

Organic and Induced Destination Images: The Case of Two MENA Destinations

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

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Submitted to Christian Weismayer

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Destination image is one of the most popular research topics in tourism academic research. That is because the image of a destination is a major influencer of a tourist's decision-making process when choosing a new travel destination. The role of the destination image can affect the behavior of the traveler towards the destination and the level of satisfaction he/she will get from the visit. This paper will look at the different measuring constructs used by academics and tourism researchers to study the destination image perceived by tourists and travelers. Moreover, the aim of this paper is to look at organic and induced images, as part of the image formation process. Two destinations will be chosen, and different components will be measured. The components will be measured once before the exposure of the respondent to any video material, and later the same destination components will be measured after the respondent has been exposed to official video material advertising the destination.

The destinations chosen for the study were Beirut in Lebanon and Sharm El Sheikh in Egypt. The aim of this paper was to bring focus to destinations in the Middle east and North Africa region, as it was evident that there was not enough literature or research studies covering tourism topics in that part of the world. Moreover, the paper provided a view to one of the methods of advertisement utilized by the official tourism entities of this region, to attract tourists. The effectivity of those methods was tested to see if they were effective in changing the perception of the potential consumer.

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MENA – Middle East and North Africa

1 Introduction

1.1 Background Information and the Research Problem

The tourism industry is one of the most dynamic industries in the world of today. Destination image is one of the topics that is covered frequently in the research of many academics (Pike, 2014). Since destinations are an intangible product being advertised in various forms and then sold to the customer, it is important for tourism researchers and marketers to properly and effectively influence the image formation process of the consumer. The final goal is to bring in new consumers to the particular destination being advertised to him/her. It is especially difficult to create a positive destination image in the consumer's perspective, when certain destinations are linked with images of conflict, war and political instability. Across the Middle Eastern-North African Region tourism destinations suffer greatly from occurrences like the Arab Spring Uprising and different civil war conflicts. Even when it comes to destinations that have been directly in the center of any of these factors previously mentioned have taken a strong hit and lost a big number of tourists. It is cited by multiple tourists how much the tourism market in multiple areas of the MENA region has shrunk significantly. Two different visitors who have been to Egypt both speak of their experiences in Sinai and Luxor. They mentioned how hotels were empty or even some hotels left unfinished. The tourists also mentioned the lack of usage of some tourism facilities, like tourist boats being tied up on the shore, unused and going to waste. When both tourists asked about these things they saw, the reply was "no tourists" (Rushby, 2015). Therefore, the question to ask is: Is there a way back from this for the MENA region? A region that used to attract tourists with rich history is left devastated. The paper plans to look at the perception people have of two MENA destinations as examples. The aim is to find out if the image formation process would lead to a positive perception instead of a negative one after the sample is exposed to official commercial material. Moreover, it aims to find out if official advertising material is the best method to change the perception of the consumer about the MENA region.

A substantial quantity of literature is available on destination image and destination image formation. Echtner and Ritchie, Gartner, Baloglu and McCleary all have academically discussed destination image and its definitions. There is no single

definition that can be coined for destination image, as the term itself is theoretical in nature and contains multiple components. Often discussed in works published by the United Nations World Tourism Organization, destination image has a very strong impact on the growth of world tourism, and studies emphasize a strong relationship between national image and the destination image perceived by tourists. The literature has found out that governments are putting forward large amounts of money to be in a competitive advantage as the competition is highly fierce, as mentioned in works done by Pike and Souiden et al. Moreover, research such as some published by Palmer and Bejou emphasize the importance tourism plays in benefiting the economy. Therefore, this increases the need of effective marketing strategies to improve destinations images for struggling nations or ones with a negative national image. Gallarza, Saura and Garcia attempted to explain the theoretical model of destination image in a clearer way by addressing a lot of the literature discussing destination image and giving image multiple set characteristics, to prove the complexity of the concept. Moreover, in his research, Hunt, showcases that destination image perception can be challenged by the consumer's personal impressions and biases. On the other hand, Gartner suggests that image formation is only affected by three different components, the cognitive, affective and the conative component. When it comes to models used to explain the image formation process a few models were proposed, however, they all share very similar ideas in the steps leading to the final image formation. Gunn's model composed of seven phases is one of the most popular and simple models, explaining the concepts of organic and induced images, leading up to the visitation of the destination and the final modification of images based on the actual travel experience of the tourist. Another image formation model was developed by Gartner, however unlike Gunn's model for image formation Gartner depended on specific image formation agents. All this literature will be further discussed in the literature review section of this paper to get a deeper insight on destination image formation and assist in the analysis of the research problem.

Throughout the literature research process for this paper, it was proven difficult to find specific and reliable studies that discussed the destination image or tourism of MENA regions specifically. Studies focusing on tourism destinations like Jordan and Dubai, in the United Arab Emirates were found. Specifically, Bagaen discusses in

2007 the large investments the United Arab Emirates has made to position Dubai as a luxury destination. However, there seems to be a lack of enough research on tourism topics in Lebanon and Egypt. The choice of the two destinations for the study was based upon their negative national image portrayed in the news and the media and the lack of studies focusing on destination image in MENA destination like Beirut and Sharm El Sheikh. Moreover, there was a shortage of official and dependable sources of general information on the two chosen destinations particularly.

This paper is targeted towards audiences interested in destination image research and the different image formation processes. To emphasize, in the literature, the study is particularly looking at the steps taken to form an image in the consumer's mind and the impact of advertising or commercial material on forming and changing people's opinions about a destination. Moreover, the paper plans to test if official sources of commercial material are an effective form of creating a positive induced image for a tourist destination when the potential consumer is surrounded by negative media information and undesirable stereotypes implying a strong negative national image.

1.2 Outline of the Thesis

- **Chapter 1:** The paper begins with an introduction to the general topic and the research problem.
- **Chapter 2:** The second chapter covers the literature review, which delves into definitions of destination image, image characteristics, image components and image formation.
- **Chapter 3:** The third chapter covers the study areas targeted by the research and at which the survey questionnaire was based upon.
- **Chapter 4:** The fourth chapter of the paper covers the methodology used to collect the data needed and the overall research design process.
- **Chapter 5:** This chapter will showcase and interpret the results found by the study.
- **Chapter 6:** The final chapter in this research paper will sum up everything discussed previously in the other chapters and reach a conclusion to whether negative national image that leads to a negative organic image will

hinder the effectivity of creating a positive destination image through official marketing material.

2 Literature Review

2.1 Destination Image

The tourism industry has seen an expansion in the last years due to the availability of various transportation methods which lead to the accessibility to more destinations. Moreover, the consumer of today has more time and disposable income available to be spent on leisure activities such as traveling (Echtner & Ritchie, 2003). As there are now an increasing number of destinations for the tourist to choose from, tourism marketers face the challenge of positioning their destination effectively. Once the destination is utilizing an effective positioning strategy it can attract its target consumer by being different than its competitors or holding a positive image connotation in the minds of the consumer. All of this requires the creation of an attractive destination image in the minds of potential tourists.

The study and interpretation of destination image has helped tourism marketers in better understanding the attitudes and purchasing behavior of travelers (Beerli & Martin, 2004). However, the evaluation of destination image did not start recently. In 1975, Hunt (as cited in Beerli & Martin, 2004) was one of the first people to analyze and indicate the relationship between the number of tourists visiting a certain destination in comparison with the established destination image they have in their minds. Many researchers do agree with the notion that a positive destination will affect the decision-making process of the tourist positively which results in him/her ultimately choosing to visit that certain destination. On the other hand, a negative destination image will cause the opposite process and will ultimately result in the tourist not choosing to visit the destinations that carry a negative image (Hunt, 1975; Baloglu & McCleary, 1999). Moreover, destination image does affect the overall experience of the tourist, therefore it has a direct role as to whether the tourist decides to re-visit the same destination in the future or recommend it to other potential tourists (Chon, 1990; Crompton, 1979).

2.1.1 Definition

Even though the term “destination image” is mentioned and studied in academic work frequently in the past years, a precise definition has not been appointed to the term due to the theoretical nature of the term. In previous research, it has been suggested that “researchers have not been completely successful in conceptualizing destination image.” (Echtner & Ritchie, 1991 p.10). Moreover, it has also been suggested that “most tourism image research has been piecemeal without a theoretical basis for support.” (Gartner, 1994 p.209). However, destination image has been defined in other research and academic context. Del Basque and San Martin (2008) said that “Destination Image is a mental representation of the individual’s mind” (as mentioned in Kock, Josiassen & Assaf, 2016), this means that the concept of the destination image is a highly personal concept to the individual and can be processed differently from one person to the next. According to Crompton in 1979, the destination image is “the sum of beliefs, ideas and impressions that a person has of a destination (p. 18). While Baloglu and McCleary (1999) define it as the “global impression about a destination.” Moreover, Lawson and Baud Bovy (1977) suggested that the idea of destination image is “the expression of all objective knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location.” (as mentioned in Lopes, 2011 p.307). Moreover, it is suggested that destination image is not conformed to only how the tourist views the destination, but also about the total comprehensive impression made by the destination (Echtner & Ritchie, 1991). However, according to San Martin and Rodriguez (2008), image is only subjective because it is highly dependent on the perception and the interaction through which personal accounts of other travelers are considered.

When trying to measure the destination image of Canada in a number of leading tourism forming markets, Tourism Canada (1986-1989) concluded that the definition of image is the perception of a country with respect to other countries. Moreover, Echtner and Ritchie (1991) suggested that destination image is a construct of practical components in relation to aspects that can be measured. These can be prices and cognitive aspects. Moreover, these measurable aspects stand up against intangible elements like the general ambience of the destination.

2.1.2 Relevance of Destination Image in the Tourism Industry

Simon Anholt (2009) observed that the reputations of countries and destinations are equal to product images and company images. Therefore, just like the image of a company would give it competitive advantage and give it a higher chance of being successful, the same can be observed when it comes to destination images in the tourism industry (Handbook on Tourism Destination Branding, 2009)

In today's world the tourism industry has expanded significantly, and there are a great number of destinations competing with one another to attract the consumer. The main goal of tourism at the end of the day is to be able to let in people through its borders and profit from what the destination has to offer to these tourists, whether they were local or international.

Therefore, when a destination has a reputation of being unsafe, corrupted, impoverished, or bankrupt, the job of attracting tourists into the destination becomes an increasingly difficult task to complete, therefore reducing the chances of having a successful and running tourism model in the country or the destination. While on the other hand, destinations that do not suffer from such negative attributes mentioned previously, do not have to be concerned with adjusting their negative reputations to compete in the industry. Therefore, this gives these destinations the upper hand and the chance to run a smoother operation, that will probably progress positively (Handbook on Tourism and Destination Branding, 2009).

The idea of destination marketing has become an integral aspect in creating competitive advantage in various industries, including the tourism industry. Therefore, governments have put forward large investments to alter the image of their destinations in order to compete in the industry and retain good economic returns for their respected countries (Souiden et al., 2017)

Pike (2008) has suggested that 70 percent of international tourists will visit only 10 countries in their lifetime. Therefore, the rest of the destinations around the world are competing for 30 percent of the rest of those international tourists, making the competition in the industry an undoubtedly fierce one. Moreover, it is known that

tourism marketers know that the tourism product is intangible, therefore, making what the consumer perceives about destination image to be real. This showcases the importance of the different comparable attributes of various destination images and the need to provide uniqueness to the image to be able to compete (Pike, 2008).

The results of such a high level of competition can be observed in examples like the cities of Toronto and Dubai. Four million dollars were put to investment in the rebranding of the city of Toronto, in order to create a unique city destination and showcase a different personality and character to Toronto. The process of rebranding Toronto has increased the number of inbound international tourists by 26 percent (Clark 2006, as mentioned in Souiden et al., 2017). Moreover, a similar strategy was applied in Dubai, United Arab Emirates. During the past 16 year, billions of dollars were invested to construct the image the tourist has today of the luxurious city of Dubai (Bagaeen, 2007 as mentioned in Souiden et al., 2017).

As mentioned previously, tourism plays an important role in profiting the economy. Moreover, it can help in reaching various social goals governments have for their countries. These goals can be things like developing the environmental aspect of a destination and creating more jobs for a destination's residents (Palmer & Bejou, 1995). However, for all that to be achieved, up-and-coming destinations (particularly ones that were not active in the tourism industry previously, or some that suffer from a negative national image) need to improve their overall destination image to reap significant returns. Considering that the concept of tourism contains both tangible aspects (i.e.: hotels and physical attractions) image will remain an intangible challenging dimension. Therefore, this makes the process of marketing a specific destination image a complicated one (Palmer & Bejou, 1995).

Therefore, as Simon Anholt stated: "Put simply, a destination with a powerful and positive image needs to do less work and spend less money on promoting itself to the marketplace, because the marketplace already believes what it is telling them. It merely has to help buyers find and purchase the product." However, destinations that are already established still have an important task to maintain. (Handbook of Tourism and Destination Branding, 2009).

Just like any important organization, the destination managers and marketers must make sure that the image they have projected to the consumer can be maintained, and that the consumer's expectations are met and even exceeded. The act of exceeding consumer expectations will put the destination in a competitively advantageous position. Of course, the task of maintaining a certain image and brand in the industry does not come cheap either. However, having that already established positive image does create a reliable stream of revenue that can be used to supply the work that is required to be innovative and to maintain and improve on the destination image (Handbook of Tourism and Destination Branding, 2009).

Competition in the tourism industry is constantly increasing and destinations are constantly advertising their respective tourism factors that make them unique. However, destination image as a factor will continue to rise in importance in the selection process of the consumer. Therefore, it is vital to understand how the tourist image is formed, because it can aid destination marketers in creating the right destination image for the required target markets (Gartner, 1994).

2.1.3 Destination Image Characteristics

To try and understand this theoretical model better, a study was done by Gallarza, Saura and Garcia (2002) in which the study tackled the literature addressing destination image and this concept. The research proposed a model that defines image as being: complex, multiple, relative and dynamic (as mentioned in Beerli & Martin, 2004). The four factors can be explained in the following way:

Complex:

Destination image is a complex idea, that means it involves several different however related parts to it. Therefore, a difficulty in understanding it precisely in one universal way exists. No unique meaning is provided for destination image because of the complexity of its nature. As mentioned previously, there are several definitions and explanations to the concept, however it can be agreed on that destination image is the overall impression one forms about a destination. However, the factors that make up the overall impression of the individual are not agreed on. While in some research it is suggested to be only cognitive factors, other researchers find the factors to be not

only cognitive but also evaluative. Meaning the formation of the destination image does not only stem from conscious thinking but also from the evaluation of the importance or value of the destination. Moreover, other research factors are also shown to hold a conative characteristic as they relate to the wish or intention to visit a certain destination for an individual (Gallarza, Saura & Garcia, 2002). While some research chooses to focus on the cognitive and the evaluative, the relationship between the aforementioned and the conative component establish the product predisposition and help form a wholistic destination image (Gartner, 1993).

In 1971, Hunt suggests that there is no idea that ultimately proves whether the components of destination image should be understood by using collective ideas compared to a personal impressions approach. That suggests that the widely understood idea of destination image being in fact a collective impression that results in the formation of a specific image could be challenged by the component of personal impressions.

These ideas are directly related to the complex nature of destination image and demonstrates that there are various variables needed to be considered when evaluating destination image.

Multiple

Due to the actual nature of destination image and the method in which destination image is formed, a multidisciplinary approach is required when studying destination image. The nature of destination image can be observed in two different ways.

Firstly, image is not necessarily composed of one item or component. Rather, it is understood as containing multiple components (Reynolds & Guttman, 1984, as mentioned in Gallarza et al., 2002). The destination image is therefore formed by the combination of those attributes and components, making the concept attribute based.

However, various other research has suggested that destination image is a final holistic product and is not necessarily composed and understood by the attributes that make it (Gallarza, Saura & Garcia, 2002).

Emphasize the need for a multidisciplinary approach when understanding destination image is vital to understand the destination image formation process, that has been mainly studied to show tourist behavioral constructs. On the other hand, there has been no established approach to understand and explain the process of image formation on its own (Gallarza, Saura & Garcia, 2002).

Dynamic:

Image has a dynamic nature, this means it is not constant, but it is constantly changing. These changes depend on two aspects: Time and Space. It is crucial to mention that the dynamic nature of the image is vital for marketing needs. The reason behind that lies in the fact that each image is taken as a manageable element (Gallarza, Saura & Garcia, 2002).

Gunn (1972) suggests that time is important to include in the dynamicity of the image due to the fact that the image formation in itself is a process that requires time to be established, therefore time becomes a sensible influencer (as mentioned in Gallarza, Saura and Garcia, 2002). On the other hand, space plays a different but equally important role. Space decides where the tourist is, therefore, it should always be taken into consideration when studying destination image. It is known that there is a positive relationship between how far the consumer is from a destination and how he/she views that destination. When the destination is further away the image of that destination is deformed or misinterpreted in most cases. While on the other hand, the nearer the destination the more well represented it is in the consumer's head (Gallarza, Saura & Garcia, 2002).

Relativistic:

When something is relativistic it is concurrently changing from one person to the next and can be compared among many different elements. That means that destination image is not viewed the same by all consumers. Everyone has a unique perception about image. Moreover, these perceptions can be compared to different images and previous perceptions that he/she already has.

Therefore, the experience of the tourist is highly important, and things like the cuisine, the ambience of the destination and even the attitudes of the original people

inhabiting the destination play a major role in creating such unique perceptions for individuals (Gallarza, Saura & Garcia, 2002).

2.1.4 Image Components

According to Gartner (1994), destination image formation is achieved by the presence of three components: Cognitive, affective, and conative.

2.1.4.1 The Cognitive Component

One of the majorly studied components of destination image, the cognitive component is suggested to be the sum of the evaluations about the attributes of a certain destination (Stylos & Andronikidis, 2013). Attributes in a destination can be composed of sites and attractions, that is because an external stimulus is required to form a cognitive image (Gartner, 1994).

2.1.4.2 The Affective Component

The affective component of destination images is linked to individual motivation behind selecting a certain destination. Therefore, the component is only actively being utilized when the consumer is at the stage of evaluating a set of different destinations, he/she wants to choose from (Gartner, 1994). The affective aspect can be viewed as a component that relates to emotions being provoked by the consumer's destination of choice or general feelings, he/she has about it. Gartner (1994) suggests that both the cognitive and the affective component are interrelated to one another.

2.1.4.3 The Conative Component

The conative component is directly related to behavior. It is the component where the direct action of selection takes place. Once the consumer processes all of the information available, he/she selects one destination to visit. Therefore, the conative component depends on the images formed during the cognitive phase and the evaluation that takes place in the affective phase (Gartner, 1994).

2.1.5 Image Formation

Reynolds (1965) defines destination image formation as the “development of a mental construct based upon a few impressions chosen from a flood of information.” (as mentioned in Echtner & Ritchie, 2003 p. 38). When it comes to destination image the “information” that Reynolds suggested can be obtained in different methods. Information can be made available in the source of online or television commercials and travel brochures from tourism boards. Moreover, the opinions of people who had a previous experience in a destination can be passed on through word of mouth, which also adds to the information that can be obtained. Finally, the clearest form of information that can be obtained is through visiting the destination itself and having a personal firsthand experience to conclude the image formation process (Echtner & Ritchie, 2003).

In 1988, Gunn proposed the following model to explain the image formation process:

1. Accumulation of mental images about vacation experiences.
2. Modifications of those images by further information.
3. Decision to take a vacation trip.
4. Travel to the Destination.
5. Participation at the destination
6. Return Home
7. Modification of images based on the vacation experience.

Figure 1 – Gunn’s model of the seven phases of the travel experience (1988) (Echtner & Ritchie 2003).

The above model explains the two concepts of organic and induced images. In the first phase of the image formation process the consumer’s perception of the destination is limited to the influence of his general knowledge about the destination without the effect of any commercial or touristic material, like brochures, ads, or videos. This creates the organic image in the consumers head. However, in the second step of the formation process, image is altered when the consumers get projected to commercial and tourism related material. Once these sources of information are accessed the

organic image becomes the induced image, which corresponds to phase 2 of the process (Echtner & Ritchie, 2003).

It is vital to point out, that the World Tourism Organization (1980) suggests that there is a strong relationship between the national image of a country and the image that is perceived by a tourist. Meaning that, if the country is perceived to be unstable, unsafe or going through any form of trouble, it can highly affect the perception of the consumer. Therefore, the model above offers a way to perceive destination image in terms of organic and induced images.

Various researchers and academics suggested that destination image constitutes from two aspects. The first is the stimulant aspect, which includes any external incentives or catalysts. An example to that can be a former visitation experience. The other factor that aids in the construction of the process of image formation is the personal aspect. In this aspect the consumer's personal feelings and traits are considered (Baloglu and McCleary, 1991).

The above idea is presented in the figure below:

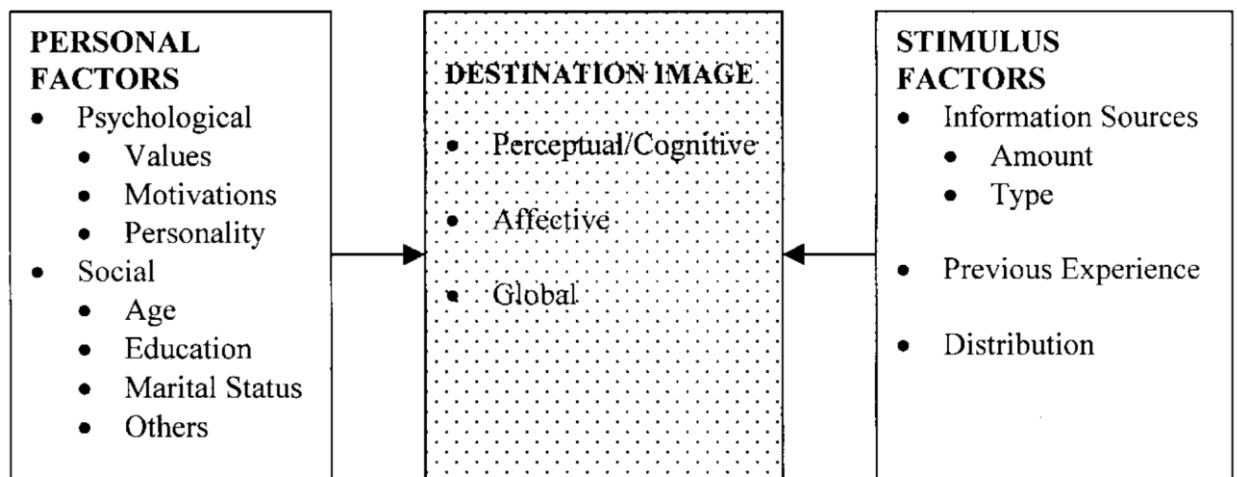


Figure 2 - Framework of Destination Image Formation (Baloglu & McCleary, 1999).

In the case of not having any previous visitation or an experience in a destination, three other factors help in the determination of the image formation. These factors are:

- Different sources of information
- The motivation behind tourism
- The sociodemographic factor

While different sources of information provide the consumer with a subjective information from the various sources, he/she has access to, the other two factors are highly dependent on representing the individual consumer characteristic, which can vary from one person to another (Baloglu & McCleary, 1991).

The destination image formation process is a method that puts focus on some important factors. It shows that the consumer can already have a built-in image of a destination prior to visiting it and without the exposure to any touristic material.

Moreover, the destination image formation process shows that destination image can vary before and after the tourist has visited the destination and had a firsthand experience there. Therefore, the different opinions of these different groups (visiting groups & none visiting groups) should be considered when studying destination image, particularly for marketing purposes (Echtner & Ritchie, 2003).

Gartner (1994) also developed an image formation model using specific image formation agents. Eight factors were considered in his model:

<i>Overt Induced I</i>	These include the factors that create an influence on the consumer, these factors include advertising in its different forms.
<i>Overt Induced II</i>	These are the agents related to tourism sources. These can be tour operators, travel agents, and countries' tourism boards.
<i>Covert Induced I</i>	This is when a popular figure is utilized in advertising to support the influence created in Overt Induced I. This factor does not rely on credibility.

<i>Covert Induced II</i>	This agent includes reports and stories about a destination un biasedly set up by destination promoters.
<i>Autonomous</i>	This agent includes reports, movies, and documentaries. They are not intended for an advertisement purpose.
<i>Unsolicited Organic</i>	This agent includes unrequested information that the consumer receives from other people who have visited a destination before.
<i>Solicited Organic</i>	Solicited information is sought after by the individual from friends and family who have had visitation experience to a destination.
<i>Organic</i>	The final agent takes place after the consumer has visited and experienced the destination in person, resulting in a holistic image of the destination.

Figure 3 – Image Formation Model (Gartner, 1994)

The importance of destination image to the tourism industry and the role image formation plays is a vital one in the process a consumer decides to choose his/her next destination to visit. As it is the role of tourism managers and marketers to attract people to their destination, it is clear that a large focus should be placed on studying the image formation process and the effect it can have on properly marketing a tourism destination to future travelers.

3 Study Areas

3.1 Beirut, Lebanon

Beirut is the capital of Lebanon, it is also the largest city in this Mediterranean country. Moreover, it is Lebanon's largest port by the sea. Beirut is located on the western side of the Mediterranean Sea and the Lebanon mountains are located on the sides of the city. The metropolitan area of the city covers 67 square kilometers and the coast of Beirut is composed of different beaches. Both rocky and sandy beaches run through this capital city (Salibi, n.d).

Beirut suffers from various environmental issues, one of those issues was a huge garbage crisis that was caused when the Lebanese authorities closed the city's major landfill location and could not provide the city with another solution for months. This led to garbage piling up for months on the streets of the city, which in turn caused protests by the inhabitants of Beirut and that resulted in police intervention and violence. Eventually, the authorities provided a provisional solution by opening new temporary landfills for the garbage. However, some local municipalities across the country began taking care of the problem themselves by efficiently finding more methods to dispose of their waste without relying on the local authorities (Hume & Tawfeeq, 2016). Overall, Lebanon still suffers from other environmental problems, especially marine related issues like marine pollution.

Beirut's economy has two main sectors promoting growth, banking and tourism (Salibi n.d). Since this paper is discussing destination image and tourism, the paper will not go further to discuss Lebanon's banking sector. Prior to the civil war in Lebanon, Beirut was popularly viewed and called "The Paris of the Middle East". It is unknown who coined that phrase, however, it was a very common one.

Beirut was regarded as a destination where one can go and experience the Levant style of living and culture due to its location. It is also viewed as a destination that has consistently tried to build itself up after going through conflict and political instability. However, travel warning that were set by European countries and the united states to Lebanon did not aid the tourism industry at all.

Even though, overall Lebanon saw a 3.3 percent increase in the number of visitors in the first quarter of 2018, compared to the same period in 2017. However, it is still not achieving the record high it has previously achieved in 2010. One of the issues Lebanon faces as a destination is the fact that the government refuses to acknowledge and address the current problem in their tourism industry. Instead it is blamed on negative media highlighting the undesirable situation in the country. Finally, the cost of visiting Lebanon has significantly increased over the last few years compared to its surrounding destination like Istanbul and Cyprus, which also hinders people from wanting to visit the country (Azar & Nasser, 2018).

3.2 Sharm El Sheikh, Egypt

Sharm El Sheikh is an Egyptian city that is located on the coast of the Sinai Peninsula. Through most of ancient historical periods, the city was not inhabited by people. However, the importance of its location has increased in the modern day since it is situated at the entering point of the Gulf of Aqaba. Sharm El Sheikh began developing as a touristic destination under the Israeli authorities, as that area of Egypt was occupied by Israel from 1962 until 1982 when Israel withdrew. After that, the Egyptian government gained control of the area again. The Egyptian government continued to develop Sharm el Sheikh as a touristic destination after that. They contributed to that by establishing luxurious hotels, resorts, restaurants and night clubs. Moreover, the destination is very popular for underwater activities like scuba diving and snorkeling, due to the availability of large coral reefs and clear water in its location on the red sea (Britannica, 2017).

According to the General Consulate of the Republic of Egypt in the UK, the Egyptian government has waived the visa requirements for citizens of the EU, UK, and USA who will travel to Sharm El Sheikh for 15 days only. This was done to help bring in tourists to the destination. However, besides the fact that the aftermath of the Arab spring was devastating to the tourism industry in the whole of the MENA region, the terrorist attacks that have taken place in Egypt in the years afterwards made the problem worse for the country. One of the most infamous incidents, was the Metrojet Flight 9268 crash that took place in 2015, which was caused by a terrorist attack. The flight was taking off from Sharm El Sheikh to Saint Petersburg in Russia. Tourist inflows have

of course significantly decreased after that incident as countries like the UK began pulling out its citizens immediately after the incident (BBC, 2016).

More devastating incidents like car bombings and terrorist attacks still occurred in Egypt after that previous incident, which resulted in Egypt having a negative national image in potential consumer's perspectives. However, it is important to mention that in 2010, Egypt welcomed 14.7 million tourists and that the tourism industry provided employment to around 12 percent of Egypt's labor market. The tourism industry also made up 10 percent of the Egyptian GDP. Unfortunately, the aftermath of the Arab spring and the various terrorist incidents that took place after 2014 resulted in a revenue decrease of 95 percent by the important tourism destinations and the major sites in the country. With such low figures it was highly speculated that destinations would stop running and sites would be forced to close (Jacobs, 2018).

As Egypt is trying to pick itself up and re-establish a strong tourism industry while going through post revolution difficulties, the UNWTO has named Egypt to be the fastest growing tourist destination in the term of year by year increasing number of incoming tourists. The report has shown that Egypt increased the number of visitors by 55.1 percent in 2018 compared to the same period last year (Egypt Today, 2018). Therefore, it is evident that new reforms and strategies are being set up and are taking place to return the country's tourism industry into its previous state before the conflicts started.

4 Methodology

4.1 Survey

When discussing the topic of research design, there are various methods that can be used to collect data for a study. The three types of research design methods include: the quantitative method, the qualitative method, and the mixed methods approach (Creswell, 2014).

The quantitative method has been utilized over time by researchers and has set the basis for modern scientific research. The goal of the quantitative method is to eventually prove a hypothesis suggested by the author. This hypothesis is based on previous studying and theories. The method uses specific research standards, in the

forms of certain experiments and surveys. The usage of the quantitative approach is beneficial when the author aims to have a certain generalization from his/her study sample. According to Creswell (2014), it is vital to make sure the purpose of the survey should be clear from the beginning processes of the paper. Moreover, it is important to confirm that a survey is the best method to collect the data for the research. Finally, it is important to choose the method of the data collection. In the case of this study an online questionnaire was used to gather the data needed.

On the other hand, qualitative research approaches sacrifice the ability of the study to generalize and instead aims to provide an extensive understanding about the studied sample. Therefore, the main purpose of the research must be clear to the author from the beginning, so that he/she is able to decide which research design method best fits their research (Swanson & Holton III, 2015). On the other hand, mixed method approaches utilize both or either quantitative and qualitative approaches (Creswell, 2014).

The main research of this paper will be based on a survey questionnaire, making it fall under the quantitative approach. The reason behind choosing to do a survey is due to the fact that surveys can provide the opinions of a certain sample easily. After studying that sample, one can make a generalization about the hypothesis (Creswell, 2014).

In this paper, the creation of an online questionnaire was done. Having an online survey, would help to reach as much people as possible in a short amount of time. Moreover, the online survey is cost efficient and the distribution of the survey was easy, as it does not cost any money to create a survey using Google Forms.

4.2 Survey Development

The main aim of the survey created was to measure people's perception on two study areas in the MENA region and how their perception can be altered after they are exposed to official commercial material. The two destinations chosen were Beirut in Lebanon and Sharm El Sheikh in Egypt. Both destinations are coastal destinations and each of them falls in a different part of the MENA region. Beirut is in the Middle East and Sharm El Sheikh is in North Africa.

The survey was divided into five parts. The first part of the questionnaire aimed at answering demographic questions about the respondents, as this information is relevant when later looking at their answers to the questionnaire and in understanding the type of sample one has in the survey.

The second part of the survey was regarding Beirut, Lebanon as a destination. The respondents were asked to fill out a five-point scale ranging from strongly agree to strongly disagree about certain destination components. These components included factors like history, culture, nature, leisure, cleanliness, and the friendliness of the local people of the destination. Respondents were asked to rate how well they perceived those components about Beirut. After the respondent was done with that part, they would be directed to the third part of the survey.

The Third part of the survey included a video component which the respondent had to watch before completing the rest of the questions. After that, the respondent was asked the same questions about the components in the second part and asked to rate those components again after watching the video.

The fourth part of the survey was regarding the second destination, which was Sharm El Sheikh in Egypt. The respondents were asked to rate the same components asked about in the Beirut part of the survey using the same five-point scale. Afterwards, they were also asked to watch a video advertisement before being asked to rate the same components once more.

The videos that were chosen to be placed in the questionnaire were official material done or funded by the respective countries' tourism boards. It is important to point out, that there was no commercial material exclusively advertising Beirut as a destination. The video instead did include other aspects from the entire country of Lebanon. Therefore, to be fair to the judgement of the respondents, when including the Sharm El Sheikh video, two separate videos were included. One of them was exclusively advertising Sharm El Sheikh and the other one was advertising Egypt as a destination.

4.3 Data Collection

To be able to reach many respondents, the survey was shared over the Internet. Data collection was done through the Google Forms website, to facilitate the creation of the survey and the distribution of it. The survey link was shared on the community group page of Modul University Vienna and the personal Facebook page of the author. This way the survey would be able to reach different people from different backgrounds, age groups, income levels and education levels. The survey link was open to be answered from the 10th of January until the 16th of January. In total, 135 respondents were reached during those few days. The questions of the survey can be referred to in the appendices.

5 Findings

5.1 Demographical Data

135 respondents answered the survey, in total. The survey was designed, and the data was collected on Google Forms, which facilitated the data collection process as the survey was shared on various groups on Facebook, including Modul University's community group, and the author's personal Facebook page.

54.1 % of the participants in the survey were male and 45.2 % were female, while one participant preferred not to share his/her gender. When it comes to the age demographic results, most of the respondents were between the age of 15 to 25 years old. However, the ages of the respondents had a wide range of 15 to 65-year old people, therefore the opinion of different age groups was taken into consideration. Unfortunately, the older age groups were limited in number compared to the younger sample as it is evident in Figure 5.

Gender: Please specify your gender.

135 responses

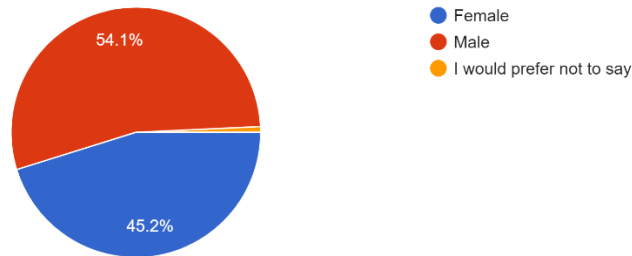


Figure 4 - Gender

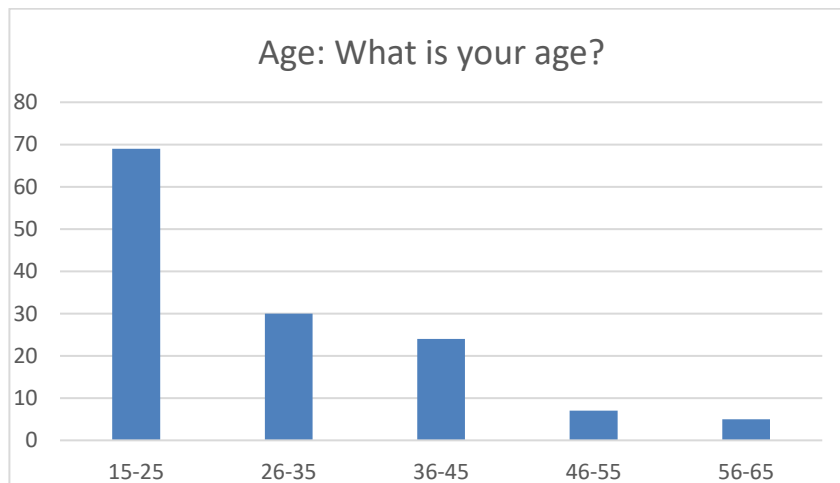


Figure 5 – Age

Education level was one of the components considered in the demographics part of the survey, as the level of education has an influence on people’s opinions. As seen in figure 6, 48.1 % of the respondents carry a bachelor’s degree, 25.9 % are high school graduates or carry an equivalent degree, and 14.8 % carry a master’s degree. Some of the respondents are also current bachelor’s students, while the rest have vocational training experience or doctorate/professional degrees. Moreover, another component that was tested was the employment status of the respondents. It is shown in figure 7, that 47.7 % of the respondents are employed individuals, and at almost half of the pie chart, they make up the biggest percentage of the respondents. The second biggest percentage of respondents to this question are students, which is expected as the survey was shared on Modul University’s Facebook group. Moreover,

the range of the respondent's personal income was inquired, and around half of the respondents (50.4 %) have an income of under 15.000 euros per year.

Education: What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

135 responses

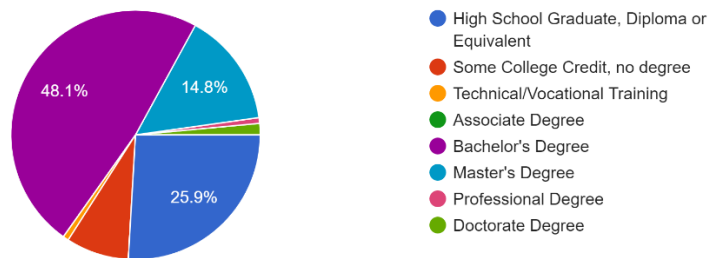


Figure 6 - Education

Employment Status: Are you currently?

135 responses

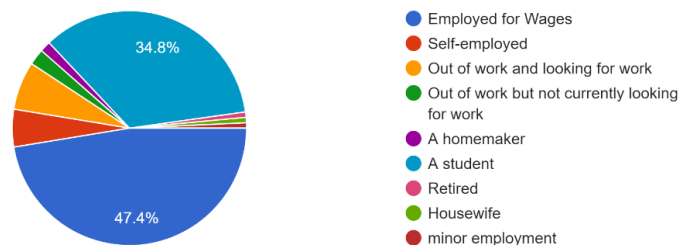


Figure 7 – Employment Status

Income: In which range does your net personal income/year fall under?

135 responses

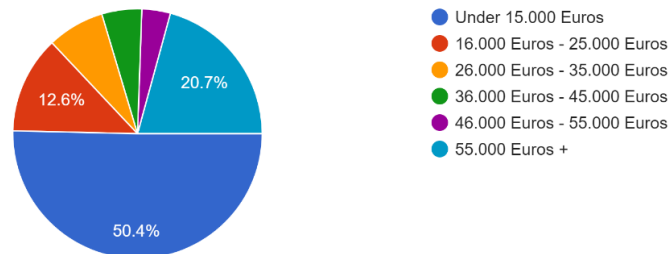


Figure 8 – Personal Income Range

The final components asked about in the first part of the questionnaire included the inquiries about the frequency at which the respondent travels abroad and if they travel within or outside Europe. Most of the responses fell between zero to three travels per year, while 48.1 % of the respondents traveled within Europe, 65.2 % stated their travels were mostly done outside of Europe. The questionnaire also asked the respondent to rate the amount of effort he/she puts into researching their next travel destination. This question was asked using a Likert scale made up of five points, 1= strongly agree and 5= strongly disagree. To continue the demographic questions, the respondents were asked whether they depended on official or unofficial sources of information when doing their research about their next travel destination. About 68 % of the respondents said they use unofficial sources, while others chose to cite the sources they use. Among the sources cited were friends, family, online blogs and reviews, and general information they can find online without a specification to whether it is official or unofficial. The final question of the part of the survey was to know if the respondents have been to either or both study areas. This is relevant later in the analysis as the difference in perspective between people who have had visitation experience are different than those who have not. These results are all clarified visually in the figures below.

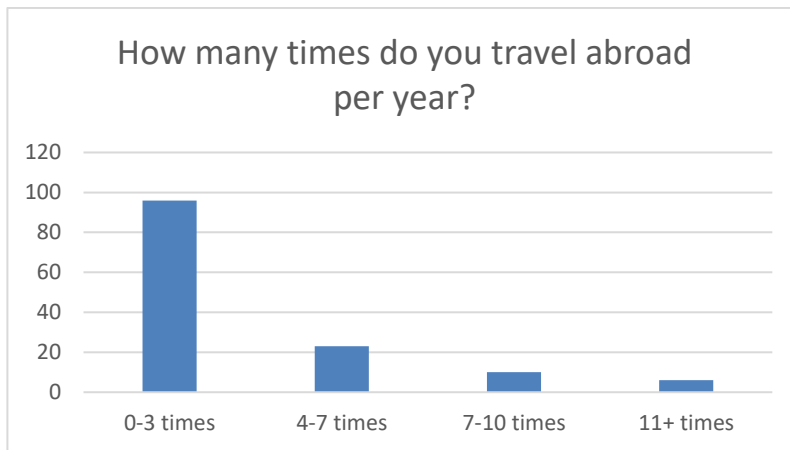


Figure 9 – Times Traveled Abroad Per Year

In which areas do you mainly travel?

135 responses

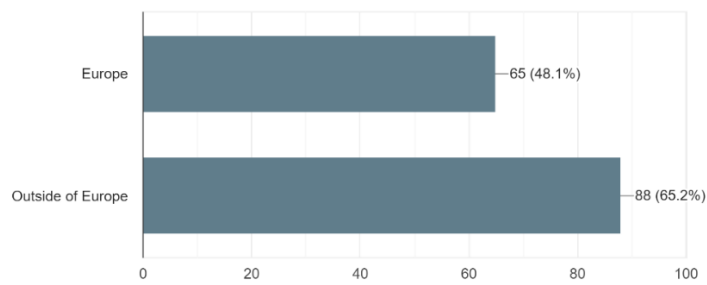


Figure 10 – In Which Areas the Respondents' Travel

As a traveler, I put in the effort to research my next destination well, prior to making any travel decisions.

135 responses

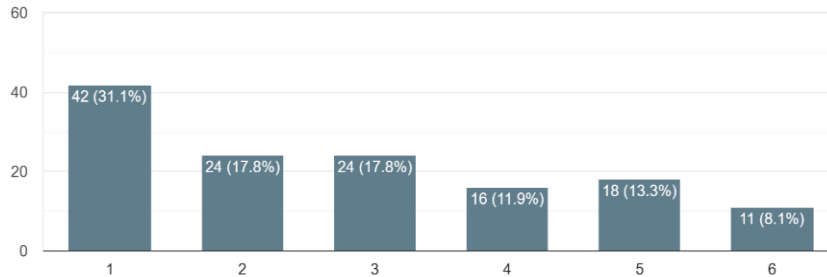


Figure 11 – Travel Research Level

What sources do you depend on to obtain information about a destination?

135 responses

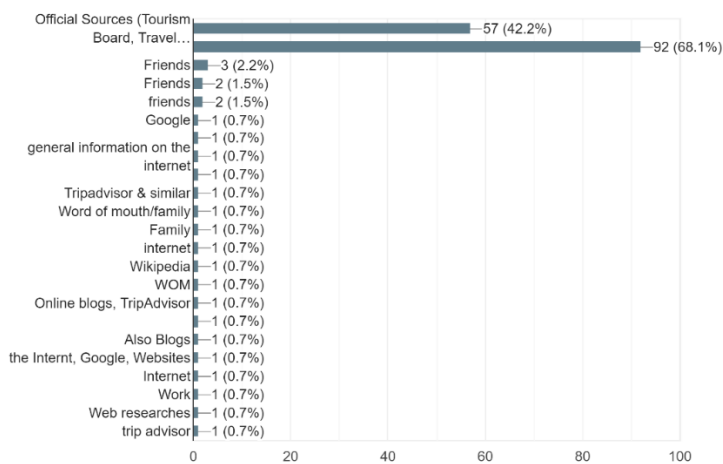


Figure 12 – Sources Used to Obtain Travel Information

Have you been to any of the following destinations?

135 responses

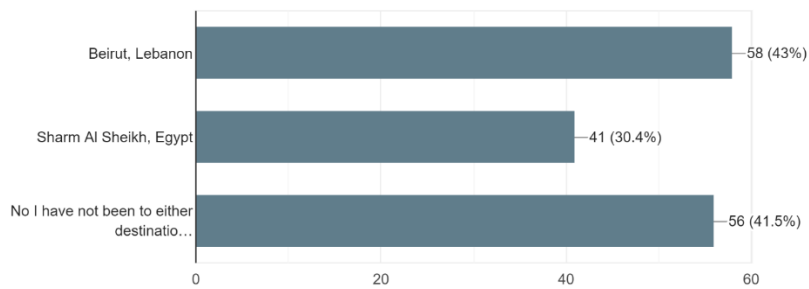


Figure 13 – Respondents' with/without Previous Visitation Experiences to the Study Destinations.

5.2 Results of The Study Areas

5.2.1 Beirut Lebanon

In total, 58 of the respondents have been to Beirut previously, which makes up 43 % of the sum of the respondents. A crosstabs procedure was used on SPSS to provide an analysis of the results of whether the respondents have had any visitation experience to Beirut or not. The crosstabulation shows that 38 respondents visited Beirut, while 20 respondents visited both Beirut and Sharm El Sheikh.

Beirut & Sharm El Sheikh Crosstabulation					
			Sharm El Sheikh		Total
			Not been there before	Been there before	
Beirut	Not been there before	Count	56	21	77
		% of Total	41.5%	15.6%	57.0%
	Been there before	Count	38	20	58
		% of Total	28.1%	14.8%	43.0%
Total		Count	94	41	135
		% of Total	69.6%	30.4%	100.0%

Table 1 – Crosstabulation Table

After completing the crosstabulation procedure the means of the components asked about in the questionnaire were calculated also through SPSS to observe the difference in the responses between people who have visited Beirut before and people who have not. The following table shows the means calculated for Beirut.

5.2.1.1 The Means

- Means of the destination components' responses before exposure to the commercial for Beirut. (N = Not been there before, Y = Been there before)

Beirut		History	Culture	Leisure	Nature	Safety	Cleanliness	Friendliness
N	Mean	2.65	2.68	2.69	2.78	3.18	3.21	2.64
Y	Mean	2.41	2.48	2.48	2.48	2.72	2.91	2.45
Total	Mean	2.55	2.59	2.60	2.65	2.99	3.08	2.56

Table 2 – Beirut, The Means Before Exposure to the Video

- Means of destination components' responses after being exposed to the commercial for Beirut. (N = Not been there before, Y = Been there before)

Beirut		History	Culture	Leisure	Nature	Safety	Cleanliness	Friendliness
N	Mean	2.48	2.53	2.48	2.34	2.88	2.64	2.49
Y	Mean	2.45	2.40	2.41	2.33	2.76	2.74	2.45
Total	Mean	2.47	2.47	2.45	2.33	2.83	2.68	2.47

Table 3 – Beirut, The Means After Exposure to the Video

5.2.1.2 Wilcoxon Signed Ranks Testing

After the means for the responses were calculated the Wilcoxon Signed Ranks Test was run on the results. This was done to be able to compare the change of responses in each component after the respondent has seen the video. It has also of course been run on the two samples, the respondents who have visited Beirut and the ones that have not. In the case of the scale used in the survey, which was a 5-point scale with 1 = Strongly Agree and 5 = Strongly Disagree, the higher the negative ranks, the better the respondents' perspective has become after watching the video attached to the questionnaire. That data is shown in the following table:

Beirut (Table 4 – Wilcoxon Signed Ranks Testing)		N	Mean Rank	Sum of Ranks	
Not been there before	HistoryAfter- HistoryBefore	Negative Ranks	19 ^a	14.76	280.50
		Positive Ranks	9 ^b	13.94	125.50
		Ties	49 ^c		
		Total	77		
CultureAfter- CultureBefore	CultureAfter- CultureBefore	Negative Ranks	20 ^d	16.50	330.00
		Positive Ranks	11 ^e	15.09	166.00
		Ties	46 ^f		
		Total	77		
LeisureAfter- LeisureBefore	LeisureAfter- LeisureBefore	Negative Ranks	21 ^g	15.52	326.00
		Positive Ranks	9 ^h	15.44	139.00
		Ties	47 ⁱ		
		Total	77		
NatureAfter-NatureBefore	NatureAfter-NatureBefore	Negative Ranks	33 ^j	25.62	845.50
		Positive Ranks	14 ^k	20.18	282.50

		Ties	30 ^l		
		Total	77		
	SafetyAfter-SafetyBefore	Negative Ranks	23 ^m	15.39	354.00
		Positive Ranks	6 ⁿ	13.50	81.00
		Ties	48 ^o		
		Total	77		
	CleanlinessAfter-CleanlinessBefore	Negative Ranks	33 ^p	18.58	613.00
		Positive Ranks	4 ^q	22.50	90.00
		Ties	40 ^r		
		Total	77		
	FriendlinessAfter-FriendlinessBefore	Negative Ranks	15 ^s	12.50	187.50
		Positive Ranks	8 ^t	11.06	88.50
		Ties	54 ^u		
		Total	77		
Been there before	HistoryAfter-HistoryBefore	Negative Ranks	8 ^a	9.25	74.00
		Positive Ranks	10 ^b	9.70	97.00
		Ties	40 ^c		
		Total	58		
	CultureAfter-CultureBefore	Negative Ranks	11 ^d	12.82	141.00
		Positive Ranks	10 ^e	9.00	90.00
		Ties	37 ^f		

	Total	58		
LeisureAfter- LeisureBefore	Negative Ranks	10 ^g	9.35	93.50
	Positive Ranks	7 ^h	8.50	59.50
	Ties	41 ⁱ		
	Total	58		
NatureAfter-NatureBefore	Negative Ranks	10 ^j	11.10	111.00
	Positive Ranks	8 ^k	7.50	60.00
	Ties	40 ^l		
	Total	58		
SafetyAfter-SafetyBefore	Negative Ranks	6 ^m	6.50	39.00
	Positive Ranks	7 ⁿ	7.43	52.00
	Ties	45 ^o		
	Total	58		
CleanlinessAfter- CleanlinessBefore	Negative Ranks	11 ^p	8.00	88.00
	Positive Ranks	4 ^q	8.00	32.00
	Ties	43 ^r		
	Total	58		
FriendlinessAfter- FriendlinessBefore	Negative Ranks	8 ^s	8.50	68.00
	Positive Ranks	8 ^t	8.50	68.00
	Ties	42 ^u		
	Total	58		

5.2.1.3 Test Statistics

The following tables showcase the test statistics for the destination of Beirut, in this table we can clearly see which destination components produced significant results after the respondents' exposure to the visual material. Moreover, the charts under show the difference in people's perspectives after watching the video. Whether or not the results were significant is visually clear in the charts, as the lines go down the respondents' perspective about the component has changed positively.

Regarding the respondents who have not visited Beirut before, the results of the leisure, nature, safety and cleanliness components all fall under 0.05, showing that there was significant change in image perception towards those components after being exposed to the video material. This can lead us to believe that the video managed to target those components and effectively change people's perspective about them. On the other hand, when it comes to the historical, cultural, and friendliness of locals components, the results provided were above 0.05. Therefore, the results were insignificant, and there was no significant change in the respondents' perspective about those components after watching the video. This can lead us to believe that the video did not tackle those components effectively and did not provide the visual factors needed for the audience to notice the difference between what they know and what the video has added to their knowledge. The results are particularly highly insignificant in both the friendliness and culture components of the destination.

On the other hand, when it comes to the respondents who have been to Beirut before, the results for most of the components were proven to be highly insignificant. The components of history, culture, leisure, natural aspects, safety, and cleanliness were not visibly changed, as it also appears in the chart that the lines are mostly left at a horizontal level. However, one of the results that did have a significant change of under 0.05 was friendliness of the local inhabitant. The change in perspective was insignificant for the people who have been to Beirut before, probably because they did experience the destination firsthand, and they can decipher the reality of what is presented in the video compared to their actual experience. However, it seems that

they did get the impression that the video makes the destination look much cleaner than what they actually saw during their experiences there.

Beirut		HistoryAfter- HistoryBefore	CultureAfter- CultureBefore	LeisureAfter- LeisureBefore	NatureAfter- NatureBefore	SafetyAfter- SafetyBefore	CleanlinessAfter- CleanlinessBefore	FriendlinessAfter- FriendlessBefore
N	Asymp.Sig. (2-tailed)	.064	.083	.046	.002	.001	.000	.110
Y	Asymp.Sig. (2-tailed)	.591	.343	.371	.249	.617	.096	.000

Table 5 – Beirut, The Significance of The Results

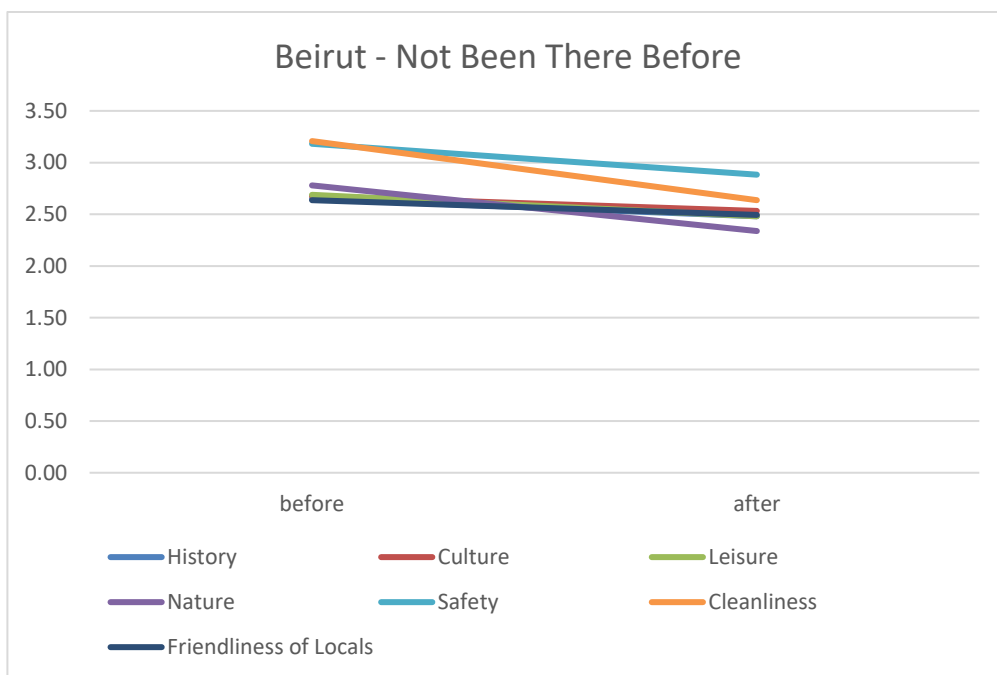


Figure 14 – Beirut, Not Been There Before Line Chart

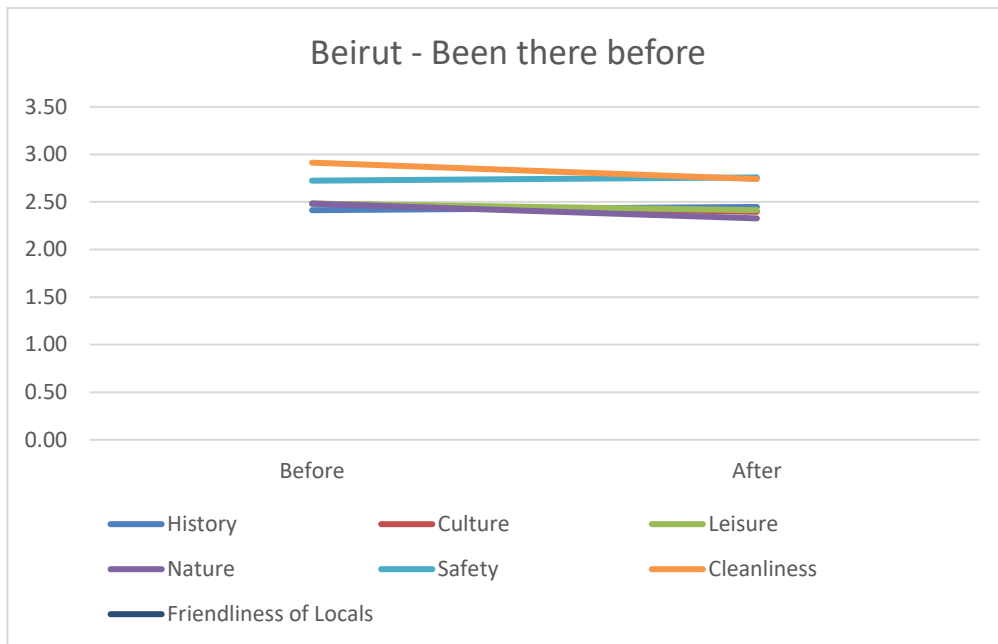


Figure 15 – Beirut, Been There Before Line Chart

5.2.2 Sharm El Sheikh, Egypt

In total, 41 of the respondents have been to Sharm El Sheikh previously, which makes up about 30 % of the sum of the respondents. A crosstabs procedure was used on SPSS to provide an analysis of the results of whether the respondents have had any visitation experience to Sharm El Sheikh or not. The crosstabulation shows that 21 of the respondents visited Sharm El Sheikh only, while 20 respondents visited both Beirut and Sharm El Sheikh, which makes up 14.8 % of the answers. The crosstabulation table can be referred to in the section of the study regarding the results of Beirut.

After completing the crosstabulation procedure, the means of the components asked about in the questionnaire were calculated also through SPSS once more for Sharm El Sheikh this time, to observe the difference in the responses between people who have visited the destination before and people who have not. The following table shows the means calculated for Sharm El Sheikh.

5.2.2.1 The Means

- Means of the destination components' responses before exposure to the commercial for Sharm El Sheikh. (N = Not been there before, Y = Been there before)

Sharm El Sheikh		History	Culture	Leisure	Nature	Safety	Cleanliness	Friendliness
N	Mean	3.11	2.95	2.68	2.83	2.88	2.94	2.80
Y	Mean	2.73	2.56	2.24	2.37	2.54	2.46	2.37
Total	Mean	2.99	2.83	2.55	2.69	2.78	2.79	2.67

Table 6 – Sharm El Sheikh, The Means Before Exposure to The Video

- Means of destination components' responses after being exposed to the commercial for Sharm El Sheikh. (N = Not been there before, Y = Been there before)

Sharm El Sheikh		History	Culture	Leisure	Nature	Safety	Cleanliness	Friendliness
N	Mean	2.93	2.69	2.52	2.60	2.73	2.78	2.61
Y	Mean	2.29	2.29	2.24	2.32	2.29	2.46	2.22
Total	Mean	2.73	2.57	2.44	2.51	2.60	2.68	2.49

Table 7 – Sharm El Sheikh, The Means After Exposure to The Video

5.2.1.2 Wilcoxon Signed Ranks Testing

After the means for the responses were calculated, the Wilcoxon Signed Ranks Test was run on the results. This was done to be able to compare the change of responses in each component after the respondent has seen the video. It has also of course been run on the two samples, the respondents who have visited Sharm El Sheikh and the ones that have not. In the case of the scale used in the survey, which was a 5-point scale with 1 = Strongly Agree and 5 = Strongly Disagree, the higher the negative ranks, the better the respondent's perspective has become after watching the video attached to the questionnaire. That data is shown in the following table:

Sharm Al Sheikh (Table 8 – Wilcoxon Signed Ranks Testing)			N	Mean Rank	Sum of Ranks
Not been there before	HistoryAfter-HistoryBefore	Negative Ranks	24 ^a	21.27	510.50
		Positive Ranks	16 ^b	19.34	309.50
		Ties	54 ^c		
		Total	94		
CultureAfter-CultureBefore		Negative Ranks	29 ^d	25.55	741.00
		Positive Ranks	16 ^e	18.38	294.00
		Ties	49 ^f		
		Total	94		
LeisureAfter-LeisureBefore		Negative Ranks	24 ^g	23.96	575.00
		Positive Ranks	18 ^h	18.22	328.00
		Ties	52 ⁱ		
		Total	94		
NatureAfter-NatureBefore		Negative Ranks	29 ^j	22.02	638.50
		Positive Ranks	13 ^k	20.35	264.50

		Ties	52 ^l		
		Total	94		
	SafetyAfter-SafetyBefore	Negative Ranks	24 ^m	17.96	431.00
		Positive Ranks	11 ⁿ	18.09	199.00
		Ties	58 ^o		
		Total	93		
	CleanlinessAfter-CleanlinessBefore	Negative Ranks	24 ^p	17.65	423.50
		Positive Ranks	11 ^q	18.77	206.50
		Ties	59 ^r		
		Total	94		
	FriendlinessAfter-FriendlinessBefore	Negative Ranks	26 ^s	17.19	447.00
		Positive Ranks	9 ^t	20.33	183.00
		Ties	59 ^u		
		Total	94		
Been there before	HistoryAfter-HistoryBefore	Negative Ranks	14 ^a	11.43	160.00
		Positive Ranks	5 ^b	6.00	30.00
		Ties	22 ^c		
		Total	41		
	CultureAfter-CultureBefore	Negative Ranks	10 ^d	6.70	67.00
		Positive Ranks	2 ^e	5.50	11.00
		Ties	29 ^f		

	Total	41		
LeisureAfter- LeisureBefore	Negative Ranks	3 ^g	3.50	10.50
	Positive Ranks	3 ^h	3.50	10.50
	Ties	35 ⁱ		
	Total	41		
NatureAfter-NatureBefore	Negative Ranks	6 ^j	6.42	38.50
	Positive Ranks	5 ^k	5.50	27.50
	Ties	30 ^l		
	Total	41		
SafetyAfter-SafetyBefore	Negative Ranks	9 ^m	6.22	56.00
	Positive Ranks	2 ⁿ	5.00	10.00
	Ties	30 ^o		
	Total	41		
CleanlinessAfter- CleanlinessBefore	Negative Ranks	6 ^p	5.50	33.00
	Positive Ranks	5 ^q	6.60	33.00
	Ties	30 ^r		
	Total	41		
FriendlinessAfter- FriendlinessBefore	Negative Ranks	7 ^s	4.50	31.50
	Positive Ranks	1 ^t	4.50	4.50
	Ties	33 ^u		
	Total	41		

5.2.2.3 Test Statistics

The following tables and charts showcase the test statistics for the destination of Sharm El Sheikh. In this table we can clearly see which destination components produced significant results after the respondents' exposure to the visual material.

Regarding the respondents who have not visited Sharm El Sheikh before, the change in the history component (0.162) and the leisure component (0.104), provided insignificant results for the purpose of the study. This means that the image of historical and leisure activities in Sharm El Sheikh was not significantly changed after the respondents' exposure to the visual material. This could be because the video did not provide enough visuals or effective visuals to alter the perspective of the person watching. The cleanliness component yielded a result of 0.059, which is not greater than 0.05. Therefore, it cannot be suggested that there was a significant difference between the respondent's perspective on the cleanliness of Sharm El Sheikh after watching the video. However, the components that yielded significant results were the cultural activities, the natural aspect of the destination, the safety of the destination, and the friendliness of the local inhabitants. The results of those components were all under 0.05, therefore, showcasing a significant difference between the answers that were chosen before watching the video and the answers that were chosen afterwards. The difference between the results of the components is also visible in the line charts below.

On the other hand, when it comes to the respondents who have visited Sharm El Sheikh before, the components that yielded a significant change in results were the history, culture, safety, and friendliness of the locals. As seen in the chart, the line for the history component sloped downwards significantly. This can show that the people who experienced the destination first hand and afterwards watched the video, found that the video provided more advertising for historical related activities than they have seen in Sharm El Sheikh based on their own experience. The same can be said regarding cultural activities, the level of safety felt in the destination, and the friendliness of the locals. It seems that the video created a more positive image in their minds, compared to what they have actually experienced there during their visit.

However, when it came to components like, leisure, nature, and the cleanliness of the destination the results were not proven to be significant for the people who have had previous visitation experience to Sharm El Sheikh, after watching the video. Their opinions about these components were not significantly changed, and this can be seen by the horizontal lines in the chart below that were not sloping downwards very much, like with the components that had a significant positive change after the exposure to the visual material.

Sharm El Sheikh		HistoryAfter- HistoryBefore	CultureAfter- CultureBefore	LeisureAfter- LeisureBefore	NatureAfter- NatureBefore	SafetyAfter- SafetyBefore	CleanlinessAfter- CleanlinessBefore	FriendlinessAfter- FriendlinessBefore
N	Asymp.Sig. (2-tailed)	.162	.008	.104	.014	.036	.059	.021
Y	Asymp.Sig. (2-tailed)	.007	.019	1	.593	.029	1	.034

Table 9 – Sharm El Sheikh, The Significance of the Results

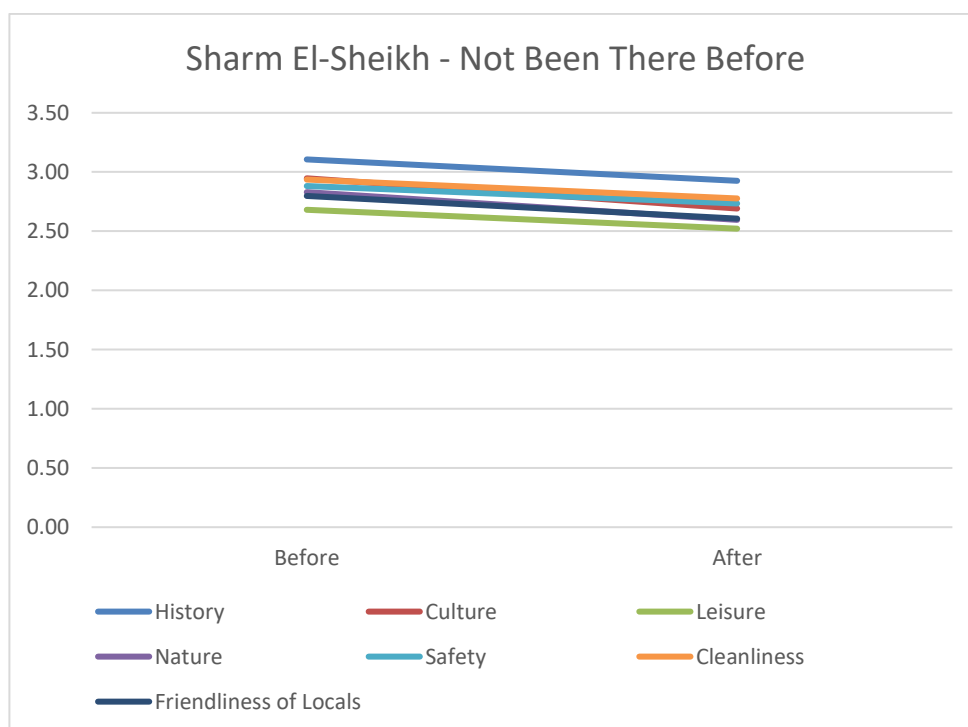


Figure 16 – Sharm El Sheikh, Not Been There Before Line Chart

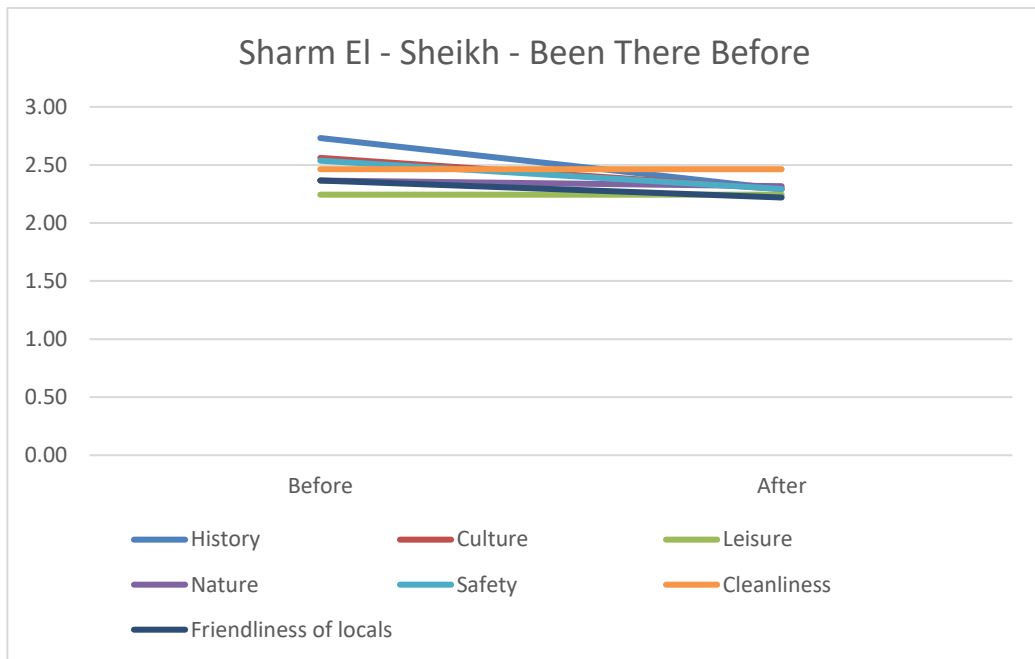


Figure 17 – Sharm El Sheikh, Been There Before Line Chart

6 Conclusion and Recommendations

This aim of the thesis paper was to identify how the organic image of a destination suffering from a negative national image and struggling with conflicts for a long time, can be altered using official commercial material by the tourism entities in the country. Moreover, the paper tried to discover if that particular method would lead to effective results and a significant change in the perspective of the potential tourist. Therefore, the literature review included the topics of destination image, image components, image formation and the importance of destination image for the tourism industry. Furthermore, the study areas were briefly introduced, and basic information was shared with the readers, so they can have a better insight to what kind of issues Lebanon and Egypt are going through and why those destinations suffer from a negative image. Finally, a questionnaire was designed in which respondents were asked about different components of both destinations. After that they were exposed to official commercial material in the form of a video. Then they were asked about the same components again to see if their perception has changed after watching the video. Furthermore, respondents were divided into people who have been to the destination before and people who have not. This gave way to a better insight on how the video affected those two different groups of people.

It is safe to say that a plentiful amount of research covered the topic of destination image and destination image formation processes. Moreover, a lot of research attempted to discuss destination image with regards to a particular destination. However, there was a major amount of missing research on tourism destinations and their respective image in the Middle East and North African region. Therefore, the results of this research can give an example to destination marketing organizations on the kinds of difficulties destinations in that part of the world are facing in creating a powerful tourism market. This study is particularly relevant to the entities responsible for the tourism market in the destinations mentioned in the study and their surrounding areas.

The Handbook on Tourism and Destination Branding clearly states that the reputation of a destination has the same effect as the image of a consumer product or the image of a company. That means, just like a product having a good image in the consumers' mind would lead to competitive advantage, a tourism destination carrying a positive image would bring in more tourists to the country and create competitive advantage compared to its surrounding or similar destinations. Even though Beirut is a Mediterranean destination just like Cyprus and Istanbul, it fails to generate similar tourist inflows. Beirut's reputation does not put it at a competitive advantage, and not enough is being done to alter this negative image.

After putting together the literature review and collecting the responses for the survey, the goal of this research paper was reached by viewing the results of the survey after people have watched the commercial videos. As discussed previously in the Findings chapter of this paper, it was clear that the video had more impact on the people who have not visited the destination before, compared to the people that have. This is of course because the people who have had a full experience at the destination already have completed the image formation process in their heads for that destination. Therefore, the video has a lower impact on them. However, the respondents who have not visited the destination before did show differences in their answers for some components after watching the videos.

Gunn's 1988 model for image formation is very relevant to this research. In the first part of the model the consumer's point of view is mainly created from his/her general knowledge. However, after the exposure to tourism related commercial material, that

image can be modified (Echtner & Ritchie, 2003). The modification in this image matters to destination marketing organizations when they are trying to sell a destination. Therefore, the effectivity of the material available for Beirut and Sharm E Sheikh was exposed to people to get a clearer image of how effective these commercials can be in modifying the viewpoints of people regarding these destinations. Furthermore, as mentioned previously, the World Tourism Organization (1980) has suggested the importance of a positive national image to be able to create a positive overall image for the potential tourist.

Concerning the demographical data collected for the purpose of this research, 43 % of the respondents have been to Beirut and 30.4 % of the respondents have been to Sharm El Sheikh. On the other hand, 41.5 % have been to neither destination. The percentages in this case are close to one another, therefore, it provided good sample sizes for the comparison between these groups of respondents. Furthermore, it was clear by the survey that 42.2 % of the respondents use official sources to look up information about their next travel destination while 68.1 % resort to influencer sources or reviews done by regular people with no affiliation to any official entity. Even though the percentage of people who do not use official sources is higher, 42.2 % of the sample still showed that they use official sources. Therefore, with a lack of official sources regarding the two study areas, the tourism boards and tourist agents may be missing out on expanding the market using these official sources by not capitalizing on the people who do use official sources to obtain their information.

In the process of writing this paper, some limitations were noticed that should be clarified. One of these limitations included the lack of accessibility to relevant literature, especially when trying to obtain information about the study areas. As there were no official sources that could provide recorded legitimate information about the destinations. Moreover, the sample size used in the survey, which was at 135 respondents is not enough to generalize the change in image perception after exposure to the visual material. A bigger number of respondents would be required for the research to provide more effective results. Moreover, most of the respondents to the survey were between the ages of 15-25 and 48.1 % of them stated that they are bachelor students. This can of course have an effect on the results, as there was not enough variety in the respondents regarding their age and their level of education.

Moreover, about 50 % of the sample has a net personal income of 15.000 euros per year, making respondents that fall into other income ranges much less. Therefore, this creates a limited sample that does not make it possible to turn the output into generalizations about the research study.

Future research related to destination image in the MENA region should take into consideration the lack of information and real figures that are available about the destinations. Therefore, the researcher might have to put more effort into being able to locate such important information. This can maybe be done by interviewing officials and public figures that have access to that data, that is not readily available online. Moreover, it would be interesting to see how influencer sources and videos would fare in changing the consumers' perceptions about destination image, in comparison to the official videos used in this study. The reason for that is that many destinations have started to depend on influencers to spread information about the country through their social media platforms, particularly YouTube. It would be interesting to compare the effects of influencer marketing on the same destinations used for this study to the official videos that were run in the questionnaire to see if it does create a significant difference in people's opinions. Furthermore, it would be helpful to include in a future questionnaire about the same topic a question asking about the country of residence of the respondents, as maybe the distance from the study destination plays a role in the consumer's perspective about it. Moreover, more cities and destinations in the MENA region can be subject to similar kinds of research studies, as they share comparable difficulties in attracting tourists.

7 Bibliography

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8 Appendices

Appendix 1: Survey

Organic VS Induced Image: The case of Two MENA Destinations

* Required

1. **Gender: Please specify your gender. ***

Mark only one oval.

- Female
- Male
- I would prefer not to say

2. **Age: What is your age? ***

3. **Education: What is the highest degree or level of school you have completed? If currently enrolled, highest degree received. ***

Mark only one oval.

- High School Graduate, Diploma or Equivalent
- Some College Credit, no degree
- Technical/Vocational Training
- Associate Degree
- Bachelor's Degree
- Master's Degree
- Professional Degree
- Doctorate Degree
- Other:

4. **Employment Status: Are you currently? ***

Mark only one oval.

- Employed for Wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A homemaker

- A student
- Retired
- Other:

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAGLgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 1/8
1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

5. Income: In which range does your net personal income/year fall under? *

Mark only one oval.

- Under 15.000 Euros
- 16.000 Euros - 25.000 Euros
- 26.000 Euros - 35.000 Euros
- 36.000 Euros - 45.000 Euros
- 46.000 Euros - 55.000 Euros
- 55.000 Euros +

Travel Experiences

6. How many times do you travel abroad per year? (Please provide a rough estimation in numbers i.e: 1,2,3..) *

7. In which areas do you mainly travel? *

Check all that apply.

- Europe
- Outside of Europe

8. As a traveler, I put in the effort to research my next destination well, prior to making any travel decisions. *

Mark only one oval.

1 2 3 4 5 6

Strongly Agree Strongly Disagree

9. What sources do you depend on to obtain information about a destination? *

Check all that apply.

- Official Sources (Tourism Board, Travel Agents, Commercials etc.)
- Influencer Sources (Social Media Influencers, Private Youtube Channels etc.)
- Other:

10. Have you been to any of the following destinations? *

Check all that apply.

- Beirut, Lebanon
- Sharm Al Sheikh, Egypt
- No I have not been to either destinations

Organic Image: Beirut, Lebanon

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAGLgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 2/8
1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

11. Beirut has sufficient historical sights *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

12. Beirut has various cultural events *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

13. Beirut has good night life *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

14. Beirut has sufficient leisure activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

15. Beirut has a good offer of nature activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

16. Beirut is a safe destination *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

17. Beirut is a clean destination *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAgPgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 3/8

1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

18. Beirut has friendly locals *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

Induced Image: Beirut, Lebanon

This advertisement was commissioned by the Lebanese ministry of tourism. Please answer the following

questions after watching the following video.

<http://youtube.com/watch?v=colXMyWzpAU>

19. Beirut has sufficient historical sights *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

20. Beirut has various cultural events *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

21. Beirut has sufficient leisure activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAgPgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 4/8

1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

22. Beirut has a good offer of nature activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

23. Beirut is a safe destination *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

24. **Beirut is a clean destination ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

25. **Beirut has friendly locals ***

Mark only one oval.

1 2 3 4 5

Strongly Agree Strongly Disagree

Organic Image: Sharm El Sheikh

26. **Sharm El Sheikh has sufficient historical sites ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

27. **Sharm El Sheikh has various cultural events ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

28. **Sharm El Sheikh has sufficient leisure activities ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAgPgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 5/8
1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

29. **Sharm El Sheikh has a good offer of nature activities ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

30. **Sharm El Sheikh is a safe destination**

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

31. **Sharm El Sheikh is a clean destination ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

32. **Sharm El Sheikh has friendly locals ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

Induced Image: Sharm El Sheikh

These videos were commissioned by the Egyptian tourism authority. Please answer the following

questions after watching these two short videos.

Sharm El Sheikh in 45 Seconds

This is Egypt

<http://youtube.com/watch?v=vtLjZiNjKSw>

http://youtube.com/watch?v=mfxQy5A_tHs

33. **Sharm El Sheikh has sufficient historical sights ***

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

34. Sharm El Sheikh has various cultural events *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

35. Sharm El Sheikh has sufficient leisure activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

36. Sharm El Sheikh has a good offer of nature activities *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

37. Sharm El Sheikh is a safe destination *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

<https://docs.google.com/forms/d/1XBUzj5AJBUjTrZ4FAGLgP2mgN7Zo-nrwcvAHIMh80fQ/edit> 7/8
1/22/2019 Organic VS Induced Image: The case of Two MENA Destinations

38. Sharm El Sheikh is a clean destination *

Mark only one oval.

Powered by

1 2 3 4 5

Strongly Agree - Strongly Disagree

39. Sharm El Sheikh has friendly locals *

Mark only one oval.

1 2 3 4 5

Strongly Agree - Strongly Disagree

Appendix 2: Frequency Tables

Beirut/History/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	22.2	22.2	22.2
	Agree	29	21.5	21.5	43.7
	Neutral	57	42.2	42.2	85.9
	Disagree	10	7.4	7.4	93.3
	Strongly disagree	9	6.7	6.7	100.0

	Total	135	100.0	100.0	
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Beirut/Culture/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	22.2	22.2	22.2
	Agree	30	22.2	22.2	44.4
	Neutral	49	36.3	36.3	80.7
	Disagree	17	12.6	12.6	93.3
	Strongly disagree	9	6.7	6.7	100.0
	Total	135	100.0	100.0	

Beirut/Leisure/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	20.7	20.7	20.7
	Agree	32	23.7	23.7	44.4
	Neutral	52	38.5	38.5	83.0
	Disagree	12	8.9	8.9	91.9

Strongly disagree	11	8.1	8.1	100.0
Total	135	100.0	100.0	

Beirut/Nature/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	20.7	20.7	20.7
	Agree	27	20.0	20.0	40.7
	Neutral	55	40.7	40.7	81.5
	Disagree	14	10.4	10.4	91.9
	Strongly disagree	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

Beirut/Safety/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	12	8.9	8.9	8.9
	Agree	24	17.8	17.8	26.7
	Neutral	63	46.7	46.7	73.3
	Disagree	26	19.3	19.3	92.6
	Strongly disagree	10	7.4	7.4	100.0

Total	135	100.0	100.0	
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Beirut/Cleanliness/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	8.1	8.1	8.1
	Agree	17	12.6	12.6	20.7
	Neutral	70	51.9	51.9	72.6
	Disagree	24	17.8	17.8	90.4
	Strongly disagree	13	9.6	9.6	100.0
	Total	135	100.0	100.0	

Beirut/Friendliness of Locals/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	19.3	19.3	19.3
	Agree	34	25.2	25.2	44.4
	Neutral	54	40.0	40.0	84.4
	Disagree	16	11.9	11.9	96.3
	Strongly disagree	5	3.7	3.7	100.0
	Total	135	100.0	100.0	

Beirut/History/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	29.6	29.6	29.6
	Agree	30	22.2	22.2	51.9
	Neutral	37	27.4	27.4	79.3
	Disagree	18	13.3	13.3	92.6
	Strongly disagree	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

Beirut/Culture/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	25.2	25.2	25.2
	Agree	35	25.9	25.9	51.1
	Neutral	40	29.6	29.6	80.7
	Disagree	20	14.8	14.8	95.6
	Strongly disagree	6	4.4	4.4	100.0
	Total	135	100.0	100.0	

Beirut/Leisure/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	35	25.9	25.9	25.9
	Agree	43	31.9	31.9	57.8
	Neutral	29	21.5	21.5	79.3
	Disagree	17	12.6	12.6	91.9
	Strongly disagree	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

Beirut/Nature/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	48	35.6	35.6	35.6
	Agree	30	22.2	22.2	57.8
	Neutral	31	23.0	23.0	80.7
	Disagree	16	11.9	11.9	92.6
	Strongly disagree	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

Beirut/Safety/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	12.6	12.6	12.6
	Agree	27	20.0	20.0	32.6
	Neutral	61	45.2	45.2	77.8
	Disagree	22	16.3	16.3	94.1
	Strongly disagree	8	5.9	5.9	100.0
	Total	135	100.0	100.0	

Beirut/Cleanliness/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	14.8	14.8	14.8
	Agree	34	25.2	25.2	40.0
	Neutral	56	41.5	41.5	81.5
	Disagree	19	14.1	14.1	95.6
	Strongly disagree	6	4.4	4.4	100.0
	Total	135	100.0	100.0	

Beirut/Friendliness Of Locals/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	32	23.7	23.7	23.7
	Agree	36	26.7	26.7	50.4
	Neutral	42	31.1	31.1	81.5
	Disagree	21	15.6	15.6	97.0
	Strongly disagree	4	3.0	3.0	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/History/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	14.8	14.8	14.8
	Agree	20	14.8	14.8	29.6
	Neutral	54	40.0	40.0	69.6
	Disagree	23	17.0	17.0	86.7
	Strongly disagree	18	13.3	13.3	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Culture/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	12.6	12.6	12.6
	Agree	30	22.2	22.2	34.8
	Neutral	59	43.7	43.7	78.5
	Disagree	17	12.6	12.6	91.1
	Strongly disagree	12	8.9	8.9	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Leisure/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	25.2	25.2	25.2
	Agree	33	24.4	24.4	49.6
	Neutral	39	28.9	28.9	78.5
	Disagree	18	13.3	13.3	91.9
	Strongly disagree	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Nature/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	22.2	22.2	22.2
	Agree	26	19.3	19.3	41.5
	Neutral	48	35.6	35.6	77.0
	Disagree	18	13.3	13.3	90.4
	Strongly disagree	13	9.6	9.6	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Safety/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	19.3	19.4	19.4
	Agree	24	17.8	17.9	37.3
	Neutral	51	37.8	38.1	75.4
	Disagree	20	14.8	14.9	90.3
	Strongly disagree	13	9.6	9.7	100.0
	Total	134	99.3	100.0	
Missing	System	1	.7		
Total		135	100.0		

Sharm El Sheikh/Cleanliness/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	16.3	16.3	16.3
	Agree	29	21.5	21.5	37.8
	Neutral	49	36.3	36.3	74.1
	Disagree	25	18.5	18.5	92.6
	Strongly disagree	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Friendliness of Locals/Before Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	20.7	20.7	20.7
	Agree	28	20.7	20.7	41.5
	Neutral	49	36.3	36.3	77.8
	Disagree	21	15.6	15.6	93.3
	Strongly disagree	9	6.7	6.7	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/History/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	33	24.4	24.4	24.4
	Agree	26	19.3	19.3	43.7
	Neutral	34	25.2	25.2	68.9
	Disagree	28	20.7	20.7	89.6
	Strongly disagree	14	10.4	10.4	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Culture/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	22.2	22.2	22.2
	Agree	36	26.7	26.7	48.9
	Neutral	41	30.4	30.4	79.3
	Disagree	18	13.3	13.3	92.6
	Strongly disagree	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Leisure/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	46	34.1	34.1	34.1
	Agree	34	25.2	25.2	59.3
	Neutral	21	15.6	15.6	74.8
	Disagree	18	13.3	13.3	88.1
	Strongly disagree	16	11.9	11.9	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Nature/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	45	33.3	33.3	33.3
	Agree	28	20.7	20.7	54.1
	Neutral	25	18.5	18.5	72.6
	Disagree	22	16.3	16.3	88.9
	Strongly disagree	15	11.1	11.1	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Safety/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	35	25.9	25.9	25.9
	Agree	27	20.0	20.0	45.9
	Neutral	40	29.6	29.6	75.6
	Disagree	23	17.0	17.0	92.6
	Strongly disagree	10	7.4	7.4	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Cleanliness/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	19.3	19.3	19.3
	Agree	38	28.1	28.1	47.4
	Neutral	38	28.1	28.1	75.6
	Disagree	19	14.1	14.1	89.6
	Strongly disagree	14	10.4	10.4	100.0
	Total	135	100.0	100.0	

Sharm El Sheikh/Friendliness of Locals/After Video

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	38	28.1	28.1	28.1
	Agree	33	24.4	24.4	52.6
	Neutral	37	27.4	27.4	80.0
	Disagree	14	10.4	10.4	90.4
	Strongly disagree	13	9.6	9.6	100.0
	Total	135	100.0	100.0	