethnic group folklore in Qingzhou	1	2	3	4	5

Before visiting, I suppose Qingzhou has attractive Man ethnic group folklore	1	2	3	4	5	After visit, I experienced attractive Man ethnic group folklore in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive Buddhism culture	1	2	3	4	5	After visit, I experienced attractive Buddhism culture in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive Han ethnic group folklore	1	2	3	4	5	After visit, I experienced attractive Han ethnic group folklore in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive Christianity culture	1	2	3	4	5	After visit, I experienced attractive Christianity culture in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive imperial exam culture	1	2	3	4	5	After visit, I experienced attractive imperial exam culture in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive stories of historical figures	1	2	3	4	5	After visit, I experienced attractive stories of historical figures in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive traditional village						After visit, I experienced attractive traditional village in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive various attractions	1	2	3	4	5	After visit, I experienced attractive various attractions in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has responsible government	1	2	3	4	5	After visit, I experienced government's responsibility in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has qualified transportation	1	2	3	4	5	After visit, I experienced qualified transportation in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive food	1	2	3	4	5	After visit, I experienced attractive food in Qingzhou	1	2	3	4	5

Before visiting, I suppose Qingzhou has attractive hotel	1	2	3	4	5	After visit, I experienced attractive hotel in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive entertainment	1	2	3	4	5	After visit, I experienced attractive entertainment in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive nightlife	1	2	3	4	5	After visit, I experienced attractive nightlife in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive shopping	1	2	3	4	5	After visit, I experienced attractive shopping in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has friendly community	1	2	3	4	5	After visit, I experienced friendly community in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou is safe for visitors	1	2	3	4	5	After visit, I experienced safety for visitors in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou is a clean city	1	2	3	4	5	After visit, I experienced the cleanness of Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive festivals	1	2	3	4	5	After visit, I experienced attractive festivals in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive activities for visitors	1	2	3	4	5	After visit, I experienced attractive activities for visitors in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has reasonable price	1	2	3	4	5	After visit, I experienced reasonable price in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has convenient information	1	2	3	4	5	After visit, I experienced convenient information in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive art	1	2	3	4	5	After visit, I experienced attractive art in Qingzhou	1	2	3	4	5
Before visiting, I suppose Qingzhou has attractive ecology	1	2	3	4	5	After visit, I experienced attractive ecology in Qingzhou	1	2	3	4	5

32. Having a general good expectation of Qingzhou before visiting	1	2	3	4	5	Have a favorable experience of Qingzhou after visiting		1	2	3	4	5
33. I feel Qingzhou is amazing after visit	1-strongly agree		not	2-not agree		3-netural		4-agree		5-strongly agree		
34. I feel Qingzhou is joyful after visit	1-strongly agree		not	2-not agree		3-netural		4-agree		5-strongly agree		
35. I feel Qingzhou is lovely after visit	1-strongly agree		not	2-not agree		3-netural		4-agree		5-strongly agree		
36.It is a favorable destination image				1-strongly not agree		2-not agree		3-netural	4-agree		5-strongly agree	

Note: 'Muslim culture' and 'religion' are both deleted before the data collection.

37. Your gender: male (); Female ()

38. Your education: Junior high school and below (); High school / College (); Bachelor degree (); Master's degree (); Doctor of Philosophy ()

39. Your age: < 18 (); 18-39 (); 40-60 (); Above 60 ()

40. Your occupation: self employed (); employed in government sponsored institution(); employed in enterprise (); house wife (); others ().

41. Your annual income (33,000 Yuan): Much more than (); Greater than (); Approximately equal to (); Below (); Far below ()

This is the end of the questionnaire! Thank you very much for your time and cooperation.