# THE ROLES AND IMPORTANCE OF PROMOTION TOOLS AND DESTINATION ATTRIBUTES OF MICE TOURISM ON JORDAN'S DESTINATION IMAGE FORMATION

**By**

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## ABSTRAK

Imej destinasi memainkan peranan yang penting kepada pelancong-pelancong dalam membuat keputusan perjalanan dan pemilihan destinasi. Pelbagai pendekatan dan strategi telah digunakan oleh kebanyakan negara untuk membentuk imej destinasi pelancongan masing-masing. Walau bagaimanapun, dalam konteks di Jordan adalah didapati kurang penumpuan telah diberikan dalam usaha ke arah pembentukan imej destinasi pelancongan. Oleh itu, strategi-strategi yang digunakannya untuk membentuk imej destinasi adalah tidak jelas dan kurang berkesan. Objektif kajian ini adalah untuk mengkaji peranan alat promosi dan ciri-ciri destinasi pelancongan untuk tujuan Perhimpunan, Insentif perjalanan, Persidangan, dan Pameran (MICE) terhadap pembentukan imej destinasi pelancongan dan untuk mengenal pasti persepsi para peserta MICE terhadap kepentingan alat promosi, ciri-ciri destinasi dan imej destinasi. Kajian ini menggunakan kaedah kuantitatif dan beberapa hipotesis telah dibentuk berdasarkan kajian literatur, teori tolakan-tarikan dan model-model pembentukan imej destinasi. Soal selidik berstruktur telah diedarkan kepada 857 responden yang dipilih melalui teknik persampelan rawak berkelompok. Data kajian dipungut daripada kalangan peserta MICE di Bandaraya Amman dan Dead Sea. Hasil kajian mendapati bahawa terdapat perbezaan persepsi yang signifikan di kalangan responden tentang pentingnya ciri-ciri destinasi MICE dan alat promosi terhadap imej destinasi Jordan. Analisis regresi pula menunjukkan bahawa ciri-ciri destinasi MICE dan peranan alat promosi telah mempengaruhi pembentukan imej destinasi secara positif. Ciri-ciri destinasi seperti ameniti menampakkan pengaruh yang tertinggi dalam menyumbang kepada pembentukan imej destinasi Jordan, diikuti dengan perkhidmatan sokongan, kebolehcapaian, tarikan dan aktiviti. Sementara itu, ciri kemampuan pula memperlihatkan pengaruh yang terendah terhadap pembentukan keseluruhan imej pelancongan Jordan. Berdasarkan model yang dicadangkan, kajian ini mampu menyumbang kepada bidang pengetahuan dengan membuktikan bahawa ciri-ciri destinasi pelancongan MICE dan alat promosi merupakan penyumbang yang signifikan terhadap pembentukan imej destinasi Jordan. Manakala itu, implikasi dari segi pengurusan, kajian ini dapat menyediakan garis panduan dan cadangan terhadap pembentukan strategi pemasaran imej destinasi pelancongan kepada sektor awam dan swasta dalam meningkatkan dan memajukan industri MICE sebagai destinasi pelancongan antarabangsa.



Kata kunci: pelancongan MICE, ciri-ciri destinasi, imej destinasi, promosi pelancongan, Jordan

## ABSTRACT

The image of the destination has a significant role on tourists' travel decision and selection of the destination to visit. Various approaches and strategies have been utilised by most of the countries to develop their destination image. However, in the context of Jordan less emphasis was given to develop a touristic image. Thus, strategies used in forming a destination image were vague and less effective. The objectives of this study are to investigate the roles of promotion tools and Meetings, Incentive travel, Conferences, and Exhibitions (MICE) destination attributes on touristic image formation and to identify the perceptions of MICE participants on the importance of promotion tools, MICE destination attributes, and destination image. A quantitative approach was employed in this study and several hypotheses were formulated based on the existing literature, push-pull theory, and models of destination image formation. A structured questionnaire was administered to 857 respondents who were selected through cluster random sampling technique. Data were collected from participants of MICE tourism in the cities of Amman and the Dead Sea. The findings of the study revealed that there were significant differences in respondents' perceptions on the importance of MICE destination attributes, promotion tools, and destination image. Regression analyses indicated that MICE destination attributes and the roles of promotion tools positively influence destination image formation. Nevertheless, amenities showed the highest influence of MICE destination attributes on destination image formation, followed by ancillary services, accessibility, attractions, and activities. Meanwhile, affordability portrayed the lowest influence of MICE destination attributes on the overall touristic image formation of Jordan. The study has contributed to the body of knowledge with the proposed model that reveals the significant contribution of MICE destination attributes and the roles of promotion tools to the destination image formation of Jordan. Whereas, for the managerial implications, this study is able to provide guidelines and suggestions on marketing strategies to the public and the private sectors in order to enhance and develop MICE industry in Jordan as an international destination image.



Keywords: MICE tourism, destination attribute, destination image, tourism promotion, Jordan

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| | |
|---|---|
| AIMS | Amman International Motor Show |
| CVBs | Convention Visitor Bureaux |
| DA | Department of Antiquities |
| DMOs | Destination Marketing Organizations |
| FDI | Foreign Direct Investment |
| GAM | Greater Amman Municipality |
| GDP | Gross Domestic Product |
| JEDCO | Jordan Enterprise Development Corporation |
| JIL | Jordan Investment Law |
| JITOA | Jordan Inbound Tour Operators Association |
| JTB | Jordan Tourism Board |
| MOIT | Ministry of Industry and Trade |
| MOTA | Ministry of Tourism and Antiquities |
| NGOs | Non-Governmental Organisations |
| NTS | National Tourism Strategy |
| WEF | World Economic Forum |
| WOM | Word of Mouth |
| WTO | World Trade Organization |
| WWW | World Wide Web |
| UNWTO | United Nation World Tourism Organization |
| USAID | United States Agency for International Development |

# CHAPTER ONE

# INTRODUCTION

## 1.0 Background of the Study

Jordan is a land steeped in history. It has been a place to some of mankind's earliest settlements and villages. The relics of many of the world's great civilizations, such as Greek, Nabatenians, Roman, and Islamic civilizations, can still be seen today in Jordan. As described by Reid and Schwab (2006), Jordan is one of the largest concentrations of iconic archaeological sites. Being at the crossroads of the Middle East, the lands of Jordan and Palestine have served as a strategic nexus connecting Asia, Africa and Europe. Thus, since the dawn of civilization, Jordan's geography has given it an important role to play as a conduit for trade and communications. Connecting east and west, north and south, Jordan continues to play this role today.

In addition to its historical sites, Jordan offers health tourism which is becoming very popular in Jordan (Alhroot & Al-Alak, 2010) Leisure tourism in the Dead Sea area offers world-class spas to visitors. Education tourism is also very popular in Jordan. Adventurers staying in Jordan can also rock-climb in Jordan's Wadi Rum and go for hikes in Jordan's northern mountainous region (Alhroot, 2007). Scuba divers can visit Aqaba's magnificent coral reefs. Cultural tourism is also evident in Jordan, because many western films have been made in Jordan. Shopping tourism is popular in Amman, Zarqa, Irbid, and Aqaba (Alhroot, 2007). Pilgrimages are growing in Jordan. Mount Nebo and the Mosaic Map in Madaba are popular to Christian tourists (Harahsheh, 2002; MOTA, 2010). The

numerous medieval mosques and churches are popular destinations for pilgrims. The Jordan River and the Dead Sea are also very popular (Harahsheh, 2002; JTB, 2010).

Tourism industry in Jordan can be classified into nine main types, namely recreational, cultural, health and wellness, eco-tourism, adventure, desert tourism, educational tourism, visiting friends and relatives, and MICE tourism (Meetings, Incentives, Conferences and Exhibitions) (Alhroot, 2007). However, MICE tourism which is the core point of this study is one of the most important segments of the tourism industry in Jordan. Jordan tries to market itself as one of the best MICE destinations in the world and the most attractive in the Middle East (USAID, 2009).

Jordan is well known for its security and stability in the Middle East and tourists look at it as one of the safest destinations for tourism. In addition, Jordan is rich with wide range of tourist attractions. For instance, the Red Rose City (Petra) was elected as one of the new Seven Wonders of the World in 2007. Moreover, Jordanian hospitality is well-known by the western tourists. In 2008, there were over six million arrivals, which resulted in the tourist receipts amounting to about three billion dollars (MOTA, 2009). Its major tourist activities include visiting ancient sites (like Jerash, Baptism Site, Um Qais, Philadelphia, the Dead Sea and many castles and desert palaces spotted over the land of Jordan) and unparalleled natural locations, as well as observing cultural and religious sites and traditions.

The support of water and other mineral resources is limited in Jordan compared to neighbouring countries. This is why the contribution of tourism is more important for the economy of Jordan. The revenue from tourism in 2008 accounted for 10 percent of

Jordan's Gross Domestic Product (GDP), while revenue from other sectors like industry accounted for 17 percent of Jordan's GDP, and agriculture accounted for three percent of the country's GDP (Rosenberg & Choufany, 2009).

Jordan has also realised tourism industry as the most promising and the fastest developed sector in its economy, and has undergone significant development over the last ten years (Harahsheh, 2009). Jordan established the Ministry of Tourism and Antiquities in 1988. The Ministry has a mission statement of "Sustainable Tourism Development towards Economic Prosperity". Hence, the Ministry has been working to develop tourism products, to distinguish Jordan as a unique destination and to increase the contribution of tourism industry to the national economy (MOTA, 2009). The Jordan Tourism Board (JTB) was launched in 1998. This is an independent, public-private sector partnership. Through its eleven offices in Europe, Asia, and the Middle East, JTB has been promoting Jordan tourism product as a unique destination in the international market.

In 2003, the Jordan Inbound Tour Operators Association (JITOA) was set up to unite the tour operators in Jordan, to be a reliable reference and a major player in decision making process in tourism industry in Jordan. Recently, JITOA has launched a website (www.micejordan.org) totally devoted for developing and promoting MICE tourism in Jordan. The main function of this website is to link Jordan tourism companies with the international companies, and to generate new conferences and incentive tourism opportunities. Jordan Enterprise Development Corporation (JEDCO) was also established in 2003 to organise and supervise the holding of exhibitions in Jordan as well as to participate in the international exhibitions. As such, Jordan plans to develop MICE tourism industry so that it earns favourable economic returns in the future. Hence, MICE

tourism in Jordan is characterized by its economic values, low costs, and its role in the image development of the host cities as a tourist destination (Harahsheh, 2009).

MICE tourism is the most significant segment in the tourism industry (Bernini, 2009). The benefits of MICE tourism come both to international and local levels. At the international level, it contributes to employment, provides access to new ideas and new technology, directs business contact, and increases investments in tourism infrastructures. On the other hand, at the local or national level, it can generate revenue even outside peak period and it may help the small business to share its benefits like for the photographers or the florists (Rogerson, 2005). Due to its importance, Sangpikul and Kim (2009) stated that countries compete to host MICE events because these events promote the international image of the country for holiday travellers.

In addition, MICE tourism is a critical segment in the tourism industry. It provides a huge number of high spending delegates to the destination and it is a major source of low shoulder and off-season demand (Rogerson, 2005). Also, it contributes to strengthening the relationship between the host country and the participants. This contribution is more when the host destination fulfils the participants' needs and meets their demands and preferences (Lee & Back, 2007). Most countries of the world have long used MICE events as a means of revitalising their economy and improving their destination image. For example, Macau has recently focused on MICE tourism to revitalise its economy and to change its dominant image as a gambling destination into one of the best MICE destinations in Asia (Leong, 2007).

MICE events have been considered as an image-enhancement tool or as the image maker of modern tourism (Richard & Wilson, 2004). Also, MICE events' contribution is remarkable in marketing and promotion of the country's image, and also in improving the negative image of a destination. The image of a destination is a vital factor in destination choice and in travel decision of the potential visitors (Yuan & Chong, 2007). In addition, McCartney, Butler, and Bennett (2009) posited that the success or failure of the tourism sector in many countries around the world depends largely on image held by the potential travellers. Thus, the top priorities of tourist destinations should be the identification, tracking, marketing, and management of the image (Schneider & Sonmez, 1999).

In recent years, many regions and countries have realised the importance of MICE tourism as the integral element of their economic development and as a promotion tool to enhance the image of their country (Jayswal, 2008; Richards & Wilson, 2004). Leong (2007) stated that Macau has recently utilised MICE tourism to enhance the image of their destination to be among the first MICE destination in the region. Consequently, they have placed a number of marketing initiatives and strategies to attract more MICE business to their destinations (Sharpley, 2002). Thus, MICE tourism requires special arrangements and advanced facilities and services, such as big tourism centres, resorts, varieties of hotels, tour program services, and fully equipped meeting rooms.

In order to cope with international and regional concerns in MICE tourism industry, JTB has developed a strategic plan called "National Tourism Strategy (NTS) 2004-2010". MICE tourism was one of the main niche markets that the NTS 2004-2010 has focused on (MOTA, 2004). According to NTS 2004-2010, MICE tourism generates about 40 percent revenue to the host destination more than leisure tourism. In addition,

MICE participants spend three times more than leisure tourists. Most of the participants accompanied by their family come before or stay after the events to visit historical sites in Jordan such as Petra (Alghad, 2009). Therefore, Jordan has recently built many exhibition and conference centres in Amman (the capital city of Jordan) such as, the new Zara Expo Centre, Amman International Motor Show, the Royal Cultural Centre, Al-Hussien Culture Centre, and Palace of Culture, in addition to King Hussein Bin Talal Convention Centre in the Dead Sea which hosted the World Economic Forum five times in 2003, 2004, 2005, 2007, and in 2009 and could satisfy the very high standard of requirements. Jordan will also host many international medical conferences in 2013. More than 5000 delegates are expected to participate in these conferences. These conferences will discuss several medical issues such as, The Fourteenth International Conferences on Diseases of genecology and Obstetrics and the International Conference of Anaesthesiologists (Alghad, 2009). Consequently, the number of tourist arrivals to Jordan for different purposes of visit has increased from 2,852,809 in 2004 to 3,788,891 in 2009. More than 40 percent of MICE tourists are likely to return to the destination as leisure tourists in the future (MOTA, 2010).

Khammash and Alkhas (2009) also mentioned that Jordan emerged as an advanced place in the Middle East region in terms of travel and MICE destination along-side Egypt, Syria, Lebanon, Turkey, and Saudi Arabia which consider MICE tourism as the main pillar of their tourism industry. They indicated that these countries in the region allotted high budget to promote and market their tourism products. Their report revealed that Jordan also devoted high level of effort for marketing and promoting its tourism products, but the budget devoted for promoting MICE tourism in Jordan is not as it

should be. In addition to that, the high cost of transportation especially airway tickets and the negative safety perceptions of the tourists from Europe, Canada and USA about the countries of Middle East are also critical in the future of tourism development image in Jordan.

Thus, MICE tourism has been realised as the most important and lucrative segments in tourism industry. Its growth is even faster than other segments of tourism (Bernini, 2009; Lawrence & McCabe, 2001). Growth of such business activity stimulated more investment in developing a wide range of meeting and conference venues and centres. Many countries also use MICE tourism as a tool to promote their destinations (Wootton & Stevens, 1995).

## 1.1 Problem Statement

The image of the destination has a significant role on tourists' travel decision and selection of that destination. It also has an influence on tourists' satisfaction and intention to revisit the destination (Echtner & Ritchie, 2003; Pavlovic & Belullo, 2007). Chacko and Fenich (2000) established that image, which is largely based on its physical attributes, is the source of attractiveness of a destination. Several studies have been conducted to reveal the factors that influence destination image formation (Baloglu & McCleary, 1999b; Beerli & Martin, 2004a, 2004b). Lee and Back (2007) examined the effects of destination attributes on MICE participation intentions of potential meeting attendees. They also examined the effect of these attributes on the formation of the image. Their study revealed that destination image formation is based on destination

attributes, and the attendees' intention to attend a meeting is positively affected by the destination image. Among the researchers who focused on MICE industry in their studies, Oppermann (1996a) explored the criteria and perceptions of selecting MICE destinations based on their attributes.

In addition, the role of tourism promotion on destination image formation was examined by Fakeye and Crompton (1991). They found promotion to be a critical factor at all stages (organic, induced, and complex) of image formation. Similarly, Oppermann's (1996a) study of image formation of 30 convention destinations in North America revealed the importance of promotion and destination attributes in forming the destination image and thereby meeting the event planners' expectations. Chacko and Fenich (2000) also portrayed the influence and importance of particular destination attributes in the US, and promotional appeal of a site turned out to be a vital attribute. Molina and Esteban (2006) clarified that information resources and the variety of destination attributes form the basis for destination image formation. Meanwhile, Govers, Go, and Kumar (2007) asserted that secondary sources of information influence pre-visit image.

Several other researchers (e.g., Baloglu & McCleary, 1999a; Chen & Hsu, 2000; Gil & Ritchie, 2009; Suh & Gartner, 2004) have investigated the differences in tourists' perceptions on destination image formation in terms of their socio-demographic characteristics such as gender, marital status, education, income, country of origin, and occupation on perceived image. Baloglu (1997) explored the relationship between socio-demographic characteristics and destination image formation. Gender, age, income, and occupation found to be the important factors influencing the perception of destination

image formation. Beerli and Martin (2004a, 2004b) also evaluated the relationship between perceived image and personal factors. Their studies further supported the influence of socio-demographic characteristics on the perception of destination image formation. Harahsheh (2009) explored the influence of nationality on perceived image in the context of Jordan and from the perspective of Swedish and British visitors. Schneider and Sonmez (1999) assessed the perceptions of participants from Arabic and non-Arabic countries on the touristic image of Jordan. Suh and Gartner (2004) explored the visitors of Seoul, Korea, held by three different nationalities; Japanese, North American, and European business groups.

In addition, the differences on the perceptions of the importance of promotion tools between tourists in terms of their socio-demographic characteristics were also examined in previous studies (e.g., Boo, Koh & Jones, 2008; Ho & Dempsey, 2010; Louvieris & Oppewal, 2004; Molina, Gomez & Martin-Consuegra, 2010; Simpson & Siguaw, 2008). Moreover, other researchers studied the perceptions of non-visitors, first-time visitors, repeat visitors (e.g., Beerli & Martin, 2004a, 2004b; Fakeye & Crompton, 1991; Stepchenkova & Morrison, 2008), event planners (e.g., Baloglu & Love, 2005; Chacko & Fenich, 2000; Go & Govers, 1999; Oppermann, 1996a), and potential MICE event attendees (Lee & Back, 2007).

Although previous studies indicated that researchers have addressed the issue of nationality of the MICE participants, they did not give emphasis on the perceptions of MICE domestic participants. In addition, socio-demographic factors such as age, educational level, gender, and income of participants have not been explored in previous studies particularly with regards to the importance of MICE destination attributes.

However, Getz (2000) postulated that besides research on the major economic roles of events, other themes are relatively underexplored which include events as image makers for destinations and communities to attract tourists, investments and residents (i.e., place marketing). He also noted that the roles of events in animating attractions and facilities and as catalysts for other development have been explored by several studies. For example, Oppermann (1996b) analysed the international development of MICE tourism and revealed that existing facilities are developed and expanded to meet participants' needs. In addition, Grado, Strauss, and Lord (1998) stated that many communities have realised the significant role of hosting events and have planned strategies to attract more of these events to their areas.

Evidently, existing studies mainly focus on a few developed countries around the world. However, little research effort has been given on destination image formation in the developing countries. Particularly, the research effort on MICE tourism in the Middle East region is very scarce (Schneider & Sonmez, 1999). Rogerson (2005) pointed out the focus of available literature concerning MICE tourism to be dominant in the developed world such as North America (e.g., Hiller, 1995; Weber & Chon, 2002; Weber & Ladkin, 2003), Europe (e.g., Bradley, Hall & Harrison, 2002; Weber & Chon, 2002; Wootton & Stevens, 1995), and Australia and Asia Pacific (Go & Govers, 1999; Kim, Chon & Chung, 2003). Despite the global expansion and importance of MICE tourism, the whole developing world has attracted a limited focus of research on MICE tourism. Moreover, according to Sharpley (2002), research on MICE tourism in the Middle East countries such as Iraq, Egypt, Jordan, Saudi Arabia, Syria, and Lebanon is dearth.

The review of related literature indicates that some studies have considered the context of Jordan as a tourist destination. For example, Alhroot (2007, 2009) considered the marketing of Jordan as a tourist destination, Walker and Firestone (2009) focused on the general information about the destination of Jordan, Taji (2005) emphasized on niche marketing of tourism in Jordan, and Badhadho (2007) considered conference tourism aspects in Jordan. Based on these previous studies, the researchers have targeted different aspects of Jordan tourism industry without focusing on its touristic image or the role of MICE tourism. In addition, less emphasis was given by Jordan on forming its destination image which resulted in unclear and not effective approaches and strategies utilised to position Jordan's touristic image (Schneider & Sonmez 1999).

To date, few studies have examined the touristic image of Jordan, such as marketing Jordan internationally as a tourist destination (Sharaiha & Collins, 1992), promoting Jordan's touristic image through national sport teams (Abedal-Hafez, Husien & Kasawneh, 2010), exploring the touristic image of Jordan from the perspective of interregional and intraregional leisure visitors (Schneider & Sonmez 1999), and exploring the role of religious beliefs on the formation of Jordan's touristic image, and examining that image in the British and Swedish markets (Harahsheh, Morgan & Edwards, 2010). However, the role of MICE tourism on the formation of Jordan's touristic image has not been evaluated. In relation to that, this study aimed to investigate the roles and importance of MICE tourism destination attributes and promotion tools on the formation of tourism destination image of Jordan. Thus, the importance of this research emerged due to the significance of MICE tourism for the sustainable tourism sector, as well as to the economy as a whole.

## 1.2 Research Objectives

The specific research objectives of this study were as follows:

a. To identify the importance of MICE destination attributes as perceived by MICE event participants.

b. To identify the importance of MICE promotion tools as perceived by MICE event participants.

c. To examine the differences in MICE participants' perceptions on the destination image formation in terms of their socio-demographic characteristics.

d. To determine the role of MICE promotion tools on destination image formation.

e. To determine the influence of MICE destination attributes on destination image formation.

## 1.3 Research Questions

This study attempted to answer the following research questions:

a. How do the participants perceive the importance of MICE tourism destination attributes?

b. How do the participants perceive the importance of MICE tourism promotion tools?

c. To what extent do the socio-demographic characteristics of MICE tourism participants differ in their perceptions on the destination image?

d. To what extent do the roles of MICE promotion tools influence destination image formation?

e. To what extent do MICE destination attributes affect the destination image formation?

## 1.4 Hypotheses

Based on the research questions and research objectives of this study, research hypotheses were formulated to identify the differences of perceptions among MICE events participants on the importance of promotion tools and destination attributes, and on the perceptions of destination image as well as to determine how destination image formation is influenced by the following factors: The roles of promotion tools and destination attributes such as, amenities, activities, ancillary services, affordability, attractions, and activities.

*H1*: There is no significant difference in MICE participants' perceptions on the importance of MICE destination attributes in terms of their nationality (local vs. international), gender, age, income, and educational levels.

*H2*: There is no significant difference in MICE participants' perceptions on the importance of promotion tools in MICE tourism in terms of their nationality (local vs. international), gender, age, income, and educational levels.

*H3*: There is no significant difference in MICE participants' perceptions on the destination image formation in terms of their nationality (local vs. international), gender, age, income, and educational levels.

*H4*: The roles of promotion tools in MICE tourism positively influence the destination image formation.

*H5*: Destination attributes of MICE tourism positively influence the destination image formation.

## 1.5 Significance of the Study

According to NTS 2004-2010, MICE tourism is the fastest growing and a critical segment in Jordan's tourism industry. It contributes significantly to Jordan's economies by generating new employments and taxes revenue. It also enhances the development of infrastructure; facilities of the host destination, services, and other supported sectors as well as the positive image of the host country. Previous studies (e.g., Alhroot, 2007, 2009; Badhadho, 2007; Dew, Wallace, Shoult, & Abdulla II, 2004; Harahsheh et al., 2010) discussed MICE tourism in Jordan partially among other segments of tourism industry. Therefore, this study, due to the vital roles of MICE tourism on the formation of the destination image, contributes significantly to MICE tourism in Jordan by focusing totally on MICE tourism and analysed its roles on the formation of Jordan touristic image.

In addition, the importance of MICE destination attributes from the perspective of MICE event participants in terms of their socio-demographic characteristics is critical for the host destination as well as for event organisers. Understanding the preferences of MICE event participants enables the event organisers and host destination to fulfil participants' needs and meet their demands. Reviewing previous studies (e.g., Lee & Back, 2007; Molina & Esteban, 2006; Oppermann, 1996a) revealed that the importance of MICE destination attributes was examined from the perspective of event organisers, event planners, and potential attendees. This study, however, focused on the perceptions of the participants on the importance of MICE destination attributes in terms of their socio-demographic characteristics.

Moreover, the local MICE participants' preferences and perceptions on the importance of MICE destination attributes and promotion tools are considered crucial in MICE tourism planning and development. Previous studies (Beerli & Martin, 2004a, 2004b; Gil & Ritchie, 2009; Harahsheh et al., 2010; Ho & Dempsey, 2010; Louvieris & Oppewal, 2004; Simpson & Siguaw, 2008) focused on the perceptions of international tourists and ignored the perceptions of local tourists. Therefore, this study examined the perceptions of local as well as international participants on the importance of MICE destination attributes, promotion tools, and their differences on the perceptions of the destination image of Jordan. The findings of this study will provide tourism bodies, event organisers, and other MICE stakeholders with the preferences and perceptions of both local and international participants which will enable them to initiate their plans and strategies to increase MICE event attendance and achieve participants' satisfactions.

This study, therefore, aims to fill these gaps by exploring the roles of promotion tools and MICE destination attributes on the formation of the touristic image of Jordan, as well as examining the perceptions of local and international MICE tourism participants on the importance of promotion tools, MICE destination attributes, and destination image formation in terms of their socio-demographic characteristics. When the roles of promotion tools and MICE destination attributes on destination image formation and the perceptions of MICE participants are understood, the study can contribute and extend our knowledge on the role of MICE tourism on destination image formation and the preferences of MICE participants.

This study also attempted to provide policy guidelines to enhance the development process of the MICE segment of the tourism industry as well as to identify the strengths and weaknesses of this industry. Identifying the major destination attributes from the perspective of the attendees is critical for MICE organisers, association of the meeting planners, event marketers, and other stakeholders of the MICE industry. It would help them to understand the preferences of the potential meeting attendees, and enable them to select a meeting destination that will achieve their goals and maximise meeting attendance. It will also help the host destination to focus on the right destination attributes that can position them effectively in the competitive MICE market.

In addition, the benefit of determining the effective promotion tools and the major destination attributes of MICE tourism is vital for the public and private organisations. In this regard, the findings of this study could also assist in destination planning and development strategies to enhance the touristic image formation. Also, this study can

enrich the limited research literature in MICE tourism particularly in the context of Jordan and serve as a future reference for researchers in the same area.

## 1.6 Scope of the Study

Due to the importance of MICE tourism on Jordan's tourism industry and on the formation of its touristic image, therefore, this study focused on MICE tourism participants, national or international, who participated in one of the following MICE events; meetings, conferences, incentives, and exhibitions are the focus of this research. In other words, the target population of this study were MICE events participants. A self-administered questionnaire was used in this study as an instrument to collect data from the sample of the study.

The scope of this study was also delimited to two Jordanian cities: Amman and the Dead Sea, as they have developed and redeveloped facilities in their centres to promote MICE tourism as a part of a wider plan of economic regeneration. Amman has the majority of hotels in Jordan; 321 hotels out of 482 besides many international standard convention and exhibitions centres. In addition, the Dead Sea has many high-class hotels as well the biggest convention centre in Jordan and in the Middle East which is King Hussein Bin Talal Convention Centre (MOTA, 2009). Moreover, Queen Alia International Airport is located in the outskirts of Amman, which is also very close to the Dead Sea. The other hot spots in Jordan like Aqaba and Petra are very far away from Amman. They are located in the south of Jordan; about five hours' drive by car from the

Amman and could serve for other segments of tourism such as adventure tourism, cultural tourism, and desert tourism.

## 1.7 Definition of Concepts

The following are the definitions of key variables from different point of views which are mentioned in the research:

**1.7.1 MICE Tourism:** The term refers to a type of tourism in which large groups of participants are gathered for some particular purpose. It includes a well-planned agenda focused on a particular subject, theme or topic (Leong, 2007). It also refers to travel associated with attending meetings, conferences, congresses, or exhibitions (Bradley et al., 2002).

a. Meetings refer to a number of people coming together in one place to confer or carry out an activity (Leong, 2007). They are off-site business meetings which do not require specialised facilities of a conference or exhibition centre. They usually involve fewer than 50 people and generally held in hotels, resorts or conference centres (Ruzic, Turkalj & Racic, 2003).

b. Incentives are a reward program offered to a participant for a previous performance which includes meeting events (Leong, 2007). Companies arrange incentive trips for an employee or individual as a form of reward for his or her satisfactory performance (Ruzic et al., 2003).

c. Conferences are the meeting of people in the same profession to exchange information. In general, conferences are large and annual meetings for delegates to plan or discuss a particular matter (Ruzic et al., 2003).

d. Exhibitions are goods and/or service shows for sale to target groups and interested persons; it is opened to the public (Ruzic et al., 2003).

**1.7.2 MICE Destination Attributes:** It is the combination of individual products and experience opportunities that form a total experience of the area visited (Murphy, Pritchard & Smith, 2000). It is amalgams of tourism products, offering an integrated experience to MICE tourism participants (Buhalis, 2000). In the context of this study, the term MICE destination attributes was consisted of six factors, i.e., amenities, accessibility, affordability, activities, ancillary services, and attractions. Thirty items were adapted from previous studies (e.g., Baloglu & Love, 2003; Chacko & Fenich, 2000; Robinson & Callan, 2005) and measured on a five-point Likert scale ranging from 1 (not at all important) to 5 (very important).

**1.7.3 Destination Image:** Crompton (1979) defined image as the sum of beliefs, ideas, and impressions that a person has of a destination. In the context of this study, destination image was measured by using Likert scale and bipolar scale focusing on items related to cognitive and affective image.

a. Cognitive image refers to beliefs or knowledge of a destination attributes (Gartner, 1993). In the context of this study, cognitive image consisted of six

dimensions, i.e., atmosphere, political and social factor, tourist facilitation, natural resources, general infrastructure, and economic and cultural factor. Thirty items adapted from previous studies (e.g., Beerli & Martin, 2004a, 2004b; Echtner & Ritchie, 1991, 1993, 2003; Molina et al., 2010) were used on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the cognitive component of image.

b. Affective image means the feelings or emotional responses of the person toward a destination (Gartner, 1993). In the context of this study, the affective component of image was measured on a five-bipolar scale, four emotional attributes: arousing/sleepy, unpleasant/pleasant, boring/exciting, and distressing/relaxing were adapted from previous studies (e.g., Baloglu & Love, 2005; Beerli & Martin, 2004a, 2004b).

c. Overall image refers to a global impression of an object (Baloglu, 1996). In the context of this study, the overall image was based on the mean scores of the cognitive image and affective image.

**1.7.4 Event Tourism**: According to Getz (1997), event tourism is planning, developing, and marketing events systematically as tourist attractions, catalysts for other developments, image builders, and animators of attractions and destination areas; its strategies should also cover the management of news and negative events. In the context of this study, event tourism referred to MICE events; Meetings, Incentives, Conferences, and Exhibitions.

**1.7.5 MICE Tourism Promotion**: It is the activities, operations, and expenditures designed to increase tourism but not limited to advertising, publicising, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the market of or the operation of special events and festivals designed to attract tourists (Washington State Legislature, 2010). In the context of this study, tourism promotion tools referred to the importance of promotion tools such as e-mail, World Wide Web (WWW), magazines, travel agents, T.V/Radio, newspapers, brochures, tourist information centres, public relations, guidebooks, and WOM to promote MICE events, and their role on Jordan destination image formation.

## 1.8 Structure of the Thesis

The thesis is structured into five chapters. The first chapter introduces research background of the study. It outlines the research goals and objectives as well as the significance of the study, the scope of the study, and the definition of concepts utilised. The second chapter is a review of relevant literature; tourism industry and the remarkable role of MICE tourism as a lucrative and most growing segment of tourism are highlighted, with emphasis on the importance of MICE destination attributes as pull factors. The destination image and promotion tools are also presented. MICE tourism in Jordan as the core point of this study is discussed in details. The research design and research methodology, as well as the results of the pilot study, are described in chapter three. Chapter four presents the results of the data analysis collected to embark on the objective of this study and for hypotheses testing. A summary and discussion of the

research findings, suggested strategies in developing and promoting MICE tourism, and implications and recommendations for future studies are presented in chapter five.

# CHAPTER TWO

# LITERATURE REVIEW

## 2.0 Introduction

This chapter discusses previous studies related to MICE tourism, destination image, MICE destination attributes and promotion tools conducted in Jordan and in other countries. Specifically, this chapter is divided into six sections. The first section includes: an overview of MICE tourism, MICE Tourism: the growing segment in tourism industry, characteristics of MICE tourism, contributions of MICE tourism in terms of economic, social and cultural contributions, and MICE tourism in Jordan encompasses of MICE infrastructure with emphasis on convention and exhibition enterprises and convention hotels, and Jordan national tourism strategy 2004-2010. The second section discusses various aspects of destination image which includes perceived destination image concept, cognitive and affective components of destination image, the theory of destination image formation, the importance of destination image, the measurement of destination image, and relationship between socio-demographic characteristics and destination image formation. The third section focuses on MICE destination attributes, MICE destination selection, the "Pull factors" of destination attributes: Push-Pull theory, and relationship between MICE destination attributes and destination image formation. The fourth section covers on MICE destination marketing with emphasis on MICE promotion tools, and relationship between MICE promotion tools and destination image formation. The fifth

section discusses the conceptual framework of the study. The final section presents the conclusion of the chapter.

## 2.1 An Overview of MICE Tourism

The term MICE is an acronym of the following words: Meetings (M), Incentive travels (I), Conferences (C), and Exhibitions (E). Some other subcomponent events involved with MICE tourism include: workshops, seminars, speakers, banquets, association meetings and social events (Hiller, 1995; Rogerson, 2005). Xie and Lu (2006) stated that there is a lack of unified definition for MICE tourism. They defined it is a new type of tourism arising out of the increase in number of conventions and exhibitions, combined with the growth of the tourism industry. On the other hand, Leong (2007) stated that MICE tourism is a particular segment of tourism industry focusing on a particular theme, subject or agenda.

Previous studies indicated that the term MICE has several other names; it is known as meeting industry within Europe, business event sector in Australia, and MICE tourism in North America and Asia (Campiranon & Arcodia, 2008; Locke, 2010). In the context of this study, MICE destination is referred to as "meeting destination" or "convention destination", and MICE tourists are referred to as "delegates", "attendees" or "participants".

### 2.1.1 Meetings

Meetings are defined as a number of people gathering in one place to confer or carry out a particular activity (Leong, 2007). Another definition of meetings by Crouch and Ritchie (1998) is that meetings are planned events in which two or more people get together for the purpose of accomplishing some objectives. The Convention Industry Council (2010) also defined meeting as an event where the attendees participate in meetings and/or discussions, or attend education sessions or other organised events.

### 2.1.2 Incentive Travels

According to Mistilis and Dwyer (1999a), incentive travel is a non-cash reward given to the employee because of his/her achievement of work-related goal to encourage him/her for the purpose of improving his/her productivity, sales volume, or other management goals. Leong (2007) defined incentive travel as a part of a programme that includes meeting events offered to participants to reward a previous performance in his/ her company.

### 2.1.3 Conferences

Ruzic et al. (2003) defined conferences as large annual meetings of people in the same profession to exchange information. Meanwhile, they differentiated the terms, ’convention’, ‘conference’, and ‘congress’. Convention is a term frequently used in the USA for trade. Conference is frequently used in Europe and used for technical and

academic area. Whereas congresses are of three types: family meetings, trade meetings, and scientific meetings.

However, Oppermann (1996b) postulated that conventions, conferences, and congresses are different terms used to indicate a similar thing. Congresses are general sessions, conventions are used in North America and the Pacific region, and conferences are high participation sessions concerned with obtaining information, planning or solving problems.

### 2.1.4 Exhibitions

Ruzic et al. (2003) defined exhibitions as shows for goods or services. They mentioned two types of shows: Trade show, which is arranged for the benefits of business operators. And consumer show, which is oriented for the benefits of consumers. In addition, the Ministry of Industry and Trade (MoIT) in Jordan defined exhibitions as "Any trading activity aiming to present local or foreign products and/or services to promote, market, or introduce them for a definite period or location, whether or not accompanied by direct sale to the public or directed to the public consumers or a group of such consumers". It has also defined Fairs as those exhibitions in which many countries participate, and contains various other activities such as folkloric and artistic shows, parties, prizes, or competitions (MoIT, 2005).

Meanwhile, other researchers divided MICE tourism into other categories such as De Lara and Har (2008) who divided it into: national meetings, regional meetings, and interregional meetings. While Kim et al. (2003) stated that the number of participants,

kind of sponsors, duration of the meetings, pre- or post tour programmes and the budget shape the types of meetings. In spite of increasing numbers and diversity of travellers, the most common shape of their demand is for MICE events. Thus, MICE tourism has become the essential sector of tourism industry.

## 2.2 MICE Tourism: The Growing Segment in Tourism Industry

MICE tourism has long been recognised as the fastest growing segment and most lucrative sector of the travel and tourism industry (Bernini, 2009; Dwyer, Mistilis & Rao, 2001; Fawzy, 2009; Kim et al., 2003; Lawrence & McCabe, 2001; McCabe & Weeks, 1999; Mistilis & Dwyer, 1999b; Oppermann, 1996a; Ruzic et al., 2003; Wang & Wang, 2008). It has been described as the pearl in the tourism crown (Xie & Lu, 2006).

Globalisation, liberalisation and the breakdown of trade barriers supported the emergence and growth of MICE tourism. Table 2.1 shows the growth was remarkable in Asia between 2000-2005 which was affected by the growth of MICE tourism in the Middle East and Eastern and Central Europe.

Table 2.1

Number of Meetings per Continent/ Region

| Region | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |
|---|---|---|---|---|---|---|---|---|---|---|
| Europe | 2,120 | 2,416 | 2,409 | 2,733 | 2,703 | 3,168 | 3,218 | 3,617 | 3,544 | 3,333 |
| Middle East | 597 | 640 | 666 | 706 | 755 | 870 | 821 | 1,109 | 1,104 | 1,025 |
| Asia& | | | | | | | | | | |
| North America | 505 | 570 | 603 | 692 | 625 | 774 | 750 | 801 | 725 | 649 |
| Latin America | 237 | 263 | 264 | 332 | 331 | 319 | 368 | 415 | 473 | 491 |
| Australia | 169 | 152 | 146 | 222 | 192 | 188 | 187 | 218 | 208 | 217 |
| Africa | 85 | 124 | 104 | 188 | 188 | 136 | 130 | 144 | 148 | 123 |
| World | 3,713 | 4,165 | 4,210 | 4,803 | 4,724 | 5,455 | 5,474 | 6,304 | 6,202 | 5,838 |

Source: de Lara and Har (2008).

The growth of MICE tourism was 5.10 percent every year from 2000 to 2007. The Asia-Pacific region witnessed the highest growth these years; huge development project were initiated to respond to the growing demand for MICE tourism. Although the growth of MICE tourism remained strong, this growth was challenged by emerging new MICE destination in the Middle East and Central and Western Europe (de Lara & Har, 2008).

In addition, other factors have contributed to the development and growth of MICE tourism. These factors were illustrated by Weber and Chon (2002) as follows:

a. Expansion of private and public organisations which imposed the need for meetings between these sectors.

b. Increasing number of international corporations and national agencies, necessitating the need for more meetings on the interregional or interdepartmental levels.

c. Growth in the interests of associations, professional and cooperative groups.

d. New methods of marketing and promotion.

e. The needs to update information, evaluate methods, and provide training programmes for the progress and development of the company through meetings.

f. Increasing propensity for travel due to the higher educational level of people and their tendency to participate in voluntary association activities.

g. Improvement in transportation, advancement in technology, and the growth of per capital income.

On the other hand, the growth of MICE tourism has faced few challenges, such as competition of other MICE destinations, degree of government support for the MICE tourism, MICE infrastructure availability, levels of training and services, marketing issues, and estimating the economical, social and cultural benefits of MICE tourism (Mistilis & Dwyer, 1999a, 1999b).

However, in the year of 2000, the world has witnessed an increase in the number of MICE events. Out of 9433 conventions that were held, 54.7 percent were in Europe and USA. The estimate of the total spending on these meetings in the same year was about 122.1 billion US dollars. Also, the growth in the Asia-Pacific region reached 124 percent in 1996 (Kim et al., 2003).

Owing to the importance of MICE tourism as the fastest and the most promising sector of tourism (Bernini, 2009; Dwyer et al., 2001; Kim et al., 2003), many countries and regions whether developed or less developed have begun to regard tourism as one of its priorities to achieve economic growth, to get another source of income, or to create an international image for their MICE destinations. They have initiated plans and strategies to attract MICE events to their destinations in order to extend their long-term growth and increase the economic impacts of MICE tourism (Clancy, 1999; Lawrence & McCabe, 2001; Leong, 2007; Rogerson, 2005; Sharpley, 2002).

## 2.3 Characteristics of MICE Tourism

Leong (2007) stated four characteristics of MICE tourism that differentiated it from mass tourism:

a. MICE tourism is considered a high profit industry. Wootton and Steven (1995) conducted a study to estimate the contribution of MICE tourism to Wales's tourism. The findings of their study revealed that the revenue generated from MICE tourism to the economy of Wales is four times greater than other segments of tourism industry.

b. MICE tourism could happen at any time of the year (off-season supply). However, the event planners avoid summer months and public holidays. There is no season for MICE events (Buhalis, 2000).

c. MICE tourism is considered as a green tourism industry. MICE event participants spend most of their time travelling indoors which is more environment-friendly.

d. MICE tourism creates loyalty among tourists to the destination. Most participants revisit the destination as leisure tourists in the company of their families or friends.

Meanwhile, Jayswal (2008) opined another characteristic for MICE tourism which is being as a marketing tool to promote the destination. She asserted that MICE events are the most powerful way used to attract tourists and to support the economy of the host country, while the greatest benefit of these events is their contribution in building and promoting the image of the country. Generally, MICE tourism could be used to

promote the place and define its attributes and utilise the media covering these events to enhance the process of image formation (Richards & Wilson, 2004; Smith, 2005).

It is sometimes difficult to differentiate between business tourists (MICE event attendees) and leisure tourists. Business tourists tend to stay longer and spend more than other types of visitors. They are less cost-sensitive. On the other hand, most tourism facilities such as accommodation, transportation, or information sources are designed to fulfill the needs of the tourists, whether they are MICE participants or leisure tourists (Lee & Back, 2007). Hence, Buhalis (2000) illustrated the differences between business trips and leisure trips as follows:

a. Business trips: The travellers do not choose their destination. They themselves cover their expenses. The destination is chosen by their organisations. Host destination, therefore, should provide special facilities, leisure opportunities, and a high degree of safety and efficiency.
b. Leisure trips: Leisure travellers have more options in choosing their destinations. They pay their expenses, so the price is a vital key in their travel decisions. They are very sensitive to time, because they could not travel during school times. Therefore, they mostly make their reservation during holidays and summer months, and this is the reason behind seasonality of tourism. They look for pleasure and enjoyment. They could be in any kind of destinations.

Nevertheless, Buhalis (2000) posited that both business travellers and leisure travellers are very sensitive to the image of the destination which plays a critical role in

their decisions to visit or not to visit a destination. Thus, developing the right image is important for both the host destinations and the tourists in general.

## 2.4 Contributions of MICE Tourism

MICE tourism plays a vital role in the lives of the communities. It enhances the image of the host country as well as it contributes in the development of various sectors (Gursoy, Kim & Uysal, 2004). Improving the facilities and services to meet the demands of MICE events participants enhances and improves the image of the host destination from traditional tourist destination serving leisure tourists into a double purpose destination serving both leisure and business tourists. Convention centres are now dispersed in many destinations around the world. MICE tourism has dual purposes, i.e., improving the image of the destination and at the same time generating economic benefits for the host community (Weber & Ladkin, 2003).

### 2.4.1 Economic Contributions

MICE tourism is considered the economic hub of tourism industry which has benefits at international and local levels. At the international level, it increases the jobs in the facilities connected to MICE tourism in hotels or convention centres, increases foreign exchange earnings and extra income, introduces new investments, is a base for business contacts, facilitates the access to new technology, attracts high-spending visitors, and enhances the international economic contact. At the local level, it supports

small businesses and provides the locals with new jobs, and it could occur outside the peak season (Lau, Milne & Johnston, 2005; Rogerson, 2005; Yoon, Gursoy & Chen, 2001). It provides high yield as well as high return per capita (Lawrence & McCabe, 2001; Leong, 2007). The attendees of MICE events have a tendency to stay longer than other types of visitors which increases their expenditure and reflects positively on the host country (Lee & Back, 2007).

MICE destination attributes attract participants to participate in an event in these destinations. The attractiveness of the host destination attributes plays an important role in repeat-visit, to come back again as leisure tourists, but this time they may come with their families or their friends, which indicates additional revenue. They may also recommend the destination to others. This points out to the importance of word of mouth as one of the promotion tools on forming the image of a destination to the potential tourists and enhancing their decision for travel. In addition, MICE tourism develops business activities between countries and offers alternative economic opportunities (Sangpikul & Kim, 2009; Sharpley, 2002).

In other words, the benefits and contributions of MICE tourism to the tourism industry and to the economy of the country can be doubled or tripled (Lee, 2006). It is nearly four times greater than estimates of all other segments. It is an intricate and fragmented industry involving many sectors in MICE industry such as hotels, transportation (international and domestic), restaurants, pre- and post- event touring (Dwyer et al., 2001; Wootton & Steven, 1995; Yang & Gu, 2011). Thus, it is necessary to assess the potential economic benefits that are generated from MICE tourism development in order to determine the suitable allocation of public and private sector

resources. Mistilis and Dwyer (1999b) conducted a study to assess the economic impacts of MICE events on remote regions. They used a framework to compare between the economic benefits of MICE events on the MICE destination and remote regions within a host country. The findings of their study indicated that there is a marked differentiation in gross direct expenditure by MICE participants in gateways compared with non-gateways. Most of the operational aspects of MICE tourism are located in gateways cities such as international airports, transportation companies, and offices of airlines. Their study revealed that MICE tourists spend three quarters or almost four-fifths of their nights in gateways localities, and spend 55 percent of their expenditure in these gateways.

Kim et al. (2003) also illustrated some reasons behind the great economic impact of MICE tourism. First, MICE events attract a large number of attendees for each event; the attendance in some conferences reaches 500 participants. Second, long stay of the attendees in the host country compared to other forms of travel; most of MICE event attendees arrive to the host destination few days before the event, while others stay extra days after the event travelling in and exploring the host destination. Third, the delegates of MICE events are considered large spenders. Campiranon and Arcodia (2008) stated that most of the time, MICE participants are high level executives. Buhalis (2000) also assured that MICE participants are less-cost sensitive. Fourth, pre-, during or post-tour programmes are arranged for the attendees that convert them into pleasure travellers. This indicated that the expenditure of MICE participants is not restricted to the host city but spread to other cities and places. Finally, it has direct and indirect effects upon a variety of other industries.

Hodur and Leistritz (2006) outlined the original flow of the economic benefits of MICE tourism from three main sources. The first source comes from constructing a facility. This is reflected in the planning, designing, expenses for building materials, and other payments to the local entities to construct the facility. Second, the operation stage follows the construction stage, where the facility begins to pay for advertising, maintenances, salaries, utilities and other daily expenditure. Finally, the revenue generated from the MICE tourism participants. In sum, Bernini (2009) stated the benefits of MICE tourism on the economy in two ways: First, the distribution of the high profit generated from MICE tourism with other connected links. Second, MICE tourism rescues tourism from the effects of off-seasons and stabilises the seasonal pressures which are caused by other patterns of tourism during the peak seasons.

Similarly, Xie and Lu (2006) summarised the economic impacts of MICE tourism. First, MICE tourism generates high profit and incomes, its works on promoting the image of the destination. Second, its effect on the relevant industries is very obvious which is reflected on the economy of the city and on the social life. Third, MICE tourism supports and accelerates the establishing of other service structures. Fourth, MICE tourism plays a vital role in strengthening the economic relations and cooperation between business enterprises and spreading knowledge and technology. Finally, every industry has its own demerit. Some MICE enterprises are not able to get the high income which leads to wasting a great amount of income. Thus, since the 1990s, more research has been carried out due to the emergence of economic impacts of MICE tourism.

### 2.4.2 Social and Cultural Contributions

In addition to the impact of MICE tourism on the economic sector, its contribution also extends to the social and cultural sectors (Sangpikul & Kim, 2009). Xie and Lu (2006) figured out the social and cultural effects of MICE tourism. First, it promotes image of the host country and improves the popularity and reputation of the host destination. Second, it relieves the pressure on employment by increasing the employment opportunity. Third, it promotes the overall improvement in the facilities of the host destination, transforming the thoughts of people and widens their vision. Finally, it accelerates new specialised persons in MICE tourism. Moreover, MICE tourism has intangible benefits associated with the cultural and social benefits of the destination (Weber & Chon, 2002). On the other hand, Fenich (1992) mentioned the pros and cons of the development of MICE centres as illustrated in Table 2.2.

Table 2.2

Pros and Cons of Convention Centre Development

| Pros | Cons |
|---|---|
| High level of delegate spending | High development costs |
| Increase employment | High carrying costs |
| Enhanced urban image | High operations costs |
| New facilities for use by city residents | Losses on operation |
| Redevelopment of blighted areas | Infrastructure costs |
| Secondary economic activity | Opportunity costs |
| Spin-off development in centre's local | Loss of property taxes |
| Improved fiscal health for municipality | Continuous costs for police, firemen, etc. |
| | High debt service |

Source: Fenich (1992)

Accordingly, the importance of MICE tourism has inspired researchers to reveal the critical influence of MICE tourism on the economy of destinations as well as the importance of its attributes on forming the perceived image of the host destination. Estimating the impact of MICE tourism on the economy of the host destination as well as its social and cultural contribution is critical for the destination's future planning and development. Therefore, the host destination should understand the preferences and interests of MICE participants regarding its attributes and compare with that of the competitors. Understanding the preferences of MICE event participants is also critical in maximising attendance and increasing their level of satisfaction.

## 2.5 MICE Tourism in Jordan

Jordan is emerging as a unique MICE destination in the Middle East, offering business tourists a memorable experience that brings them back on extended family holidays. Due to the limited income, Jordan has focused on tourism to be the service and business centre for the region. Thus, if the MICE organisers are looking for a distinctive venue for meetings, conferences, or exhibitions, Jordan will be the right destination (Dew et al., 2004). The NTS 2004-2010 has targeted MICE tourism as a niche market that needs development and promotion so as to focus on local and international MICE events. MOTA realised the importance of MICE events in tourism industry and its positive reflection on the economy especially during off-peak season. The winter season (December, January, and February) is considered as the off-peak season in Jordan because the climate is cold, rainy, and snowy which is not attractive enough for leisure

tourists. Nevertheless, MICE events could take place during these months in the Dead Sea. The Dead Sea is the lowest point on the earth, characterised by its warm climate and its proximity from Amman and Queen Alia International Airport.

Badhadho (2006) asserted that MICE tourism has increased after the peace treaty of 1994. Amman hosted 59 international conferences in 1996. In 2001, the number decreased to 40 international conferences because of the global political events. Later, because of the relative stability of the world, Amman hosted 65 international conferences. Figure 2.1 shows that 68 percent of international MICE events hosted in the Kingdom of Jordan are in Amman. Badhadho also assumed that the availability of services and facilities, ease of transportation, safety and security, advanced communication, professional marketing campaigns, and other attributes enable Jordan to compete internationally.

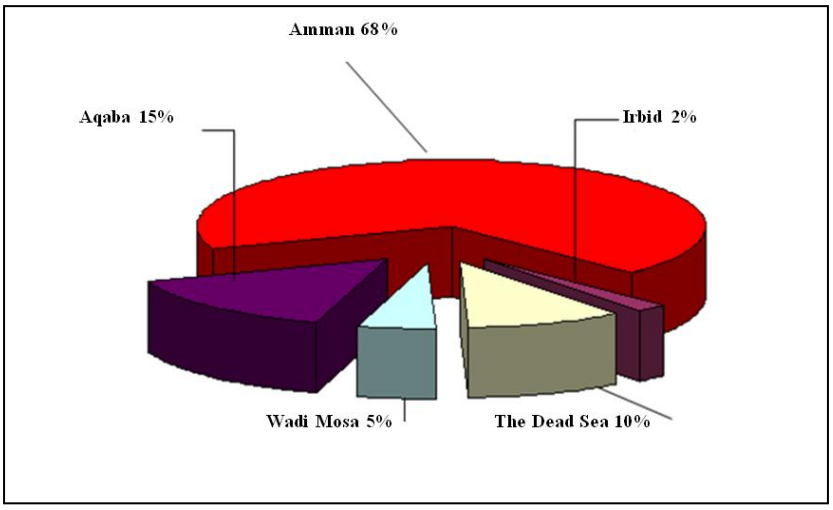


Figure 2.1
Distribution of MICE Tourism in Jordan in 2004
Source: Badhadho (2006, p.74)

Jordan Investment Law (JIL) was launched in 1995 to promote Jordan as a unique destination for Foreign Direct Investment (FDI). The tax-free economic zones attracted investors to invest in Jordan. Jordan allotted JD 24 million to promote tourism and JD 54 million for MICE tourism from 2001-2007 (Alrawadieh, 2009; Awamleh, 2002; Bakir & Alfawwaz, 2009). Thus, from the allocation approved, it shows that the government has devoted more than half of its promotion budget for promoting MICE tourism, and on the other hand, reflects the critical role of MICE as the hub of tourism industry in Jordan (Khammash & Alkhas, 2009). Consequently, as a MICE destination, Jordan has hosted the World Economic Forum for the fifth time in the Dead Sea. Thousands of senior business people flock to the Dead Sea each spring to participate in this forum. Due to its proximity to Iraq, Jordan has hosted many conferences and trade shows focused on the rebuilding of Iraq since 2003 (Dew et al., 2004).

### 2.5.1 MICE Infrastructure in Jordan

Jordan has been recognised as a unique MICE destination in the Middle East for its MICE infrastructure in addition to its historical and religious sites which combine history with modernity. Jordan has many convention and exhibition centres which make Jordan a very attractive destination for MICE events.

#### 2.5.1.1 Convention and Exhibition Enterprises

There are many convention centres designed especially for holding MICE events. Most of these centres are in Amman, the Dead Sea, and many high-class projects are under construction in Petra and Aqaba.

**a. Zara Expo Amman**

Zara Expo Amman lies in the heart of Amman. It is an ideal venue for conferences, international meetings, and exhibitions. Zara Expo Amman consists of three halls providing almost 3,000 square metres of exhibition space. These halls are not in the same floor but linked together by a wide staircase, each hall is completely equipped with air conditioning, event management support, security, power, etc. and has its own organiser's office. In addition, if further exhibition space is required, there is a 1,800 square metre exhibition hall in Grand Hyatt Amman linked to the hall by a pedestrian walkway. In addition, Zara Expo has a 303-seat conference auditorium, and meeting rooms alongside the auditorium which could be used for press offices or as VIP rooms.

**b. Royal Culture Centre**

This centre is considered as the first centre in Jordan. The main auditorium is the royal theatre for performing arts, with available seating for 300 people. The conference auditorium is the second fully equipped hall seating up to 180 people.

**c. King Hussein Bin Talal Convention Centre (the Jewel of the Crown)**

The largest convention centre in Jordan consists of 22 halls. The centre is nestled in the heart of the Dead Sea. The convention centre is very well-known for hosting the World Economic Forum (WEF) for the five times in 2003, 2004,

2005, 2007, and 2009. The centre is 40 minutes away from Amman, and surrounded by several five-star hotels. The architecture of the building is textured between the Islamic design and heritage design of the surrounding area. The total area of the convention is 68, 000 square metres located directly by the sea. The convention consists of three floors (sea floor, ground floor, and first floor) with a total of 24,000 square metres.

**d. Palace of Culture Amman**

This centre was established in 1969. The Palace is a large venue used to host regional and cultural conferences, as well as Arab and International conventions. Spacing a total area of 2,550 square metres, it consists of two halls:

a. The Marble Hall which is used for artistic and cultural exhibition
b. The Inner Hall which comprises a stage that can hold 96 performers and a theatre hall with total capacity of 1,767 viewers.

**e. Al-Hussien Cultural Centre**

The execution of this project started in 1998 and was completed in 2002. The centre is located in the Middle of Amman, with a land space of 10,000 square metres. The cultural centre theatre has a floor area of 1700 square metres and 353 seats. The theatre is equipped with the latest technology which could be used to host art performances, film screening, meetings, and exhibitions. The ground floor of the centre consists of an exhibition hall and a theatre hall for 189 people. Also, the floor is equipped with facilities to help people with special needs. The first floor consists of two multipurpose rooms for 250 people which could be used for

conferences. The second floor has a VIP room and a meeting room for 30 people. The third floor is Al-Hussien Centre Library (GAM, 2010).

**f. Amman International Motor Show (AIMS)**

This exhibition centre was established in 1988 in Amman which offers nearly 9,000 square metre halls. The exhibition centre consists of two halls, located on the outskirts of Amman about 10 minutes from Central Amman. More than 200 international exhibitions have been held in this exhibition centre, such as for Chinese products, Korean products, Italian products, various international motor shows.

### 2.5.1.2 Convention Hotels

These hotels offer accommodations besides hosting MICE events. Four- and five-star hotels have convention and exhibition halls that compete on the international level. Most of these hotels are in Amman such as the Convention Centre in Le Merdien Amman, Landmark Amman Hotel & Conference Centre, Le Royal Amman, and other major high-class hotels. Also, many high-class hotels are being constructed in Petra, the Dead Sea, and Aqaba. In addition, the other categories of hotels especially three-star hotels could serve for small meetings and their halls are usually used for international and local events.

### 2.5.2 Jordan National Tourism Strategy 2004-2010

The Government of Jordan through MOTA realised the important role of MICE tourism to the economy. It has given MICE tourism special attention in recent years. Thus, MOTA and the private sectors started to concentrate on high-yield visitors, branding niche products, marketing and promoting Jordan tourism products in the regional and international markets, supplying the tourism sector with qualified human resources, and improving tourism facilities and infrastructures. Consequently, NTS 2004-2010 aimed to capture high-level international MICE events in Jordan.

The government sector, the private sector, and the local communities collaborated to set and implement the strategy to achieve the following objectives: (a) to create more than 51, 000 jobs, from 40,791 in 2003 to be more than 91,719 jobs in 2010, (b) to increase the revenue of tourism to be approximately JD 1.3 billion by 2010, and (c) to generate tax revenues of the government of more than JD 455 million (Fischer, Khan, Khemani, Mak & Najmi, 2009; MOTA, 2009, 2010). NTS focuses on MICE tourism in addition to cultural tourism, religion tourism, eco-tourism, health and wellness tourism, adventure tourism, and cruising tourism. In order to implement the plan, MOTA has developed a monitoring system as well as an action plan. In regard to this, MOTA has outlined the strategic plan which comprises the strategy premises as follows:

a. Enhance the image of Jordan to the high-yield visitors especially to MICE participants who are more likely to return to the destination for other purposes such as leisure activities and brand it as a boutique destination (creating demand).

b. Diversify and support the development of tourism products and other supporting industries.

c. Develop the standard of human resources' training and education, and support small enterprises.

d. Provide an effective and regularity framework. This pillar reflects the importance of cooperation between public and private sector in marketing and promoting Jordan MICE tourism.

In 2008, the tourism revenue exceeded JD 1.58 billion which means that the collaboration between the public and private sector has achieved the first aim of the NTS which is to double the revenue of tourism to reach JD 1.3 billion by 2010 (Khammash & Alkhas, 2009).

## 2.6 Destination Image

Image is a term with vague and shifting meanings; it has been variously linked to attitudes, advertising, memories, cognitive maps and expectations (Pearce, 2005). Several studies have emphasised on the significant role of destination image on tourists' travel decision and participation in MICE events (Baloglu & Love, 2005; Baloglu & McCleary, 1999b; Chacko & Fenich, 2000; Oppermann, 1996a, 1996b; Tasci, Gartner & Cavusgil, 2007). It has been of great interest to tourism researchers, destination marketers, and industry practitioners. It has also been a crucial component in destination selection process (Baloglu, 1997; Oppermann, 1996b). Destination image studies have become a staple of market research (Suh & Gartner, 2004).

### 2.6.1 Perceived Destination Image Concept

Image is the sum of beliefs, ideas, and impressions that a person has about a destination (Crompton, 1979). Destination image is a vital factor in travel decisions. It is the sum of perceptions, ideas and impressions through which the people recognise events, behaviours or objects (Schneider & Sonmez, 1999). Image is like reputation, which is a mental construct based on many resources such as promotion, media reporting, cultures, and opinions of friends, families and travel agents (Govers et al., 2007). The concept of image has long been used in marketing and communication science to describe people's perception of corporate identity, store, and product. It has been applied in tourism to refer to destination contexts, and the impressions or perceptions that someone has of a place (Li, Pan, Smith & Zhang, 2008).

Olimpia (2008) indicated that it is difficult to achieve a definition for destination image. Several definitions of destination image could be found in literature, such as Bojanic (1991) defined the destination image as the impressions that a person holds of a destination or a country which he/she does not reside in. Echtner and Ritchie (1993) described destination image as person's perceptions of an area or impressions of a place. Milman and Pizam (1995) defined the destination image as an aura, an angle, a subjective perception accompanying the various projections of the same message transmitter. Alhemoud and Armstrong (1996) clarified that the term image implies many meanings. It could be the artificial imitation of an object, a form, an idea, or conceptions held individually or collectively of a destination. Baloglu and McCleary (1999a) defined image as an attitudinal construct consisting of an individual mental representation of knowledge, beliefs, feelings, emotion, and global impression about a destination. Hunt

(1975 cited in Zou, 2007) identified destination image as the expression of all objective knowledge, impression, imagination, and thoughts that a person has of a destination.

Alcaniz, Garcia and Blas (2009) pointed out that the perceptions of the destination attributes form its image. Thus, they described image as the representation in the tourist's mind of what he/she knows and feels about a destination. The image formation process is defined as a mental construct developed through a few selected impressions among the flood of total impressions (San Martin & Rodriguez del Bosque, 2008). It is formed through the overflow of information which includes promotional literature (posters, travel brochures), the views of friends and families, and the general media (Echtner & Ritchie, 2003; Lawton & Page, 1997).

Many researchers have investigated the concept of destination image from different constructs such as destination attractiveness, destination awareness, destination evaluation, destination perceptions, destination quality, and destination attributes (Tasci et al., 2007). For example, Oppermann (1996a) evaluated the importance of MICE destination images to the perceptions of association meeting planners. The result of the study exposed the differences between the experiences of association planners of large and small meetings and conventions regarding their selection criteria. Each destination has weakness as well as strength attributes. In addition, cities are ranked and selected to host MICE events based on their attractiveness. The level of expenditure of attendees, number of persons accompanying them, their length of stay and their willingness to revisit the destination depends on the attractive image of the destination. The purpose of visit and the origin of visitors also affect the MICE destinations (Petersen, 2004).

Other concepts have also been connected with image such as branding and stereotype. Williams and Palmer (1999) defined the destination brand as a combination of the images projected by the organisations which are ultimately shaped by the consumer's previous attitudes, knowledge and experience. Cai (2002) assured that destination image is not destination brand; image formation constitutes the core of destination branding. Tasci et al. (2007) emphasised that image creates branding. The difference between image and branding is that image is the core concept of branding (Konecnik & Gartner, 2007). Jayswal (2008) argued that there is a difference between destination branding and destination image. The branding of a destination is accumulated through certain images. She also emphasised that events, especially MICE events, play important role in branding a destination. These events could be negative image transfer or positive image transfer. Thus, it is important to host events that can enhance the process of destination branding (Baloglu & McCleary, 1999b; Morgan & Pritchard, 1999; Warnaby, 2009).

Meanwhile, Gertner and Kotler (2004) differentiated between stereotype and image. For them, a stereotype is a highly distorted image which holds a negative or positive bias. They hypothesised that fewer interactions between tourists and locals result in prejudices and stereotypes which may create negative images. Therefore, promotion is effective in redressing the negative images and stereotypes connected with them.

### 2.6.2 Theory of Destination Image Formation

Image formation is defined as a construction of a mental representation of a destination. The person selects the destination based on information received from image formation agents (Tasci & Gartner, 2007). Tourism destination is the combination of individual products and experience of the visited area. On the other hand, image is the beliefs, ideas, and impressions of a destination. The theory of destination image is rooted back to marketing, or connected with other disciplines, such as anthropology, geography, sociology (Konecnik & Gartner, 2007), or environmental psychology (Tasci et al., 2007). The early works on the image concept have led to "Image Theory" which implies that the universe is a psychological representation of objective reality existing in the mind of the person (Baloglu & McCleary, 1999a).

Therefore, researchers have focused on tourist behaviour as it is an important subject in the development of tourism industry. Tourist behaviour can be divided into three areas with regards to the trip: Before-the-trip behaviours which are related to the destination image, during-the-trip behaviours which are concerned with the quality of service, and after-the-trip behaviours are related to trip satisfaction (Chen & Hsu, 2000). Several researchers have examined the effect of image on after-the-trip behaviour which is one of the aspects of destination image theory. If visitors have a positive image of a destination or if they are satisfied with their experience, they are more likely to revisit the destination (Tasci & Gartner, 2007).

There has been early research on tourist destination image. Among those researchers was Gunn (1972) who conceptualised tourist destination image into two

stages: (1) the organic image which is formed as a result of exposure to non-touristic, non-commercial sources, such as newspaper reports, TV reports, school courses, magazine articles, and (2) the induced image which is formed through the promotion tools of tourist organisations (Prebensen, 2007). Fakeye and Crompton (1991) applied Gunn's theory of destination image. Organic image is formed through the exposure to the reports of newspapers or TV, or other non-tourism commercial sources. Then, through the exposure to tourist organisations' commercial promotion, the organic image evolves into induced image. Therefore, they introduced the "complex image" which is formed when a tourist has actually experienced a destination and selected the destination that satisfies his/her needs. It is complex because it allows more differentiated outlook and true comprehension of the destination especially if tourists spend enough time there to develop contacts and establish relationships. They also indicated that these image phases were connected to three types of promotion: The informative promotion which provides tourists with information of a destination which is effective at the organic stage, the persuasive promotion which is utilised to persuade tourists to buy especially after induced image is being shaped, and the reminding promotion which focuses on those tourists who have experienced the destination to repeat the visit and promote the destination through WOM.

Consequently, Gunn's model of the seven phases of the travel experience (1988) shows the role and influence of these sources of information on destination image formation. These phases comprise: (1) compiling mental images about vacation experience "organic image" (2) modifying these images by more information "induced image" (3) deciding to travel to the destination (4) travelling to the destination (5)

participating at the destination (6) returning home, and (7) modifying images of the destination (cited in Echtner & Ritchie, 2003).

Gartner (1993) modified Gunn's (1988) image formulation typology. He labeled the image into eight steps: 'overt induced 1' (travel advertising), 'overt induced 11' (information from tour operators), 'covert induced 1' (testimonies from celebrities and satisfied customers), 'covert induced 11' (independent endorsement through travel writing), autonomous (news and public culture), unsolicited organic (unrequested information received from individuals), solicited organic (solicited information received from relatives and friends), and organic.

Thus, the effect of different sources of information plays a critical role in forming the destination image such as books, school lessons, WOM, brochures, advertisement, publicity, and Internet (Chen & Hsu, 2000; Prebensen, 2007; Sonmez & Sirakaya, 2002). Bojanic (1991) asserted that advertising and promotion, travel agents, past experience, news accounts, and friends and relatives play a vital role in forming perceptions about a country's image. Tasci and Gartner (2007) claimed that promotional materials are important since they represent the product (destination) until the tourist visits it. They create the awareness of the tourists of the destination, generate their interest, stimulate their desire, and finally result in action.

Furthermore, a conceptual framework for destination image was proposed by Echtner and Ritchie (1993) which consists of three continuums:

a. Attribute-Holistic. The perceptions of attributes which people have based on holistic impressions include mental picture of feeling or physical characteristics. These

attributes include national parks, tourist sites, historic sites, beaches, culture, and hospitality.

b. Tangible (functional)-Intangible (psychological). Attributes of tangible characteristics include historic sites, entertainment, transportation, etc. Intangible attributes include hospitality, reputation of the destination, atmosphere of the destination, quality of service, and increased knowledge.

c. Common-Unique. Common parts of destination image include price level, climate, types of accommodations, etc. Meanwhile, unique features include functional characteristics or psychological characteristics. Some of these features are easy to provide like the image of Taj Mahal in India, or difficult to provide like the aura of a holy place.

On the other hand, Milman and Pizam (1995) suggested that the destination image is a mixture of three components: The product (quality and variety of attractions), the attitude and behaviour of the employees who contact directly with the travellers, and the environment such as the weather, accommodations, restaurants, or physical layout of the destination.

### 2.6.3 Cognitive and Affective Components of Destination Image

Gartner (1993) introduced three components of destination image. First, cognitive image component refers to the tourist's own knowledge or beliefs about the destination attributes. It is formulated from external sources or stimuli, such as the destination's physical attributes, promotion tools, and experience. Second, affective image component

refers to the emotions, feelings, mood, and evaluation of the tourist towards the destination. It is formed from internal sources or stimuli. Third, the conative image component refers to the tourist's behaviour resulting from cognitive and affective components; how he acts on this information, such as his intention to visit the destination. Thus, cognitive component is derived from information sources. Then the process of selecting, organising, and interpreting the information is called perception. In this case, affective image is dependent on perceptual or cognitive image (Abdul Rashid & Ismail, 2008; Litvin & Ling, 2001; Santos, 1998; Zou, 2007).

Baloglu and McCleary (1999a) proposed a theoretical model to show the image-formation factors as in Figure 2.2. According to them, cognitive and affective components of image are formed by two major factors: stimulus factors (information sources, previous experience, and distribution) are those that stem from external stimulus and physical object as well as previous experience, and personal factors, which are the characteristics of the perceiver (psychological and social). Beliefs and knowledge about the place's object attributes represent perceptual or cognitive image while feelings about that object or attachment towards the destination attributes refer to affective image. The perceptual/cognitive image and affective image form the global image of a destination. According to them, cognitive quality refers to the appraisal of physical features of environments while appraisal of the affective quality of environments refers to the affective meaning. They based their framework on three determinants existing in the absence of actual visitation or previous experience which were revealed by previous studies. These determinants were: various information sources, tourism motivation, and sociodemographic variables. Lin, Morais, Kerstetter, and Hou (2007) confirmed that

cognitive image is an antecedent of affective image and the overall image is formed depending on tourists' perceptions of the cognitive and affective attributes. Abdul Rashid and Ismail (2008) asserted that Gartner (1993) and Baloglu and McCleary (1999a) agreed that image of a destination is formed from two distinct components that are interrelated; cognitive and affective.

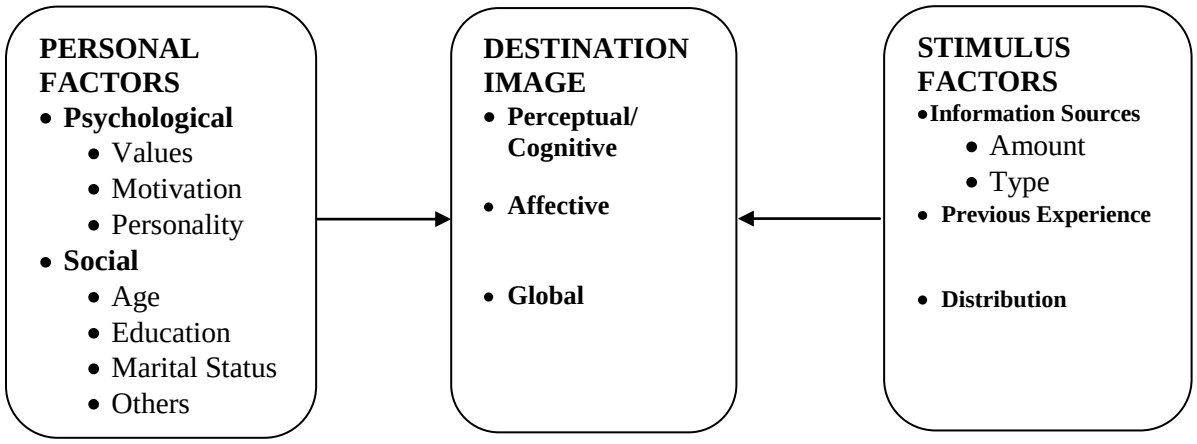


Figure 2.2
A General Framework of Destination Image Formation
Source: Baloglu and McCleary (1999a, p.870)

Later on, Beerli and Martin (2004a, 2004b) extended the model by Baloglu and McCleary. However, they assumed that information sources and personal factors influence the perceived image of a destination and that the combination of cognitive and affective evaluations has a direct influence on the overall image as shown in Figure 2.3. They divided information resources into two types: The secondary image which one perceived before experiencing a destination is performed by organic, induced, and autonomous sources of information. They pointed out that the secondary sources of information are very critical in choosing a destination, minimising the risk, creating an image of the destination, and justifying the decision of choosing a destination. Next is the

primary image (previous experience and intensity of visit) which is formed through the actual visit of the destination. Experiencing is also more important than obtaining information from external sources in forming an image of a destination. The image formed after personal experience of the destination is more realistic and differs from the secondary image formed through the secondary sources of information.

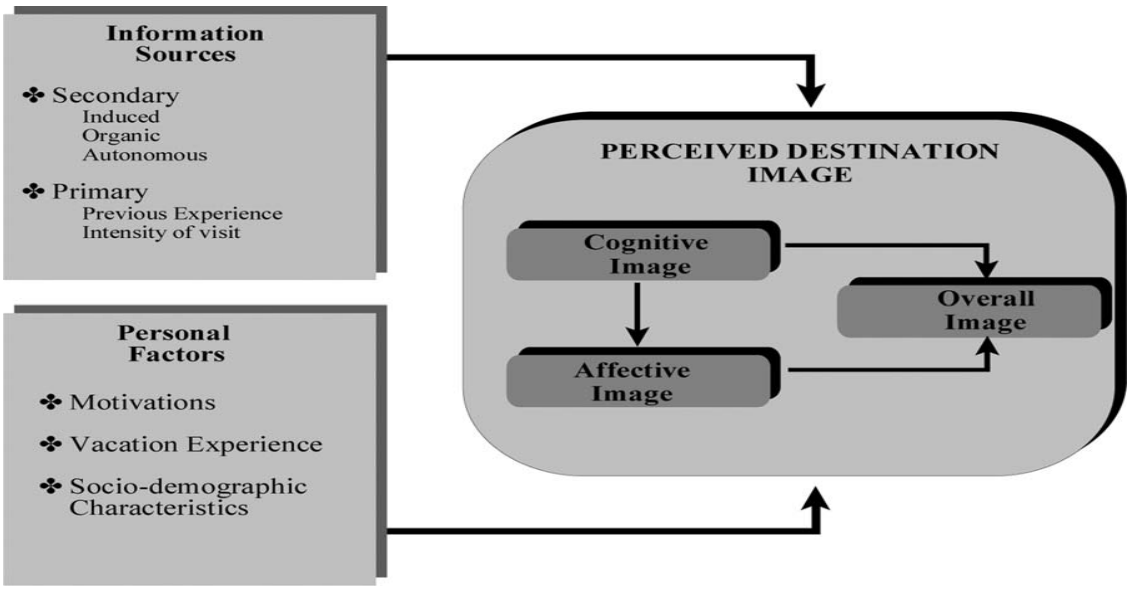


Figure 2.3

Model of the Formation of Destination Image

Source: Beerli and Martin (2004a, p.660)

Furthermore, Tasci and Gartner (2007) revealed that there are three sources of image formation agents: (1) Supply-side or destination (2) autonomous or independent, and (3) image receiver or demand-side. They assured that the destination marketers through their techniques of promotion are responsible for establishing a positive image and enhancing or changing the existing image. Autonomous image formation agents are news articles, movies, educational materials, popular culture, news media, etc.

### 2.6.4 The Importance of Destination Image

Most countries spend large amounts of money in their attempt to generate their own destination image. Image is the identity of the destination. Moreover, destination image has an influence on tourist behaviour, and the strong positive image of the destination is vital in selecting a destination (Echtner & Ritchie, 2003; Pike & Ryan, 2004; Santos, 1998). Establishing a unique identity or image is the goal that DMOs focus on to differentiate their tourist destinations from competitors or the neighbouring destinations (Li & Vogelsong, 2003). Destinations should be promoted successfully in the competitive market and positively positioned in the mind of the consumer. This could be through the distinctive image which has a significant role in the travel decision (Abdul Rashid & Ismail, 2008; Alhemoud & Armstrong, 1996; MacKay & Fesenmaier, 1997). Destination image influences tourists' behaviour, it also influences after decision behaviour, and it has a critical influence on the tourist's satisfaction and intention to revisit the destination in the future (Nadeau, Heslop, O'Reilly & Luck, 2008; Pavlovic & Belullo, 2007).

Fakeye and Crompton (1991) revealed the importance of promoting destination images since tourism is an intangible service. Tourism is opposite to the tangible products; the products are moved to the markets, while tourism moves the market to the destination. The main goal in promoting a destination is to project images of the destination to potential tourists in order to attract them. Images have a vital importance because they transfer the representation of a destination into the mind of the tourist and give him/her pre-taste of the destination.

Chon (1991) explained the role of a destination image in tourism particularly when talking about consumer's buying process, where his/her decision to buy a service is triggered by the expectation to fill his/her needs. These stages of purchasing goods or services are recognising his or her needs, searching for information, evaluating the alternatives, purchasing the service or product, and finally post- purchase evaluation. The destinations that have stronger images have a higher possibility of being chosen by tourists (Jayswal, 2008). The influence of image is not just restricted to the decision of travel, or choice of destination stage, or the future revisit intention and the intention to recommend it, but exceeds it to affect the tourist's behaviour at all stages. A good image of the country increases the self-confidence and the sense of pride of the local residents, attracts people, attracts funds and investments, and enhances the destination's position (Yuan & Chong, 2007). Moreover, Baloglu and McCleary (1999b) assumed that image has been of great importance to researchers and academicians as well as to destination marketers and industry practitioners.

A study presented by Lee and Back (2007) revealed that the image of MICE destination as a motivation factor affects positively on the number and intentions of association members to attend MICE events. Chen and Hsu (2000) also connected tourists' motivation and pull factors in push-pull theory, where pull factors that attract tourists to the destination are tied to how the tourist perceives the image of a destination. In other words, motivations have been classified, based on the reasons of choosing a holiday, into the following: (1) physical, such as relaxation, (2) cultural, such as participating in cultural events, (3) interpersonal, such as meeting new friends, and (4) prestige, to visit places that friends have not yet visited (Nicola & Mas, 2006).

Meanwhile, Lawton and Page (1997) posited that the image in promoting a city is the critical component of the marketing strategy. Therefore, the positive images of the host destination are the major reasons behind the success of the event while the negative images could be the failure of events or the main obstacles to the success of the event (Bradley et al., 2002). Also, Cecilia (2008) indicated that image should be in conformity to the reality, in order to meet the tourists' expectations. Harahsheh (2009) emphasised that the image of Jordan portrayed internationally is compatible with the offers or the services of the destination.

### 2.6.5 The Measurement of Destination Image

The importance of destination image role in travel behaviour and in tourism marketing field creates the need to develop methodologies to assess and measure this concept in order to capture tourists' perceptions of functional and psychological attributes (Echtner & Ritchie, 1993). Furthermore, it is necessary to assess the image perceived by a tourist of a destination to identify the strengths and implement strategies to develop and enhance the weaknesses (San Martin & Rodriguez del Bosque, 2008). Likewise, Suh and Gartner (2004) assured that measuring the importance of destination image is significant for market research.

Crompton (1979) stated that many studies on destination image are performed on site and based on structured method (e.g., Likert scale or semantic differential scale). Echtner and Ritchie (1993) reviewed previous studies about tourism image and pointed out that most researchers have utilised quantitative research methods in examining

destination attributes. Most of them have focused on the common, attribute-based components and used Likert type scale or semantic differential scale in the measurement of destination image. They stated that structured methodologies are used to examine cognitive and affective image but for capturing the unique and holistic components of image, structured and unstructured methodologies are more useful. In other words, the researcher uses structured and unstructured methodologies to capture all the components of destination image. Harahsheh (2009) postulated that the majority of destination image research adopted quantitative methodology to measure the cognitive and affective image whereas qualitative technique can not measure cognitive and affective components of destination image; it is employed to capture the holistic image.

In addition, Pike (2002) reviewed 142 papers on destination image from 1973 to 2000. He pointed out that 80 percent of these papers used structured (quantitative) techniques to measure the components of the destination image. For example, Baloglu and McCleary (1999b) carried out a study based on structured method to compare between the images of four destinations (Turkey, Egypt, Greece, Italy) from the perspective of U.S. international pleasure travellers. They selected 14 items to measure cognitive/perceptual images, four bipolar scales to measure the effective image, and the overall image was measured on a seven-point scale (very negative, very positive). The results of their study revealed significant differences between these four destinations. Egypt was seen as less attractive and rated lower than the other countries on most of the significant image items. Turkey was rated positively for unpolluted/unspoiled environment and its friendly people; Greece was rated highly on its beaches and water sports; while Italy was rated significantly on its quality of infrastructure and good life and

entertainment. Furthermore, Chen and Hsu (2000) investigated the relationships between the tourists' perceptions of destination image and their choice behaviour. A survey instrument was used for the study and a five-point Likert scale was used for 18 items-image related attributes. Later, Tasci et al. (2007) implemented a study to examine the destination image's conceptualisation and operationlisation since the early 1990s. The finding of their study revealed that most of these studies used quantitative methods to measure the destination image.

On the other hand, Tapachai and Waryaszak (2000) suggested utilising unstructured techniques via open-ended questions which would enable the respondents to mention and explain other attributes of the destination image. Baloglu and Love (2005) utilised both quantitative (structured) and qualitative (unstructured) approach in evaluating the image of five major US cities. Prebensen (2007) argued that qualitative or unstructured techniques can be utilised to measure the tourists' opinion concerning image attributes of destination especially with those tourists who did not visit the destination before or those who had less information about it. In addition, Stepchenkova and Morrison (2008) followed the methodology suggested by Echtner and Ritchie (1993) in examining the image of Russia from the perspective of US pleasure travellers.

Abdul Rashid and Ismail (2008) stated that most destination image studies focused on the cognitive component and overlooked the affective components, whereas other studies showed that the combination of cognitive and affective components strongly produced the global image of the destination. Harahsheh (2009) also asserted that while most destination image studies examined these components collectively (cognitive, affective, and conative), other studies handled only the cognitive image or the affective

image or both the cognitive and the affective components of image. San Martin and Rodriguez del Bosque (2008) conducted a study to examine the influence of motivation and cultural values on destination image formation. A 22-item on a seven-point Likert scale was used to measure the cognitive component of the destination image. A semantic deferential scale consisting of four affective image attributes (sleepy-arousing, unpleasant-pleasant, distressing-relaxing, gloomy-exciting) was used to measure the affective components. According to the analysis of their study, four cognitive image factors and one affective image factor represented the overall destination image.

Likewise, Schneider and Sonmez (1999) utilised structured technique to examine the cognitive component of Jordan's destination image on a five-point Likert scale. Their measurement scale consisted of 12 items such as, "Jordan is a safe place to visit", "the food in Jordan is good", and "Jordan is a good place to shopping". In addition, Hu and Ritchie (1993) examined the cognitive image of five vacation destinations (Hawaii, Australia, Greece, France, China) on a five-point Likert scale, 16 items such as "climate", "sports and amusing activities", " historical attractions" . Furthermore, Esper and Rateike (2010) tested the influence of motivation on destination image formation. A 24-item (seven-point Liker scale) was used to measure the cognitive image, and a three-item (seven-point Liker scale) to measure the affective image. They examined the influence of motivation on cognitive image (integrating the whole factors extracted under one construct which is cognitive construct) as well as on the affective image. Apparently, previous studies utilised structured technique to measure the cognitive and affective components of destination image. Therefore, this study used structured technique to measure destination image in order to examine MICE participants' beliefs and knowledge

about Jordan as a touristic destination (cognitive image), and their feelings and evaluation towards it (affective image).

### 2.6.6 Relationship between Socio-demographic Characteristics and Destination Image Formation

Personal factors or individual characteristics have a significant role on forming the image of a destination. These personal factors could be the socio-demographic characteristics of the individual such as gender, age, social class, marital status or could be psychological factors such as motivation, lifestyle, and values (Beerli & Martin, 2004a, 2004b; Nicolau & Mas, 2006).

Accordingly, socio-demographic characteristics of tourists play a critical role on the perception of destination image formation. A number of previous studies have investigated the role of socio-demographic characteristics on image formation. Baloglu (1997) stated that most research and models on destination image formation have incorporated sociodemographic variables and information sources used as elements influencing destination image formation. He evaluated the relationship between socio-demographic characteristics (gender, age, marital status, education, occupation, and income) and destination image. His study encompassed a sample of leisure German tourists and a questionnaire, 27 items, on a five-point Likert scale was used to examine their differences on the perception of USA as a vacation destination. Factor analysis using principal component factoring with varimax rotation and ANOVA were used to analyse the data. The results of his study revealed that significant differences were found

between marital status, age, and occupation and the perceived image. Age and education appeared to be the major determinants of image. Whereas, the country of origin of leisure tourists to Spain has the most influence among the socio-demographic characteristics on the cognitive and effective image formation in a study conducted by Beerli and Martin (2004a) to analyse the influence of socio-demographic characteristics such as gender, age, level of education, country of origin, and social class on the formation of tourist destination image. They utilised structured questionnaire to measure the cognitive image and the affective image. Besides, age of the respondents showed significant influence on natural and social environment of the cognitive dimension. Women had higher perceptions than men on destination image. In addition, the higher level of education and the higher social class of tourists, the lower the evaluation of destination image.

Income and gender of respondents were found to be significant in a study conducted by MacKay and Fesenmaier (1997) to assess the role of pictorial elements in destination image formation. Harahsheh (2009) evaluated the influence of gender, education, marital status, occupation, age, and household income of leisure tourists from Britain and Sweden on destination image perception. The results of his study showed statistical significances between these demographic characteristics and Jordan's organic image formation. In addition, Gil and Ritchie (2009) carried out a study to test the difference in the perceptions of destination image between local and international visitors of museums. A structured technique, a 16-item, seven-point Likert scale was employed to measure the cognitive image, and a seven-item, seven-bipolar semantic differential scale was used to measure the affective image. Results revealed significant differences between local and international visitors of museums and that socio-demographic characteristics

influence destination image formation. However, the differences in perceptions of leisure tourists on destination image formation in terms of their socio-demographic characteristics were examined in these previous studies. It seems that, the difference in perceptions of MICE event participants on destination image formation was not examined especially the differences between local participants and international participants.

## 2.7 MICE Destination Attributes

MICE destination is described as complex products offering goods and services that more or less directly contribute to the organisation of meetings (Del Chiappa, 2008). Hu and Ritchie (1993) defined destination attributes as all those elements of a non-home place that draw travellers away from their homes. Page and Connell (2006) indicated that MICE destination has amalgam of six As. These are amenities, affordability, ancillary services, accessibility, attractions, and activities. Meanwhile, Buhalis (2000) defined MICE destination attributes as amalgams of tourism products, offering an integrated experience to MICE tourism participants. He assured that MICE destinations provide high quality of attributes to host events as well as a high level of safety and efficiency and also provide MICE participants with leisure opportunities. For instance, Tan (2007) focused on the attributes that enabled Macau to achieve a universal competency as an international MICE destination and found that accessibilities, amenities, and attractions are essential among other attributes.

Thus, destination attributes are critical for event planners, associations, attendees, and the host destination. The competition in hosting MICE events has increased, with demands from destinations to identify key criteria for success and initiate marketing strategies to meet the needs of event planners and clients' expectations (Lee & Back, 2007). Go and Govers (1999), Buhalis (2000), and Page and Connell (2006) identified the major destination attributes important for event planners and meeting attendees that include: amenities, accessibilities, ancillary services, affordability, attractions, and activities.

### 2.7.1 Amenities

MICE tourism participants often consider the type of accommodation before they make their decision to take part in an event. Most destination areas provide a range of accommodations designed to meet the requirements of a variety of market segments. Some requirements are necessary to maintain the site and protect the environment, such as picnic areas, public toilets, etc. The amenities attribute measures the extent to which each host destination possesses sufficient facilities for conventions and exhibitions, meeting room facilities, and the capacity to host events as well as its ability to have certain basic services such ambulance, water, and electricity services (Go & Govers, 1999; Kelly & Nankervis, 2001).

### 2.7.2 Accessibility

Accessibility is the relation between transport and tourism; i.e., the link between tourist region and the destination. Accessibility attribute refers to the level of ease with which attendees can travel to and from the conference site taking into consideration the time, effort, and cost. Accessibility also refers to the location factors of the convention firm. For example, convention firms tend to be located close to airport transportation, highways, hotels (Go & Govers, 1999; Kelly & Nankervis, 2001).

Meidan (1984) affirmed that the total expenditure of the tourist will be 40 percent on his/her accommodation, food and drink, 39 percent on his/her transportation, and the rest will be on other activities like shopping or recreation. Therefore, accessibility means a physical distance between the tourist origin and the host destination and the ease or the difficulty of accessing that destination.

### 2.7.3 Ancillary Services

This refers to the ability of the host destination to provide overall quality to MICE tourism participants in terms of customs, freight forwarding, telecommunications, health care, and qualified employees (Buhalis, 2000). These services could be at hotels or at convention centres (Go & Govers, 1999). On the other hand, a study conducted by DiPietro, Breiter, Rompf, and Godlewska (2008) found that the quality of services is more important than the cost. The level of the services offered by accommodation providers is reflective of the reputation of the destination (Kelly & Nankervis, 2001).

### 2.7.4 Affordability

Affordability refers to the price or cost of food and beverage, the cost of meeting space, hotel and accommodation expenses, equipment rental cost, sight-seeing cost, and translation expenses (Go & Govers, 1999). Cost is a complex matter and is a vital factor in different aspects in competition (such as airlines, hotels, and travel agents), attractions, and profit. Cost plays an important role in the total flow of tourism (Meidan, 1984). Accordingly, Dwyer et al. (2001) evaluated the importance of price in MICE industry in Australia. The study aimed to present a method to estimate the price competitiveness of tourism through the purpose of journey, to set up indices to measure the price competitiveness of MICE destinations, to compare between the price competitiveness of other inbound tourism with the price competitiveness of MICE destinations, and to discuss the impact of results on the private and public sectors. Their study was based on the data of primary research conducted by International Visitor Survey and the Australian Tourist Commission. The results of their study showed that international MICE tourists' largest expenditure items to Australia were on accommodation, shopping, and food and drink. Similarly, de Lara and Har (2008) assured that the price is the key decision factor in selecting MICE destinations.

### 2.7.5 Attractions

It refers to the ability of the host destination to provide meeting attendees with attractions and places of interest. Attractions are the main components of tourism system

(Kelly & Nankervis, 2001). Go and Govers (1999) classified the attractions into two types:

a. Natural attractions, such as flora and fauna, climate and environment of the destination.

b. Artificial attractions, such as museums, theme parks, availability of golf, and water sport. The image of the location and the security of the hotel and destination are also considered as one of the main attractions for the attendees to participate in the events.

Attractions are pull factors that attract tourists to the destination. Rosentraub and Joo (2009) postulated that tourism does not exist without attractions or "pulling power". In addition, they added a third type of attractions which is cultural attractions, such as local music, folklore, and cuisine. Hu and Ritchie (1993) pointed out that the feelings, beliefs, and opinions that the traveller has about the destination to meet his/her satisfaction are reflected through the attractiveness of the destination.

### 2.7.6 Activities

The participants of MICE events are sometimes accompanied by their spouses, families, or friends. Approximately 60 percent of meeting attendees plan to spend extra time on tourism and recreational activities before, during and after the meeting event (Lee & Back, 2007). Hence, the location of the events is vital for these activities. Similarly,

beaches are tourism resources because of range of the activities available such as swimming, surfing, sunbathing, and volleyball (Kelly & Nankervis, 2001).

Therefore, Page and Connell (2006) maintained that the importance of MICE destination attributes influence on participant's evaluation and perception of the destination image. Go and Govers (1999) evaluated the perceptions of MICE event organisers from Hong Kong, Singapore, and Japan on the importance of MICE destination attributes. A self-administered questionnaire, seven attributes, on five-point Likert scale was administered to the respondents. Amenities factor was the most important attribute rated by the respondents, followed by accessibility and services, while attractions and climate were the least important attributes. Oppermann (1996b) examined the importance of MICE destination attributes from the perspective of association meeting planners. A survey instrument with 15 attributes on seven-point Likert scale was distributed to the respondents. The results revealed that amenities and ancillary services were the most important attributes while climate was the least important attribute.

Furthermore, Grado et al. (1998) carried out a study to identify the major conference and convention facilities and the types of attendees. They gathered the list of conference facilities from different promotion tools such as brochures, tourism publications, and from the research publication in South-western Pennsylvania. Their study revealed that the majority of participants were international tourists. Leong (2007) also focused on the MICE destination attributes. He implemented comparative studies between the MICE tourism in Macau, in Las Vegas, and in Atlantic City. Grant and Weaver (1996) examined the relationship between selecting a meeting destination and the demographic characteristics of MICE attendees. They found that participants select the

destination based on its attributes besides other factors. For example, middle aged participants who are in the med-salary range were interested in networking opportunities, those who are in the low to medium income level participated in conferences for educational opportunities, and those who are older individuals and had high level of income participated in conferences for leadership opportunities. Moreover, Cracolici and Nijkamp (2008) assessed the attractiveness of MICE destination attributes and the capability and ability of that destination to offer its tourists a unique and different experience in comparison with other nearby competitors.

Meanwhile, the attributes of MICE destinations and the importance of destination image from the perspective of event planners, meeting organisers, and convention association members have been considered by several authors (e.g., Bernini, 2009; Bradley et al., 2002; Leong, 2007; Oppermann, 1996a, 1996b) or from the perspective of potential participants and their intentions to attend events (Lee & Back, 2007). Other research (e.g., Dwyer et al., 2001; Go & Govers, 1999; Lee, 2006; Leong, 2007; Mistilis & Dwyer, 1999b; Oppermann, 1996a, 1996b) focused on the social and economic aspects of MICE tourism. Generally, previous studies revealed the economic, and social and cultural importance of MICE tourism on the host destination as well as its destination attributes on enhancing and forming its touristic image. Apparently, the previous study examined the perceptions of event planners, meeting organisers on the importance of MICE destination attributes while the perceptions of MICE event participants were not considered. Therefore, this study focused on the perceptions of MICE event participants on the importance of MICE destination attributes.

## 2.8 MICE Destination Selection

The study by Crouch and Louveire (2003) on the convention site attributes, it found that the site of the convention is critical for professional MICE organisers. It is important to determine the attributes of a destination and to know which factors are the most important in the process of selecting a site for MICE events. Kim, Guo, and Agrusa (2005) argued that tourists select the tourism destination when they believe that the destination will guarantee their travel benefits. Crouch and Ritchie (1998) carried out a review of literature of 64 articles to determine and evaluate the factors which influence the decision of selecting a convention site. Based on these studies, they compiled several categories of hypothesised site selection factors including accessibility to the site, support by the locals, extra-conference opportunities, accommodation and meeting facilities, the environment of the site, and information are among other criteria. By identifying these factors, they presented the general conceptual model of site selection process which consists of five steps as depicted in Figure 2.4.

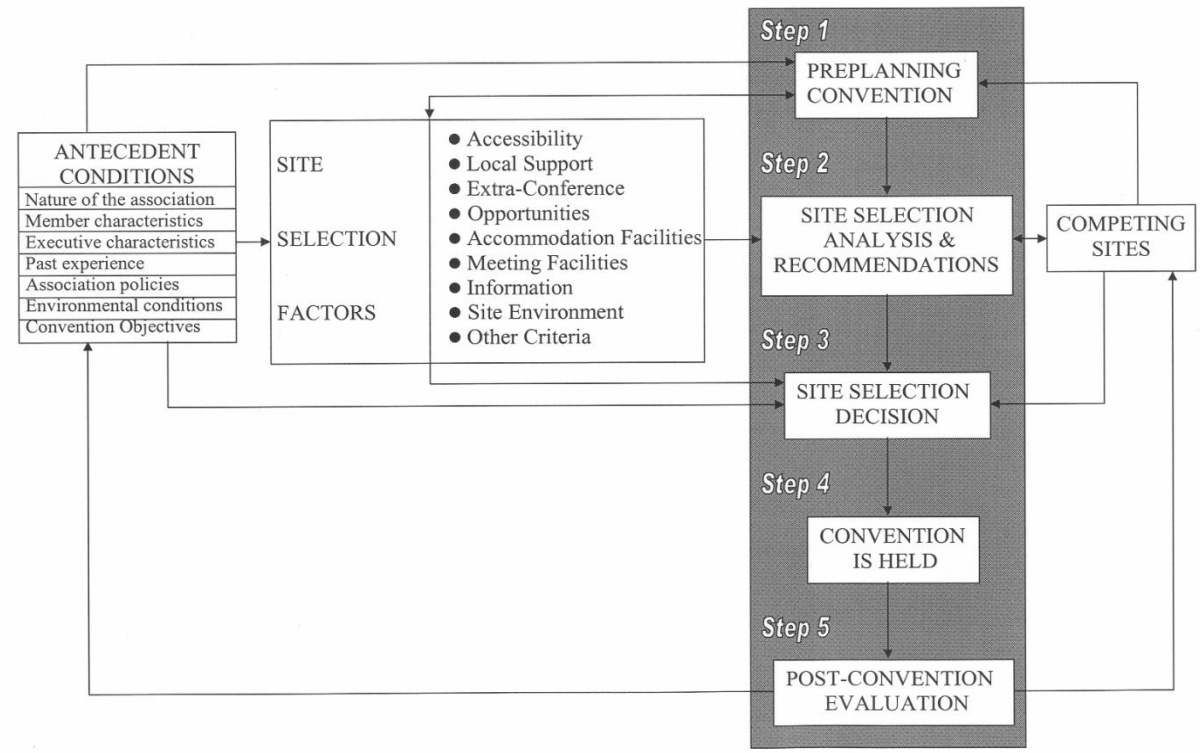


Figure 2.4

A General Conceptual Model of the Site Selection Process

Source: Crouch and Ritchie (1998, p.61)

They suggested that some level of pre-planning meeting must be held before investigating a site for a MICE event. Planning is the process by which the organisers search for various courses of action to arrange the event (Shone & Parry, 2004). Announcement of planning meeting is the first process in planning which should include the time, date, location, and format of planning (Goldblatt, 2002).

In addition, Crouch and Ritchie (1998) also suggested that the budget of the convention must be discussed in the process of pre-planning (step 1). Goldblatt (2002) mentioned the importance of event budget to manage the financial decisions, and that there are three categories of event budget: Profit-oriented events where revenue exceeds

expenses, break-even events where revenue is equal to expenses, and loss leaders or hosted events such as government celebration or university graduation. He also clarified that most budgets include some general items of income such as advertising revenue, concession sales, donation, exhibit rental fees, grants and contracts, interest income from investments, merchandise sales, registration fees, special events, ticket sales, sponsorship fees, and vendor commission. He, further, explained that the profit for-profit business is to produce a fair net profit (profit = revenue - expenses).

Competing sites may have influence on site selecting process, where the planners start to gather information from a number of possible sites, this information will be analysed and discussed before they make the final recommendations (step 2). After that, the site is selected (step 3), and the convention is held (step 4). Post-convention evaluation is the last step for preparing for future conventions.

Likewise, Raj, Walter, and Rashid (2008) stated seven stages within the planning process, as follows: (1) Idea and proposal (2) Feasibility study (3) Aims and objectives (4) Implementation requirements (5) Implementation plan (6) Monitoring and evaluation, and (7) future practice.

They suggested that the event organiser should carry out a research and then conduct a feasibility study which should explore cost, availability, and quality. Aims and objectives cover marketing, budget, resources, and availability. The number of delegates who attend a meeting can be influenced by marketing. The partnership and the logistical relationships associated with the events are developed in implementation plan stage. In Monitoring and evaluation stage, event planners, event managers and other MICE

stakeholders employed different techniques in event evaluation. Written survey is the most common form of event evaluation. It is usually exhibited after the event to collect the satisfaction level of the participants. Another form of evaluation is the use of monitors. A monitor is a trained person whose duty is to observe an element of the event and provide the event manager with written feedback of the event. Finally, the Future practice stage, based on the participants' evaluation, the event mangers will be able to determine the participants' knowledge, opinions, and other important preference that could be presented in the next event in order to meet the participants' expectations and avoid the gaps happened in this event.

## 2.9 The "Pull Factors" of Destination Attributes: Push-Pull Theory

According to the statistics of UNWTO (2009), the number of tourist arrivals was 25 million in 1950, this figure increased to 438 million in 1990, 904 million in 2007, and 922 million in 2008. The number of tourist arrivals is expected to reach 1.6 billion in 2020. Obviously, the statistics of UNWTO in 2011 revealed that the tourist arrivals grew by 4.5 percent in the first quarter of 2011 compared to the same period of 2010 (UNWTO, 2011). As a consequence, the aim of any tourism destination is to meet and fulfill the needs of the tourists. Meanwhile, the movement of travel could be influenced by internal or by external motives. In other words, people could be affected by push factors or by pull factors to make their decision for travelling and choosing their destination.

Ma (2000) stated that Push-Pull Theory was originally derived from Lee's Theory of Migration where costs and benefits dominated the individual decision. According to Lee (1966), there are four factors that affect the process of migration, which are: First, factors connected with the area of origin. Second, factors associated with destination. These factors that are linked with area of origin and destination are pull factors and push factors which act either to attract the people to the destination or repel them from the destination. Third, factors related to intervening obstacles between destination and origin. And fourth, personal factors which affect the tourists' decision.

Dann (1977) affirmed that there is a clear relationship between push factors and pull factors. Push factors are desires, needs, and perceptions affecting the person whereas pull factors are the destination attributes. Kim and Lee (2002) indicated that the psychological motives could be escaping from the pressure of society, rest and relaxation, travelling as a kind of social prestige, visiting friends and relatives, self-esteem, exploring new places and society, the desire for learning and novelty, or the escape from the crowded places to more quiet destinations. They examined the relationship between motives (push factors) and the destination attributes (pull factors). The sample population of their study was the leisure visitors to six national parks in South Korea. The push and pull factors were measured on five-point Likert scale. The results of the correlation analysis of their study indicated strong relationship between pull factors and destination attributes (pull factors). Likewise, Jonsson and Devonish (2008) implemented a quantitative research design. A structured questionnaire was distributed to obtain information on leisure tourist motivations (push factors) and on destination attributes (pull factors). They posited that push factors are the intangible factors that push the

tourist away from his home while pull factors are the tangible factors or the attributes of the destination that pull the tourist towards the destination. The attributes of the destination which represent the pull factors may be natural or historic and cultural resources, or some kind of activities and events, or the combination of many attributes in one destination that meets a variety of motives (Grimm & Needham, 2012; Kim & Lee, 2002; Kim et al., 2003; Klenosky, 2002; Nicolau & Mas, 2006).

Uysal and Jurowski (1994) stated that there are internal forces which push the individual to make his/her decision to travel and there are external forces which pull the individual to choose the destination. They further stated that the external forces are the attractiveness of the destination attributes, mostly mixed with the expectations and perceptions of the travellers, such as the image of the destination, benefit expectation and novelty. These attributes also include tangible resources such as the recreational facilities and beaches. Chen and Hsu (2000) mentioned that the pull factors are linked with tourists' perceived image of a destination. Sinha (2000) claimed that pull factors are more important than push factors.

Further, Kim et al. (2003) asserted that escaping and seeking affect travellers' motivation (whether to go) and the features and attributes of the destination affect their decision of choosing their destination (where to go). The tourist may want to escape from his/her environment (i.e., to travel outside his/her resident environment) and seek out different environment. They identified three pull factors domains from 12 attribute items and four push factors domains from 12 attributes using a sample of leisure tourists to national parks in South Korea. The pull factors identified included "key tourist resources", "information and convenience of facilities", and "accessibility and

transportation". The results of the correlation analyses showed strong relationship between push factors and pull factors.

Thus, a destination that has several significant attractions could draw tourists who want to escape from their daily routine or find what they are seeking for in its natural, historical or modern tourist infrastructures, and the destination attributes (pull factors) affect their decision to participate in an event. Therefore, the attributes of the destination (natural or man-made) are important in attracting travellers to take part in MICE events which impact the economy of the country.

## 2.10 Relationship between MICE Destination Attributes and Destination Image Formation

Perceived destination attributes are important for good attendance at conferences, meetings and exhibitions as well as on forming destination image, and on subsequent decision making process (Molina & Esteban, 2006). Kim and Purdue (2011) postulated that the tourist's perceptions of the bundle of the destination attributes form the concept of destination image. Leong (2007) carried out an exploratory study through analysing the critical destination attributes from the perceptions of MICE stakeholders, which enabled Macau to change its dominant image as a gambling destination into MICE destination. The result of his study assured that friendly people and safety, government financial support, accessibility, and history and cultural attractiveness were the most important attributes that have formed the new image of Macau as an attractive MICE destination. The differences between the attributes of MICE destinations are crucial in

MICE destination selection especially for event planners. Baloglu and Love (2005) assessed the importance of destination attributes of five USA MICE cities from the perceptions of meeting planners. It was found that the destination image formation as well as the intention to choose these destinations for future events are based on the importance of each destination attributes. Likewise, Alcaniz et al. (2009) stated that the attributes of a destination form its image and influence on tourists' future behaviour intentions. Rittichainuwat, Qu, and Brown (2001) also hypothesised that the perception of positive image of a destination pulls the tourists to go there. Abdul Rashid and Ismail (2008) also stated that tourists form the image of the destination based on the level of positive attributes they perceive. They found that these attributes of the destination are considered as pulling factors that attract tourists to the destination.

Lee and Back (2007) examined the influence of MICE destination attributes on forming the overall destination image from the perspective of potential MICE event attendees. They also identified the major destination attributes important to potential MICE participants. Their results indicated that MICE destination attributes form the destination image. The correlation between destination attribute evaluation or performance and destination image formation was very strong. Meanwhile, the most important destination attributes revealed by their study were hotel facilities, accessibility, and attractions. Furthermore, they posited that the good performance in important destination attributes contributes to form a positive image of the MICE destination, which eventually increases MICE participants' intention to attend a MICE event.

Accordingly, these studies (e.g., Kim & Purdue, 2011; Leong, 2007; Molina & Esteban, 2006) emphasised the importance of MICE destination attributes in destination

image perceptions from the perspective of event planners, meeting organisers, and other MICE stakeholders. They also assured that positive attributes create positive image of the host destination while negative attributes minimise the attendance and shift participants' attention to other competitors. It was found that MICE destination attributes influence the overall image formation as examined by Lee and Back (2007). The relationship between MICE destination attributes and the cognitive image, affective image and the overall image has not been explored especially from the perspective of MICE event attendees. Consequently, this study was conducted to cover this literature gap and provide significant information for MICE tourism bodies and stakeholders on the importance of MICE destination attributes as well as their influence on destination image formation from the perspective of MICE event participants.

## 2.11 MICE Destination Marketing

The need for attracting the attention of customers is necessary when the business of a tourism industry is in off-season. Thus, the need to reach out to the different positions of customers in different ways with different types of messages conveyed comes through marketing communications (Miller, 1993). Cecilia (2008) described marketing tourism as both science and arts, or the complex interplay of the two; choosing the right marketing channel, developing the right contact, updating tourism distribution and promotion system on the regional and national levels, and maintaining flexibility to drive performance.

Destinations use marketing as a method to attract tourists and to achieve the positive advantages of the tourism industry (Pike, 2004). Getz, Anderson, and Sheehan (1998) postulated that convention and visitors bureaux (CVBs) main functions are to market MICE events, develop and promote the city image as an attractive destination for hosting MICE events, cooperate with MICE event planners, provide information for both the event planners and the visitors, and attract higher yield visitors (MICE delegates) especially in the low season. CVBs act as a non-for-profit marketing organisation which promote a positive image of the destination as a viable destination for MICE events, and unify the efforts of all MICE stakeholders (Weber, 2001). MacLaurin and Leong (2000) indicated the Singapore's CVB launched promotional campaigns, such as *GlobalMeet* campaign, in cooperation with other MICE industry suppliers in Singapore to market and promote its MICE tourism in the international market.

Meanwhile, Blumberg (2005) pointed out that the Destination Marketing Organisations (DMOs) are often responsible for marketing a destination. DMOs may be public sector or public-private partnership or totally private sector and often linked to tourism boards. In recent years, the meaning of DMOs has been changed into destination management organizations and their responsibility is to promote and market leisure and MICE destinations to potential buyers (Davidson & Rogers, 2006). Promotion tools are critical for DMOs to promote their MICE events as well as their destination image and foster their sustained competitiveness (Castelltort & Mader, 2010; Getz, 2008). Buhalis (2000) stated that DMOs should appreciate the needs and preferences of MICE tourism participants and provide them with convenient and adequate product to attract more MICE events and increase attendance. Further, he emphasised on involving local

associations, chambers, conference and exhibition organisers, and business travel agencies in marketing MICE destinations. MICE destinations utilise different promotion tools to promote their destination image and enhance their competitiveness. Some destinations focused on arranging trade shows and educational seminars to evoke people to attend such events (Pizam, 1990). Other destinations focused on Internet to provide tourists with information about MICE events and enable them to choose their destination and register online (Hanna & Millar, 1997; Law & Wong, 2003; Lee, Close & Love, 2010), or advertising in TV, newspapers, magazines, and brochures (Bojanic, 1991; Molina & Esteban, 2006).

### 2.11.1 MICE Promotion Tools

Promotion as one of the market mix attempts to increase the demand by conveying positive image of the product to the potential customers through appeals to the perceived demands, needs, values, tastes, and attitude of the market or a particular market segment (Norman & Pettersen, 2008). MICE promotion tools aim to improve the perceived destination image (Cooper et al., 2008). Lee et al. (2010) declared that 95 percent of MICE participants depend on promotion tools to search for ideal MICE destination. Whereas Rogers (1998) argued that promotional activities in MICE tourism are essential to promote the destination and its event and attract high yielder tourist, journalist, and politicians that can influence events and enhance the destination image. The failure of some destinations to fulfill their tourism potential is related to their promotion (Fakeye & Crompton, 1991). Since tourism is intangible as well as a perishable service, therefore,

promotion is important. It is the process of communicating between suppliers of tourism products and the potential tourists. It enhances their demand for travel (Crouch, 2000). The elements of integrated marketing communications mix which could be used by marketers of special events are composed of personal selling, advertising, sales promotion, direct mail, publicity, sponsorship, packaging, merchandising, WOM, and corporate identity (Allen, O'Toole, Harris & McDonnell, 2005). McCartney, Butler and Bennett (2008) asserted that Macau depends on several promotion tools such as TV/Radio, Internet, and travel programs to promote the image of Macao to leisure and business travellers. Bhatt and Badan (2005) proclaimed that in integrated marketing communication the "4Ps" have become "4Cs", i.e., consumers instead of products, cost instead of price, convenience instead of place, and communication instead of promotion. Consequently, integrated marketing communication for tourism events is based on knowledge about the target market.

Meanwhile, several researchers (e.g., Bhatt & Badan, 2005; Metaxas, 2009; Wicks & Schuett, 1991) emphasised the importance of promotion tools such as, newspapers, magazines, brochures, TV/ radio commercials, and Internet in advertising MICE events and promoting destinations. Bojanic (1991) also indicated to the importance of advertising MICE events in conveying and managing the image of the country to the potential tourists and in enhancing the attributes of the destination to them. Pan (2011) declared that TV tourism commercials are considered the dominant advertising channel of the destination image because they supply tourist with visual, pictorial, and verbal information about the destination and the event. Lee-Kelley, Gilbert, and Al-Shehabi (2011) argued that exhibitors tend to use Internet and TV to promote their exhibitions

virtually. Virtual exhibitions are considered a useful platform to conduct promotional activities through the Internet. Exhibiting virtually will allow the visitors to stroll through its various exhibition halls.

Jayswal (2008) stated that public relations personnel have the responsibility to identify and create this mutual relationship with press reporters to preserve a positive image of the event and the destination. Miller (1993) confirmed that the media representatives are critical in promoting MICE events. Newspapers and magazines were utilised to increase events' attendees in Roswell, New Mexico (Meehan, 2008).

Peattie and Peattie (1996), on the other hand, described the importance of sales promotion in MICE tourism. They defined it as marketing communication activities which are different from advertising, selling, or public relations or often more simply as referred to "special offers". It is used to increase sales or to increase attendance in MICE events through incentives or discount activities. Many CVBs introduced discount coupons to events to attract more MICE participants to their destinations (Lee et al., 2010). Further, Pizam (1990) assessed the influence of variety of sales-promotion techniques such consumer shows, educational seminars, and trade shows utilised by public and private convention enterprises and travel agencies to lure tourists to participate in MICE events or to visit the destination. He proclaimed that the influence of these sales promotions is affected by the specific goals of MICE events.

Buhalis (2000), on the other hand, affirmed the influence of direct marketing in MICE tourism, it is used by DMOs to identify prospective customers and promote elements of their offers that satisfy the specific demand. Weber and Chon (2002) argued that the traditional marketing channel roles of wholesaling and retailing do not seem to be

effective in MICE industry due to the difficulty of assembling, categorising, and reselling of MICE services. That is because most transactions are handled directly between the MICE event participants and event organisers or destination management companies.

Internet is also the most powerful method of communication with the target market. It is actively used by the travel and hospitality companies, because it is inexpensive and could greatly affect consumers' perceived image through creating virtual experience of destination (Gretzel & Fesenmaier, 2000; Ho & Dempsey, 2010; Litvin, Blose & Laired, 2005; Pavlovic & Belullo, 2007). WWW and E-mail are the main components of the Internet. The Web offers tourism organisations an alternative way of communication and E-mail has emerged as the most commonly used type of communication (Wei, Ruys, Hoof & Combrink, 2001). A study conducted by Cheung and Law (2002) showed that Singapore has been ranked as the first Asian city in leading MICE tourism and Hong Kong ranked as the second. These two cities have been using WWW and they have constructed their own websites as online advertising channels to be promoted and marketed as MICE destinations.

Mistilis and Dwyer (1999a) investigated the impact of information technology (IT) in tourism generally and in MICE tourism specifically. They pointed out that IT is important since it connects the three sections of tourism contact: Travellers, travel agents, and travel suppliers (e.g., transport, accommodation, attractions). Further, they posited that the flow of information in MICE tourism is more complex since information would need to flow between MICE organisers and each of the three sections of contact.

Thus, Internet is crucial to MICE tourism; it is an inexpensive communication tool presented in multiple languages to provide the delegates with adequate information. The Internet is beneficial for both the suppliers and the travellers. The suppliers can sell their products and services globally anytime and the travellers can communicate with travel suppliers directly to select their services and products wherever they are and at anytime they want. They can also preview potential destinations and may base their purchase decision on information found on the Internet (Bell, 2008; Law & Wong, 2003; MacKay & Smith, 2006). Several researchers (McLemore & Mitchell, 2001; Werthner & Ricci, 2004) revealed that the number of traveller using the Internet in the USA has grown to 190 percent from 1996 to 1999. In 2003, 30 percent of US adult population used the Internet to search for information about destinations. Nowadays, the Internet has become the first source of information all over the world. People use the Internet to choose or plan for their vacation. Eighty four percent of the American travellers use the Internet to buy air tickets or make their online hotel reservation (Boo et al., 2008).

The event website should be visually attractive and professionally outsourced. Also, it should be perfectly planned to present information about the event to the target market and offer "contact us" page to answer the clients' enquiries about the event and how to purchase tickets. Websites are composed of three stages: Promotion, adequacy of information, and transaction processing (Doolin, Burgess & Cooper, 2002). In addition, the event website must be designed to be easy and simple for the customers to use. The colours, white space, navigation system, graphics, privacy policy, and security systems are some of the principles of designing a website (Hanna & Millar, 1997). Websites should be attractive, interactive and informative (Law & Wong, 2003).

Furthermore, Lee et al. (2010) indicated that the Internet has proven to be an effective promotion tools for MICE event tourists for online registration as well as provides them with useful meeting and destination information. Lau et al. (2005) investigated the role of WWW in MICE events promotion and its contribution to the local economic development. They stated that the role of WWW must not be ignored and that simple marketing websites can be developed to be web portals which foster the cooperation at the destination, regional and international level. In addition, they affirmed that MICE websites enhance the performance of local economic linkages and stimulate business opportunities and create great economic benefits to the region. These websites enable tourists of MICE event and other visitors of the host destination to build their own itinerary and know about the product on offer before they start their business trip or holidays. Meanwhile, they identified features for MICE website as illustrated in Table 2.3. They sorted the features into the following categories: Context, contact, promotion, branding, presentation, supporting function, planning, and transaction. Then these features were grouped into three categories: Context, marketing, and processing. Finally, they combined it in two components: Statistics and interactive.

Table 2.3

Common MICE Website Features

| Category | | | Features |
|---|---|---|---|
| STATIC | *Provision* | Context | About Us, Accommodation, Attractions, Catering/F&B, Culture, Expo Guide, Facilities, FAQ's, Floor Plans, History, Introduction Page, Location/Map, Privacy Statement, Rates, Rules and Regulations, Seating plans, Services, Site Map, Term of Use/ Copyright, Travel and Hotel, Venue Details (Specification), Visitor Info |
| | | Contact | Address, Emails, Fax, Hotel Code, Key Staff, Telephone, Toll Free |
| | *Marketing* | Promotion | Events, Job Opportunity, Latest News/Media Release, Lucky Draw, Other Program, Packages, Specials, Tickets |
| | | Branding | Affiliations, Honor, Logo, Slogan/Motto, Testimonials |
| INTERACTIVE | | Presentation | Movie Download, Online Movie/Virtual Tour, Online Slides, Photo |
| | *Processing* | Supporting Functions | Bookmark, Calculator, File Download, Guest Book, Printing, Search |
| | | Planning | Menu, Request Info, Request Proposal, Tour Planning |
| | | Transaction | Agent Booking, Enquiries, Feedback, Online Tickets, Reservation, Tracking |

Source: Lau et al., (2005)

Thus, the Internet is an inexpensive, flexible method of promotion. It promotes tourism products and may replace the existing distribution channels in the longer term. Tourists will be able to see the online brochure of destinations, gain up-to-date information, accuracy, greater choice, and an easy-to-use interface (Williams & Palmers, 1999).

## 2.12 Relationship between MICE Promotion Tools and Destination Image Formation

There is a general agreement that sources of information, also known as image forming agents or stimulus factors, are the forces which influence the forming of a

destination image (Beerli & Martin, 2004a). Similarly, Ruzic et al. (2003) emphasised on the roles of MICE promotion tools in creating a new image of Croatia. They also stated that MICE tourism requires identification of promotion tools that could be best used to attract MICE events and participants. Mistilis and Dwyer (1999a) affirmed that MICE promotion tools are seen as essential especially WWW for both tourism enterprises and destinations to get the competitive advantages in delivering quality services and creating destination image. Tasci and Gartner (2007) claimed that non-commercial information sources such as TV reports, articles, newspaper reports, books, and the promotion tools utilised to promote the destinations are the main determinants of destination image. These promotion tools are also used for reinforcing the destination image, or establishing a destination image, or changing the perceived image of a destination into more positive one. Molina and Esteban (2006) asserted that promotion tools such as brochures, newspapers, and friends and relatives have an influence on destination image formation. They examined the roles of the promotion tool (brochure) on destination image formation and its influence on destination choices. A quantitative research design was utilised. A five-point Likert scale, seven-item was utilised to measure the role of brochure on destination image formation such as, "help you to select the destination", "create positive image of the destination", and "influence you to choose the destination". A 16-item, five-point Likert scale was used to measure the cognitive and affective image. The findings of their study confirmed that the role of brochure influence destination image formation and destination choice.

Similarly, Boo et al. (2008) conducted a study to evaluate the attractiveness of five convention cities in USA based on visit behaviour. A self-administered questionnaire

was distributed to a select sample in California. The results showed that the groups who viewed some information about the convention city from different promotion tools rated the image of the city higher than those who did not view any information. In addition, the groups who utilised the Internet to make their convention reservation online perceived the image of the host city higher than those who did not make their reservation online. They also revealed that the higher education groups rely on Internet to find information about the convention destination. Kim, Lehto and Morrison (2007) asserted that females perceived the importance of Internet higher than males in searching information about events and destinations. TV/Radio and newspapers showed to be the most important promotion tools among young people (Schneider & Sonmez, 1999)

Gunn (1972) asserted that the non-tourism information such as magazines, books, and articles has an indirect role on forming the organic image of destination, while direct promotion tools of a destination such as brochures, travel agents, and advertisements has a direct role on forming the induced image of a destination. In addition, Baloglu and McCleary (1999a) stated that promotion tools are a force which influences the formation of perceptions or cognitive evaluation but not on the affective image. In other words, cognitive image plays an intervening role between information sources and affective image. They hypothesised that cognitive image is formed by external factors such as TV/Radio, brochures, newspapers, and other types of media and social stimuli such as recommendations of friends and relatives or WOM. Castelltort and Mader (2010) stated that promotion tools utilised to promote events has three functions: minimising the risk in choosing a destination through providing the tourists with up-to-date information about

the destination, build the image of the destination, and finally, promotion tools influence the final decision of MICE event tourists.

Meanwhile, Harahsheh (2009) emphasised on unsolicited information on image formation. He proposed that positive WOM recommendations have a substantial impact upon organic images of destinations and consumer decision to visit a destination while negative WOM recommendations affect their decision to select that destination or repeat the visit. Govers et al. (2007) concluded that the media in general has a significant influence on destination image formation. Accordingly, these previous studies have affirmed the roles of promotion tools on forming the destination image and showed that the event organisers, meeting planners, and other MICE stakeholder should understand the preferences of their target market on the importance of promotion tools in order to convey the right effective message.

## 2.13 Conceptual Framework

The current study was conducted to examine the roles of promotion tools and MICE destination attributes on the formation of the touristic image of Jordan. Promotion tools, MICE destination attributes, the socio-demographic characteristics of MICE participants, and the destination image were the components of the framework. Each component was selected based on review of the related literature.

The conceptual framework generated for this study (see Figure 2.5) was based on push-pull theory and the theory of destination image formation. Push–Pull theory was originally derived from Lee's theory of migration. Lee (1966) proclaimed that push

factors, pull factors, personal factors, and intervening factors affect the process of migrating from the origin area to the destination. In push-pull theory, push factors (internal factors) are the motivations which affect on the person while pull factors (external factors) are the attributes of the destination. These attributes which pull the tourists may be natural or cultural resources, or some kind of activities and events. The positive attributes of the destination play as the prime pull-factors in attracting meeting cities, whereas the negative attributes of the destination act as the prime push-factors driving meetings organisers and delegates away from the destination (Kim, Lee & Klenosky, 2003; Bradley et al., 2002). San Martin and Rodriguez del Bosque (2008) stated that tourists are motivated when the attributes of the destination are expected to fulfil their benefits and personal values.

Several researchers assessed the importance of MICE destination attributes from the perspective of meeting planners or from the perspective of potential meeting attendees. The influence of destination attributes on the formation of the destination image was evaluated by Lee and Back (2007). Thus, previous studies highlighted the importance of pull factors (destination attributes) and their influence on the forming of the overall image of the destination. Hence, the destination attributes (activities, accessibility, affordability, ancillary services, attractions, and amenities) in this study were selected based on the previous studies conducted in the selected destinations (e.g., Baloglu & Love, 2003; Lee & Back, 2007; Oppermann, 1996a, 1996b; Pearlman & Mollere, 2009; Petersen, 2004; Robinson & Callan, 2005).

Meanwhile, the theory of destination image focuses on the stages of perceiving and forming the image of the destination. Gunn (1972) conceptualized tourist destination

image into two stages: (1) the organic image which is formed as a result of exposure to non-touristic, non-commercial sources, such as newspaper reports, TV reports, school courses, magazine articles, and (2) the induced image formed through the promotion tools of tourist organisations.

Fakeye and Crompton (1991) extended Gunn's theory of destination image and staged the image under three phases: organic image, induced image, and the complex image. They assured the importance of informative promotion which provides tourists with information of a destination, persuasive promotion that is utilised to persuade tourists to buy especially after induced image is shaped, and reminding promotion which focuses on those tourists who have experienced the destination to repeat the visit and promote the destination through word of mouth (WOM). The role of different sources of information, such as books, school lessons, WOM, brochures, publicity, Internet, etc. plays a critical role in forming the destination image (Chen & Hsu, 2000; Prebensen, 2007).

In 1999, Baloglu and McCleary proposed a theoretical model to show the image-formation factors; stimulus factors (information sources, previous experience, and distribution), and personal factors, which are the characteristics of the perceiver (psychological and social variables, such as age and educational level). These factors form the cognitive and affective component of the image. While cognitive image refers to the knowledge about the attributes of the place, the affective image refers to the feelings about it. Beerli and Martin's (2004a) model of destination image formation revealed that secondary sources of information and primary sources of information as well as the

socio-demographic characteristics of the tourists (gender, age, level of education, social class, and country of residence) influence on the perception of the destination image.

Meanwhile, other researchers investigated the influence of promotion tools of MICE tourism such as the WWW, brochures, sales promotion, advertising, public relations, etc. on traveller's decision and on the formation of the destination image (e.g., Miller 1993; Peattie & Peattie, 1996; Wicks & Schuett, 1991). Furthermore, promotion tools are utilised to provide information to event organisers and meeting planners, as well as to promote and market destinations. Thus, many studies have confirmed the importance of promotion for the overall tourism industry as well as MICE tourism segment (e.g., Cheung & Law, 2002; Doolin et al., 2002; Lau et al., 2005; Mistilis & Dwyer, 1999a). Accordingly, previous studies confirmed that the destination image formation is influenced by the roles of promotion tools as well as these previous studies revealed that the socio-demographic characteristics of the tourists influence on the perceptions of the destination image.

Thus, based on Push-Pull theory, it was hypothesised that pull factors of MICE destination (MICE destination attributes) influence the destination image formation. Meanwhile, based on theory of destination image, it was hypothesised that the roles of promotion tools influences the destination image formation as well as the socio-demographic characteristics of tourists influence on the perceptions of the destination image formation. The research framework depicted in Figure 2.5 indicated that the roles of promotion tools and MICE destination attributes influence on destination image formation. While the socio-demographic characteristics variables were used to differentiate the perceptions of MICE participants on the importance of promotion tools

and MICE destination attributes as well as destination image. The variables in this model were divided into two categories: the independent variables and dependent variable. The independent variables were MICE promotion tools, MICE destination attributes, and socio-demographic characteristics of the participants, while the perceived destination image was the dependent variable. Based on this model, it is suggested that the three independent variables in the model play a vital role on destination image formation.

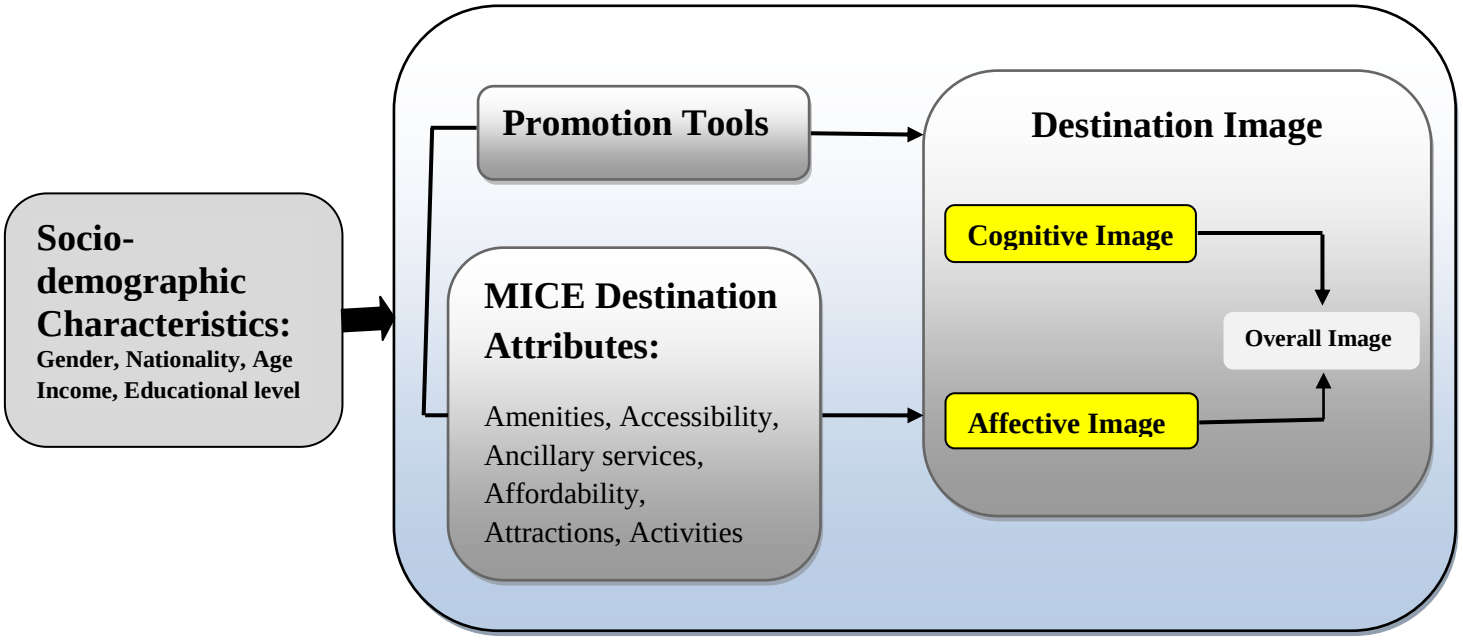


Figure 2.5
The Roles of Promotion Tools and MICE Destination Attributes on Destination Image Formation

## 2.14 Conclusion

This chapter reviewed many aspects of MICE tourism. First, MICE tourism as a vital segment in tourism industry was discussed. Its theoretical connotations and the

factors that contributed to its development and growth were illustrated. Meanwhile, the economic, social and cultural contributions of MICE tourism were clearly explained. In addition, MICE tourism in Jordan was also discussed. Jordan is emerging as unique MICE destination in the Middle East. MICE tourism is the hub of Jordan's tourism industry. MOTA and JTB are mainly responsible for enhancing the cooperation between the public and private sectors to promote Jordan MICE tourism regionally and globally. The NTS (2004-2010) has focused on MICE tourism as one of its niche markets. Therefore, MICE tourism in Jordan has witnessed great development in terms of infrastructures. JITOA has launched a web site (www.micejordan.org) to promote and serve MICE events, and many private tour companies have promoted themselves to the world as MICE event organisers.

Second, the image concept as the sum of beliefs, ideas and impressions about a destination was also discussed. The theory of destination image formation was also illustrated. Gunn (1972) conceptualised tourist destination image into two stages: The organic stage and the induced stage. Fakeye and Crompton (1991) added the complex stage, while Baloglu and McCleary (1999a) proposed a theoretical model to show the agents that form the image (stimulus factors and personal factors). Meanwhile, Beerli and Martin (2004a) assumed that information sources and personal factors influence destination image formation. The importance of image in tourist travel decision and in promotion of countries was investigated in addition to the approaches used to measure destination image. The importance of destination image measurement was justified. And the relationship between socio-demographic characteristics and the destination image formation was illustrated.

Third, MICE destination attributes were illustrated and their relation with Push-Pull theory was justified. MICE destination attributes are the external factors (pull factors) that pull the tourists to the destination. Research on the importance of MICE destination attributes was merely focused on the perceptions of event organisers, meeting planners, and other MICE stakeholders while the importance of these attributes from the perspective of MICE event participants was scant. Moreover, research on the influence of MICE destination attributes on destination image formation showed that Lee and Back's (2007) study examine the influence of MICE destination attributes on the overall image from the perspective of potential MICE attendees. Their study overlooked the influence of these attributes on the cognitive and affective components of destination image.

Fourth, MICE destination marketing with emphasis on the promotion tools used to promote MICE events was presented. The roles of these promotion tools such as Internet, magazines, brochures, newspapers, public relations, and WOM is very significant in forming the image of the destination. Finally, the conceptual framework of the study was generated based on thorough review of literature related to MICE tourism, MICE promotion tools, and destination image. The relationships between the independent variables and the dependent variable of the conceptual framework were explained.

# CHAPTER THREE

# METHODOLOGY

## 3.0 Introduction

This chapter presents the research method which consists of the following: Research design, population and sample, instrumentation, reliability and validity of the instrument, pilot study, data analysis of pilot study, data collection procedure, and data analysis.

## 3.1 Research Design

Research designs are procedures for collecting, analysing, and interpreting data using qualitative and quantitative research (Creswell, 2008). Cavana, Delahaye, and Sekaran (2001) stated that the differences in beliefs about how research should be conducted led to three schools of thoughts or paradigms; positivist, interpretivist, and critical research. Positivist research is usually associated with quantitative data and the analysing of quantitative data is done through using statistical methods. The positivist researcher uses deductive reasoning and remains separate from research subjects to ensure the total objectivity during data collection and analysis. Interpretivist research, on the other hand, uses inductive reasoning. It is too subjective, focuses on reality, and does not seek to make changes. While critical research focuses on uncovering heading meanings. It focuses on some issues of reality but without providing process for building

a new one. Therefore, Cavana et al. (2001) assumed that the researcher chooses the approach or paradigm based on the topic and objectives of the research.

Generally, research can be divided into two methods; qualitative and quantitative. Qualitative methods include observations, focus group and interviews (Cavana et al., 2001). Whereas, quantitative research (structured method) involves the use of structured questions, and the response options are fixed and a large number of respondents could be involved (Creswell, 1994). The aim of using quantitative approach is to determine the relationship between one independent variable and another dependent variable in a population (Creswell, 2008). He further explained that Quantitative research design is either experimental, correlational, or survey. Experimental design is called group comparison studies or intervention studies and usually used to establish cause and effect between the dependent and dependent variables. Survey design is used to identify trends in attitude, opinion, or characteristics of the population. The focus of the researchers in this type of research design is to learn more about the population rather than on relating variables or predicting outcomes. Meanwhile, correlational research design is used to describe the degree of relationship or association between two or more variables or a set of score. Correlational design enables the researcher to predict scores and explain the relationship between variables. Thus, the purpose of this research is to examine the roles of promotion tools and MICE destination attributes on destination image formation as perceived by MICE tourism participants. Therefore, this study utilised correlational design by using quantitative approach through survey methods to assess the roles of promotion tools and destination attributes of MICE tourism on the formation of the

touristic image of Jordan. In accordance with the purpose of this research, self-administered questionnaire was used to collect data from the selected respondents.

Moreover, Echtner and Ritchie (1993) asserted that quantitative approach with Likert scale and semantic deferential scale is dominant in destination image research. They also declared that fewer researchers used the mixed methods; structured (quantitative) and unstructured (qualitative) techniques. Pike (2000) reviewed 144 articles on destination image and found that 114 of these studies utilised quantitative approach to measure destination image. In addition, Richie and Echtner (1991) reviewed 15 articles on destination image and found that 14 articles on destination image research utilised quantitative methods or structured techniques. Tasci et al. (2007) postulated that destination image research depends heavily on quantitative approach by using lists of attributes on either Likert or semantic differential scales. Meanwhile, Prebensen (2007) differentiated between using quantitative and qualitative methods in measuring destination image. According to him, studies that are performed on sites, assuming that the tourists have some knowledge and experiences of the destination, are based on structured methods, while unstructured methods are used in situation where the tourists have not visited the destination before or they have less knowledge about that destination. Oppenheim (1999) assured that using the survey method is the most suitable research method to answer questions such as “to what extent”, “how”, or “what”. Baloglu and McCleary (1999) claimed that survey method is the most popular instrument utilised to measure the destination image. In fact, the approach could be determined by the research objective and the research questions of the study. So, this study decided to adopt structured technique through survey method. Kerlinger (1973) argued that it is the best

way of collecting personal and social facts, attitudes, beliefs, and enables the researcher to achieve the objectives of the study.

## 3.2 Population and Sample

A population is a group of individuals (or a group of organisations) who have the same characteristics that the researcher can identify and study (Creswell, 2008). For the purpose of this study, the target population was confined to the domestic and international participants of MICE tourism who participated in MICE events from two selected cities in Jordan, i.e., Amman and the Dead Sea. These two cities were chosen because they met several criteria for this study; both cities have sufficient services and facilities for hosting MICE events. Amman has an overcapacity of large international standard hotels and conference centres (Sharaiha & Collins, 1992). Both cities are also close to each other. Amman has the majority of hotels (321 hotels) which accounts for 73 percent of the number of hotels in Jordan (MOTA, 2010). In addition, there are many international conventions centres in Amman such as, Zara Expo Amman, Royal Culture Centre, Palace of Culture Amman, Al-Hussien Cultural Centre, Amman International Motor Show, Amman Exhibition Park, etc. On the other hand, the Dead Sea has five high-class hotels as well as the biggest convention centre in Jordan and the Middle East (King Hussein Bin Talal Convention Centre) which is called the Jewel of the Crown. Other cities in Jordan like Petra and Aqaba are in the north of Jordan and are attractive for leisure tourists.

A sample is "a subgroup of the target population that the researcher plans to study for generalising about the target population" (Creswell, 2008). Cluster random sampling technique was used in this research to collect data. Cluster sampling is a form of probability sampling in which groups, not individuals, are randomly selected. It is used in two or more stages because either the population is large or the researcher cannot easily identify the population (Creswell, 2008). In addition, Gay (1996) confirmed that cluster sampling is suitable to be applied on large population or on population that is geographically widely spread. Stepchenkova (2009) assured that cluster technique can be done in one stage or more than two stages but a typical procedure of cluster sampling includes two stages. The first stage is simple random sampling of clusters which are to be surveyed. The second stage is drawing subjects from the selected clusters. Every cluster is considered as a small-scale representation of the population. Besides, the analysis in cluster sampling is done on the population of the clusters (randomly chosen clusters). Stepchenkova also emphasised that it is necessary to increase the total sample size when using cluster sampling. Thus, the main objective of using this sampling technique is to reduce costs by increasing sampling efficiency. Krejcie and Morgan (1970) provided a table (Appendix A) which shows that the sample size for a population of 1,000,000 should be at least 384 respondents. Robinson and Callan (2005) also pointed out that most researchers will probably consider a sample size between 200 and 1,000 for a population of 10,000 or more.

Based on the cluster sampling procedure, MICE events were divided into four clusters: Conferences, meetings, incentives, and exhibition events. Participants were randomly chosen from these four clusters. The target population were the domestic and

international participants of these events which were held in Jordan between May 2nd, 2011 and September 29th of the same year. The respective dates and venues of these events were taken from MOTA, JITOA, JHA, JEDCO, and from the event calendar of each convention centre. The researcher approached the authorities for permission to obtain the prospective MICE events that were organised for the specific period under study. The researcher randomly selected conferences, meetings, and exhibition events to get a sample which was as high as possible of the representative sample for this study. Among 53 MICE events which were held during the time of the study, 12 MICE events were chosen; three events at the Dead Sea convention centre, four exhibition events in Amman International Motor Show, and five events from hotels and convention centres in Amman. Out of 12 event chosen, a total 1060 participants were involved in this study.

## 3.3 Instrument Design

The survey methods by using questionnaire were utilised to collect data in this study. The questionnaire was developed through a thorough review of previous studies on destination image and MICE destination attributes to extract variables for each research construct. Then, these variables were measured through modified selected items to suite the context of the study. Subsequently, the opinion, suggestions, and comments of a panel of experts on the instrument of the study to enhance its clarity, readability, and identify the items that may be objectionable to the respondents were considered. The questionnaire was then translated back into Arabic. Before collecting data for the actual

study, a pilot study was carried out on a sample of MICE event participants to test the reliability and validity of the instrument.

A self-administered questionnaire was designed and distributed for the purpose of this study. The questionnaire was developed based on previous studies (e.g., Baloglu & Love, 2003; Robinson & Callan, 2005; DiPietro et al., 2005; Molina & Esteban, 2006; Beerli & Martin, 2004b; Echtner & Ritchie, 2003) and the theories related to image formation and destination attributes. The Model of Destination Image formation by Baloglu and McCleary (1999a), the Model of the Formation of Destination Image by Beerli and Martin (2004a), and Push-Pull Theory were used as a theoretical base for this study. Both open-ended and close-ended items were utilised in this questionnaire. It was divided into four sections. Section A consisted of two questions. The first question consisted of 30 items adapted from previous studies (e.g., Baloglu & Love, 2003; Baloglu &love, 2005; DiPietro et al., 2008; Robinson & Callan, 2005) to identify the important attributes for MICE destination. These items were rated on a five-point Likert scale ranging from 1 (not at all important) to 5 (very important). The second question was open-ended question that asked the subjects to mention other more important attributes for MICE destination if not included in the first question.

Section B consisted of two questions. The first question was used to identify the importance of promotion tools used in MICE tourism, which was rated on a five-point Likert scale ranging from 1 (not at all important) to 5 (very important). The second question focused on the roles of promotion tools to obtain information on Jordan. It was composed of 11 statements to show the information that could be provided by each

promotion tool about the destination, which was rated on a five-point Likert scale ranging from 1(strongly disagree) to 5 (strongly agree).

Section C was composed of two questions to measure image formation. The first question consisted of 30 items to measure cognitive image on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The second question consisted of four bipolar adjectives on a five-point semantic differential scale to measure affective image.

Section D included socio-demographic questions designed to provide general information about the respondent's characteristics such as gender, nationality, age, income, and educational level.

The data collected in this study was analysed using Statistical Package for Social Science (SPSS-PC) version 16.0 for Windows software programme. Thus, factor analysis was used in this study to reduce and summarise the data. *T*-test and analyses of variance (ANOVA) were utilised to test the differences on the importance of MICE destination attributes, promotion tools, and on the perceptions of destination image. Regressions analyses were used to determine the relationship between predictive variables (MICE destination attributes and the roles of promotion tools) and criterion variable (destination image formation).

Since the participants were local and international, the questionnaire was developed in English and translated to Arabic (Appendix B to E) by a professional Jordanian translator. Then, the Arabic version was translated back to English by another translator who is an English lecturer at Yarmouk University's English Department

without referring to the original version of the questionnaire. In order to ensure the correspondence in meaning between the first English version and the second translated one, another translator from Yarmouk University also made a comparison between both the original and translated questionnaire to determine the similarity in meaning. The use of back to back translation increased efforts towards diminishing translating errors (Schneider & Sonmez, 1999).

### 3.3.1 Questionnaire Items

Section A of the questionnaire consisted of six factors: The accessibility factor measured the extent to which a destination is perceived convenient for participants to travel to and from the convention site in terms of effort and time. The affordability factor measured the perceived ability of a destination to offer competitive price with regards to participants' expenses, accommodation expenses, transportation expenses, and food and beverage costs. The ancillary services factor measured the ability of a destination to present overall quality to MICE tourism participants in terms of translating facilities, telex, fax and secretarial services, private dining rooms for delegates, quality of local restaurants, and experienced staff. The attractions factor measured the extent to which a destination is perceived to offer the MICE tourism participants with attractive climate, variety of local attractions, variety of local restaurants, cleanliness of facilities, local culture, and variety of shopping facilities. The amenities factor measured the extent to which a destination has sufficient convention centres and exhibition facilities and the capacity to provide its participants with quality of meeting facility, quality of exhibit

space, business class standard of bedrooms, and leisure centre and facilities. The activities factor measured the availability of activities offered by a destination pre-, during, or post- MICE events, such as festivals/performing arts, water sports, and variety of tour activities. Thirty items generated from previous studies were utilised to identify the important destination attributes as shown in Table 3.1.

Table 3.1

Items' Resources for MICE Destination Attributes

| MICE destination attributes | No. of items | Previous studies |
|---|---|---|
| Accessibility | 3 | DiPietro et al. (2008) |
| | 2 | Baloglu & Love (2003) |
| | 1 | Baloglu &love (2005) |
| Amenities | 2 | Robinson & Callan (2005) |
| | 2 | Baloglu & Love (2003) |
| | 1 | DiPietro et al. (2008) |
| Affordability | 2 | Chacko & Fenich (2000) |
| | 1 | Robinson & Callan (2005) |
| | 2 | Baloglu & Love (2003) |
| Ancillary services | 4 | Robinson & Callan (2005) |
| | 1 | Baloglu & Love (2003) |
| Attractions | 5 | Baloglu & Love (2005) |
| | 1 | Robinson & Callan (2005) |
| Activities | 1 | DiPietro et al. (2008) |
| | 1 | Go & Govers (1999) |
| | 1 | Getz et al. (1998) |
| Total | 30 | |

Respondents were asked to mark the importance of each attributes on a five-point Likert scale ranging from 1 (not at all important) to 5 (very important). In addition, the

respondents were asked to indicate other attributes which were not mentioned in MICE destination attributes (second question of section A of the questionnaire), and a space of three blanked lines was left for them to specify the attributes, if found.

Section B comprised two questions to identify the importance and roles of MICE promotion tools used by the private and public sectors to market and promote MICE tourism. In the first question, the respondents were asked to identify the importance of each promotion tool (Internet (websites, e-mail), magazines, brochures, WOM, travel agents, TV/Radio, newspapers, tourist information centres, guidebooks, and public relations) on a five-point Likert scale ranging from 1 (not at all important) to 5 (very important). The second question asked about the roles of the promotion tools that the participants use in general to get information about Jordan. Eleven items were developed after reviewing other measurement scales (Beerli & Martin, 2004; Molina & Esteban, 2006; Molina et al., 2010). Each item was rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) were used to investigate the information provided by each promotion tool as shown in Table 3.2.

Table 3.2

Items' Resources for the Roles of Promotion Tools

| | Previous studies (Beerli & Martin, 2004; Molina & Esteban, 2006; Molina et al., 2010) | No of items |
|---|---|---|
| The roles of promotion tools | Useful to get information about the destination.<br>Provide credibility of information.<br>Provide information agree with actual reality of the destination.<br>Help to select the destination.<br>Encourage tourists to visit.<br>Create positive image of the destination.<br>Increase the intention to re-visit the destination.<br>Influence on travel decision.<br>Influence to choose the destination.<br>Meet the expectative image of the destination.<br>Represent the destination faithfully. | |
| Total | | 11 |

The third section C of the questionnaire measured the destination image formation of Jordan from the perspective of MICE participants. The cognitive component of the image consisted of six dimensions; 30-items were developed after reviewing other measurement scales (Beerli & Martin, 2004a, 2004b; Echtner & Ritchie, 1991, 1993, 2003; McCartney et al., 2009; Molina et al., 2010; Schneider & Sonmez, 1999). Each item was rated on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Table 3.3 shows the cognitive image factors and the items which were used to evaluate each factor.

Table 3.3

Cognitive Image Factors and Items

| Cognitive dimensions | Items | No of items |
|---|---|---|
| Natural resources | Lovely landscape, flora and fauna, good weather, good beach. | 4 |
| General infrastructure | Good developed infrastructure, good substructure of hotel and apartments, facilities for sport, meeting/exhibition infrastructure. | 4 |
| Atmosphere | Luxurious place, fashionable, well-known, offers tourist information, exotic, crowded location. | 6 |
| Political and social factor | Political stability, personal safety, friendly people. | 3 |
| Economic and cultural factor | Different ways of living, cultural events, great economic development, good for shopping, low level of price, historical and cultural venues, good food, big level of poverty. | 8 |
| Tourist facilitation | Variety of products, oriented toward families, good quality of life, places to do business, clean location. | 5 |
| Total | | 30 |

Affective component of image was measured on a five-point semantic differential scale. The scale included four bipolar adjectives: Arousing-Sleepy, Unpleasant-Pleasant, Boring-Exciting, and Distressing-Relaxing which were adapted from previous studies (e.g., Baloglu & Love, 2005; Baloglu & McCleary, 1999a; Beerli & Martin, 2004a, 2004b). Baloglu and Love (2005) stated that the negative and positive poles are rotated to assess and reduce response bias. Baloglu and McCleary (1999a) pointed that using the two scales (Arousing-Sleepy and Pleasant-Unpleasant) are theoretically adequate to measure the affective image, but using all four scales can increase the reliability of environmental perception.

Section D included socio-demographic characteristics of the respondents such as gender, age, nationality, income, and educational level. The information collected was used for further investigation on the differences of perceptions of MICE participants on destination image formation, importance of MICE destination attributes, and importance of promotion tools in terms of their socio-demographic characteristics.

### 3.3.2 Reliability and Validity of the Instrument

Reliability means an instrument's scores are consistent and stable. Stable and consistent mean the scores should be nearly the same when the instrument is administered more than once at different times by the researcher (Creswell, 2008).

The researcher used coefficient alpha (Cronbach's Alpha) procedure to examine the internal consistency of the instrument as the reliability in this study. Internal consistency is the extent to which the items hang together. Items with high correlation values indicate great reliability; values range from 0 to 1(Pallant, 2007). Kuhn and Jackson (1989) stated that a score of .40 or greater is acceptable. Thus, item - total correlation value greater than .45 was chosen for this study.

Validity means "the scores of the individual from an instrument make sense, are meaningful, and enable the researcher to come out with good conclusion from the sample of the population he is studying" (Creswell, 2008). Two aspects of validity were discussed for the purpose of this study; content validity and construct validity. In order to ensure the content validity, in the initial stage, the researcher discussed with his supervisor regarding the formation of the items in the questionnaire to ensure its

relevancy based on the objectives of the research. Next, the researcher discussed the items in the questionnaire with eight experts in the tourism field who are professional lecturers in Yarmouk University, Hashemite University, Irbid National University, and experts in JTB. The experts were asked to identify any objectionable items to the respondents. The researcher took their recommendations, suggestions, and comments on the items of the questionnaire to enhance their clarity, readability, and content validity.

The written comments of the experts were considered in outlining the final questionnaire for this study. The written comments were mostly on the ambiguity of some items in the scale. For example, in section A, first question, the phrase "competitive rates" was adjusted as "competitive rates as compared to nearby destination" to be clearer. In addition, the item "ease of accessibility", in section A, first question, was further expanded into two items "accessibility by air" and "accessibility by road" based on experts' suggestions, because they thought that the original item was broad and ambiguous. Also, in section B; fourth question, item 36 "provide information about the destination" was modified to be "provide necessary information about Jordan". Another comments where suggested to the researcher to add "festivals, concerts, carnivals, folklore, etc." to the item 53, section C, fifth question "Jordan has many cultural events". Moreover, the item "Jordan has crowded location with a lot of traffic" in section C, fifth question, was suggested to the researcher to delete "with a lot of traffic". As such, changes and corrections were carried out on the items of the questionnaire (Arabic and English version) before administering it to a sample of MICE participants.

Additionally, construct validity was tested using varimax rotation with Kaiser Normalisation. Two stages of factor analysis were used in this study to test construct

validity: Factor extraction and factor rotation. Factors with eigenvalues of 1.0 or more and Kaiser's criterion above .6 were retained in this study. In relation to that, Comrey and Lee (1992) asserted that item loading value greater than 0.71(50%) is assumed excellent, 0.63 (40%) is assumed very good, 0.55 (30%) is considered good, 0.45 (20%) is assumed moderate, and 0.32(10%) is assumed weak. Item loading greater than 0.40 was assumed to have a high practical value (Hair, Anderson, Tatham & Black, 1998). In the context of this study, item loading value greater than 0.40 was retained. Moreover, Pallant (2007) postulated that rotation is used to interpret the factor extracted. Two main approaches are resulting from factor solutions; orthogonal (uncorrelated) and oblique (correlated). The most commonly used orthogonal approach is varimax method, whereas direct oblimin is the most commonly used in oblique technique. Whether to use varimax rotation or oblimin rotation depends on the strength of the correlation between the two components. According to Pallant (2007), if the correlation between two components is extremely low (e.g., less than .3), similar solutions will be expected from varimax and oblimin rotation. If the components are strongly correlated (e.g., above .3), there will be discrepancies between varimax and Oblimin rotation. Therefore, in this case, oblimin rotation will be reported.

## 3.4 Pilot Study

The items in the questionnaire were selected from previous studies (e.g., Baloglu & Love, 2003; Baloglu & Love, 2005; Beerli & Martin, 2004a, 2004b; Chacko & Fenich, 2000; DiPietro et al., 2008; Echtner & Ritchie, 1991, 1993, 2003; Molina & Esteban,

2006) on destination image and MICE destination attributes. Changes and corrections were carried out on the items of the questionnaire to suite Jordan context and the target population because these items were used in different setting. After ensuring the content validity of the instrument, a pilot study was carried out to test the reliability and validity of the questionnaire. The questionnaire was distributed to a sample of 194 from the target population in MICE tourism sector. The respondents were informed that they are participating in preliminary test of the questionnaire so that they can present their opinions and provide the researcher with their feedback on the length and time needed for answering the questions.

### 3.4.1 Results of the Pilot Study

Data analysis of the pilot test was carried out using the *Statistical Package for Social Science (SPSS-PC) version 16.0 for* Windows software programme. Frequency analysis, factor analysis, and reliability and correlation coefficient test were used in data analysis. The use of these statistical tests in the pilot study was to test a few aspects on the measurement scale before applying it in the actual research.

Dimensions of MICE destination attributes were isolated by using factor analysis. The method of Principal Component using varimax rotation with Kaiser Normalisation yielded six distinct dimensions that accounted for 64.467 of the total variance as shown in Table 3.4. The criterion of eigenvalues greater than one combined with a visual inspection of the Scree Plot was used to identify the number of factors to be extracted. The eigenvalues for each subscale were 9.091, 2.502, 1.772, 1.474, 1.364, and 1.203.

By summing each respondent's score on each item with factor loading greater than 0.40 and then dividing by the number of significant items in that dimension, six scales were created. The first factor, labelled affordability, accounted for almost 34% of the total variance. High loadings (.74 to .84) occurred for five items. The second factor, attractions, explained 9% of the total variance. High loading (.67 to .78) occurred for five items. Accessibility, the third factor, accounted for almost 7% of the total variance with large factor loading (0.41 to .72) on six items. Amenities factor, which was labelled the fourth factor, explained 5% of the total variance and with large factor loadings (.47 to .72) on five items. The fifth factor, activities, accounted for 5% of the total variance. Large loadings (.59 to .84) were observed on three items. The final factor of MICE destination attributes extracted by the factor analysis was ancillary services, which explained almost 4% of the total variance and had factor loadings (.52 to .80) on three items.

Table 3.4

Pilot Study Subscale for Analysis of MICE Destination Attributes (*n* = 194)

| Item/factor | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| **Affordability** | | | | | | |
| 1. Cost of transportation | .84 | | | | | |
| 2. Hotel room rates | .82 | | | | | |
| 3. Competitive rates as compared to nearby destinations | .81 | | | | | |
| 4. Affordable local restaurants | .74 | | | | | |
| 5. Affordable exhibit fee/rental | .74 | | | | | |

Table 3.4 (Continued).

| | | | | | |
|---|---|---|---|---|---|
| **Attractions** | | | | | |
| 1. Variety of local attractions | .78 | | | | |
| 2. Climate | .74 | | | | |
| 3. Variety of local restaurants | .72 | | | | |
| 4. Variety of shopping facilities | .71 | | | | |
| 5. Local culture | .67 | | | | |
| **Accessibility** | | | | | |
| 1. Clear location signs within the venue | | .72 | | | |
| 2. Accessibility by air | | .72 | | | |
| 3. Accessibility by road | | .70 | | | |
| 4. Ease of local transportation | | .58 | | | |
| 5. Safety and security at destination | | .54 | | | |
| 6. Disabled access and facilities | | .41 | | | |
| **Amenities** | | | | | |
| 1. Quality of event space | | | .72 | | |
| 2. Distance of airport from event site/hotel. | | | .68 | | |
| 3. Quality of event facility (product and services) | | | .59 | | |
| 4. Business class standard of bedrooms | | | .52 | | |
| 5. Leisure facilities | | | .47 | | |
| **Activities** | | | | | |
| 1. Availability of tours activities | | | | .84 | |
| 2. Availability of festivals | | | | .70 | |
| 3. Availability of water sports | | | | .59 | |
| **Ancillary services** | | | | | |
| 1. Quality of local restaurants | | | | | .80 |
| 2. Availability of communication centre | | | | | .62 |
| 3. Private dining rooms for delegates | | | | | .52 |

| Table 3.4 (Continued). | | | | | | |
|---|---|---|---|---|---|---|
| Eigenvalues | 9.09 | 2.50 | 1.77 | 1.47 | 1.36 | 1.20 |
| % of Variance | 33.67 | 9.27 | 6.56 | 5.46 | 5.05 | 4.46 |
| Cumulative | 33.67 | 42.94 | 49.50 | 54.96 | 60.01 | 64.47 |

Dimensions of cognitive image were isolated by using factor analysis. The method of Principal Component using varimax rotation with Kaiser Normalisation yielded six distinct factors that accounted for 61.989 of the total variance as shown in Table 3.5. The criterion of eigenvalues greater than one combined with a visual inspection of the Scree Plot was used to identify the number of factors to be extracted. The eigenvalues for each subscale were 10.297, 2.447, 1.778, 1.552, 1.362, and 1.150.

Based on factor loading of each cognitive image subscale extracted, five items were allocated in atmosphere factor with loading values (.60 to .80) and accounted for 34% of the total variance. Three items with 8% of the total variance and had loading values (.70 to .82) were allocated in political and social factor. Five items in tourist facilitation factor explained almost 6% of the total variance and had loading values (.47 to .77). Four items allocated in natural resources factor had 5% of the total variance and factor loadings (.60 to .77). General Infrastructure factor explained almost 5% of the total variance and had factor loadings (.56 to .80) on four items. Finally, seven items allocated in economic and cultural factor had almost 4% of the total variance and factor loading values (.42 to .62).

Table 3.5

Pilot Study Subscale for Analysis of Cognitive Image Factors ($n$ = 194)

| Item/factor | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| **Atmosphere** | | | | | | |
| 1. Jordan has a fashionable location | .80 | | | | | |
| 2. Jordan is an exotic destination | .78 | | | | | |
| 3. Jordan has a luxury location | .69 | | | | | |
| 4. Jordan offers many facilities to get touristic information | .62 | | | | | |
| 5. Jordan has a well known location with good reputation | .60 | | | | | |
| **Political and Social Factor** | | | | | | |
| 1. Jordan enjoys political stability | | .82 | | | | |
| 2. The people in Jordan are friendly and hospitable | | .80 | | | | |
| 3. Jordan is a safe place to visit | | .70 | | | | |
| **Tourist Facilitation** | | | | | | |
| 1. There are wide variety of products on offer to buy in Jordan | | | .77 | | | |
| 2.There are good facilities for families in Jordan | | | .65 | | | |
| 3.There is a good quality of life in Jordan | | | .59 | | | |
| 4. Jordan has places to do business | | | .59 | | | |
| 5. Jordan has clean location | | | .47 | | | |
| **Natural Resources** | | | | | | |
| 1. Jordan has nice beaches | | | | .77 | | |
| 2. Jordan has nice weather | | | | .74 | | |
| 3. Jordan has great variety of flora and fauna | | | | .72 | | |
| 4. Jordan has lovely landscape | | | | .60 | | |

| Table 3.5 (Continued). | | | | | | |
|---|---|---|---|---|---|---|
| **General Infrastructure** | | | | | | |
| 1. Jordan has good substructure of hotels and apartments | | | | | .80 | |
| 2. There are good developed infrastructures (roads, airports, hospitals…) in Jordan | | | | | .76 | |
| 3. There are facilities for training sports, leisure and amusing activities (golf, diving, tennis, etc.) | | | | | .70 | |
| 4. Jordan has places to have meeting/ exhibition | | | | | .56 | |
| **Economic and Cultural Factor** | | | | | | |
| 1. Jordan offers different ways of living | | | | | | .62 |
| 2. Jordan offers many cultural events (festivals, concerts, carnivals, folklore, etc.) | | | | | | .57 |
| 3. Jordan has rich location with a great economic development | | | | | | .56 |
| 4. The food in Jordan is good | | | | | | .53 |
| 5. There is a big level of poverty in Jordan | | | | | | .49 |
| 6. Jordan is a good place to go shopping | | | | | | .45 |
| 7. Jordan has many interesting historic and cultural venues (museum, etc.) | | | | | | .43 |
| Eigenvalues | 10.30 | 2.45 | 1.79 | 1.55 | 1.36 | 1.15 |
| % of Variance | 34.325 | 8.158 | 5.961 | 5.174 | 4.54 | 3.83 |
| Cumulative | 34.33 | 42.48 | 48.44 | 53.62 | 58.16 | 61.99 |

Table 3.6 shows that the result of the overall Coefficient Alpha for MICE destination attributes scale was .921. Coefficient Alpha for affordability factor was .914, attractions factor was .847, accessibility factor was 0.781, amenities factor was .711,

activities factor was .737, and ancillary services factor was .738. Item-total correlation for the items of the six subscales showed a moderate relationship. It was .602 to .683 for affordability, .554 to .657 for attractions, .451 to .548 for accessibility, .454 to 0.516 for amenities, .462 to .584 for activities, and .505 to .565 for ancillary services.

The MICE destination attributes used in this study contained 24 items. Six original items were ignored in this research because either the item-total correlation of these items was less than .45 or the factor loading value of these items was less than .40. The items ignored were:

1- Business class standard of bedrooms
2- Accessibility by road
3- Translating facilities
4- Experienced staff
5- Availability of water sports.
6- Cleanliness of facilities.

Table 3.6

Pilot Study Subscale for Coefficient Alpha of MICE Destination Attributes ($n$ = 194)

| Item/factor | Item-total correlation | Total items | Coefficient Alpha |
|---|---|---|---|
| **Affordability** | | | |
| 1. Cost of transportation | .61 | 5 | .914 |
| 2. Hotel room rates | .60 | | |
| 3. Competitive rates as compared to nearby destinations | .68 | | |
| 4. Affordable local restaurants | .60 | | |
| 5. Affordable exhibit fee/rental | .60 | | |
| **Attractions** | | | |
| 1. Variety of local attractions | .61 | 5 | .847 |
| 2. Climate | .66 | | |
| 3. Variety of local restaurants | .55 | | |
| 4. Variety of shopping facilities | .61 | | |
| 5. Local culture | .57 | | |
| **Accessibility** | | | |
| 1. Clear location signs within the venue | .45 | 5 | .781 |
| 2. Accessibility by air | .54 | | |
| 3. Ease of local transportation | .50 | | |
| 4. Safety and security at destination | .55 | | |
| 5. Disabled access and facilities | .46 | | |
| **Amenities** | | | |
| 1. Quality of event space | .45 | 4 | .711 |
| 2. Distance of airport from event site/hotel. | .47 | | |
| 3. Quality of event facility (product and services) | .50 | | |
| 4. Leisure facilities | .52 | | |
| **Activities** | | | |
| 1. Availability of tours activities | .46 | 2 | .737 |
| 2. Availability of festivals /performing arts | .58 | | |
| **Ancillary services** | | | |
| 1. Quality of local restaurants | .51 | 3 | .738 |
| 2. Availability of communication centre | .52 | | |
| 3. Private dining rooms for delegates | .57 | | |
| **MICE Destination Attributes** (Affordability, Attractions, Accessibility, Amenities, Activities, Ancillary services) | | 24 | .921 |

Results in Table 3.7 show that the overall Coefficient Alpha for the roles of MICE promotion tools was .809. Item-total correlation for the items of the scales shows a moderate relationship, which was .453 to .603. The roles of MICE promotion tools scale used in this study contained seven items. Four original items were ignored in this study because the researcher found out that the item-total correlation value of these items was less than 0.45. The items ignored are:

1. Represent the destination faithfully.
2. Provide credibility of information.
3. Help tourists in selection of the destination.
4. Encourage tourists to visit.

Table 3.7

Pilot Study Subscale for Coefficient Alpha of the Roles of MICE Promotion Tools (*n* = 194)

| Item/factor | Item-total correlation | Total items | Coefficient Alpha |
|---|---|---|---|
| **The roles of MICE promotion tools** | | | |
| 1.Provide necessary information about Jordan | .52 | | |
| 2.Provide information consistent with the actual reality of Jordan | .58 | 7 | .809 |
| 3.Meet the expectative image of Jordan | .60 | | |
| 4.Generate positive image of the destination | .52 | | |
| 5. Increase tourists' intention to revisit the destination | .45 | | |
| 6.Influence tourists on choosing the destination | .50 | | |
| 7.Influence tourists on travel decision | .48 | | |

Results in Table 3.8 show that the overall Coefficient Alpha for cognitive image factors scale was .913. Coefficient Alpha for atmosphere factor was .877, political and

social factor was .861, tourist facilitation factor was .772, natural resources factor was .816, general infrastructure factor was .837, and economic and cultural factor was .774. Item-total correlation for the items of the six subscales showed a moderate relationship; it was .574 to .658 for atmosphere, .485 to .491 for political and social factors, .451 to .591 for tourist facilitation, .556 to .593 for natural resources, .503 to .660 for general infrastructure, and .501 to .623 for economic and cultural factor.

Jordan's cognitive image scale used in this study contained 26 items. Four original items were ignored in this study because the researcher found out that either the item-total correlation of these items was less than .45 or the factor loading value of less these items was than .40. The items ignored for cognitive image in this study were:

1- Jordan has nice beaches.

2- There is a big level of poverty in Jordan.

3- There is a low level of price in Jordan.

4- Jordan has crowded location.

Table 3.8

Pilot Study Subscale for Coefficient Alpha of Cognitive Image Factors (*n* = 194)

| Item/factor | Item-total correlation | Total items | Coefficient Alpha |
|---|---|---|---|
| **Atmosphere** | | | |
| 1. Jordan has a fashionable location | .57 | 5 | .877 |
| 2. Jordan is an exotic destination | .66 | | |
| 3. Jordan has a luxury location | .64 | | |
| 4. Jordan offers many facilities to get touristic information | .63 | | |
| 5. Jordan has a well known location with good reputation | .65 | | |

| Table 3.8 (Continued). | | | |
|---|---|---|---|
| **Political and Social Factor** | | | |
| 1. Jordan enjoys political stability | .49 | 3 | .861 |
| 2. The people in Jordan are friendly and hospitable | .49 | | |
| 3. Jordan is a safe place to visit | .49 | | |
| **Tourist Facilitation** | | | |
| 1. There are wide variety of products on offer to buy in Jordan | .55 | 5 | .772 |
| 2. There are good facilities for families in Jordan | .54 | | |
| 3. There is a good quality of life in Jordan | .45 | | |
| 4. Jordan has places to do business | .58 | | |
| 5. Jordan has clean location | .59 | | |
| **Natural Resources** | | | |
| 1. Jordan has nice weather | .59 | 3 | .816 |
| 2. Jordan has great variety of flora and fauna | .56 | | |
| 3. Jordan has lovely landscape | .58 | | |
| **General Infrastructure** | | | |
| 1. Jordan has good substructure of hotels and apartments | .66 | 4 | .837 |
| 2. There are good developed infrastructures (roads, airports, hospitals…) in Jordan | .66 | | |
| 3. There are facilities for training sports, leisure and amusing activities (golf, diving, tennis, etc.) | .50 | | |
| 4. Jordan has places to have meeting/ exhibition | .592 | | |
| **Economic and Cultural Factor** | | | |
| 1. Jordan offers different ways of living | .50 | 6 | .774 |
| 2. Jordan offers many cultural events (festivals, concerts, carnivals, folklore, etc.) | .54 | | |
| 3. Jordan has rich location with a great economic development | .60 | | |
| 4. The food in Jordan is good | .62 | | |
| 5. Jordan is a good place to go shopping | .61 | | |
| 6. Jordan has many interesting historic and cultural venues | .51 | | |
| **Cognitive Image Factors** (Atmosphere, Political and Social Factor, Tourist Facilitation, Natural Resources, General Infrastructure, Economic and Cultural Factor) | | 26 | .913 |

Meanwhile, results in Table 3.9 show that the overall Coefficient Alpha for affective image dimensions scale was .867. Item-total correlation for the items of the scales showed a relationship from moderate to high, i.e., .505 to .810.

Table 3.9

Pilot Study Subscale for Coefficient Alpha of Affective Image Dimensions (*n* = 194)

| Item/factor | Item-total correlation | Total items | Coefficient Alpha |
|---|---|---|---|
| Arousing/sleepy | .51 | | |
| Unpleasant/pleasant | .80 | 4 | .867 |
| Boring/exciting | .77 | | |
| Distressing/relaxing | .81 | | |

From the analysis of the pilot study, 24 items of MICE destination attributes, seven items of the roles of MICE promotion tools, 26 items of cognitive image, and four items of affective image showed good reliability and validity. Factor analysis results showed that all items in the measurement scale tests had item loading value greater than .40, with eigenvalues greater than one for each subscale. Moreover, the result of the reliability test of each subscale of all measurement scales using the Alpha Coefficient showed high value greater than .45. Consequently, these results justified using this measurement scale to collect data for the actual research.

## 3.5 Data Collection

The data was collected on sites of MICE events in the two selected cities; Amman and the Dead Sea, from May 2nd, 2011 to September 29th of the same year. The research

utilised self-administered questionnaire survey method as the mode of data collection. Sekaran (2003) pointed out to the advantages of personally administering the questionnaire so that the researcher can collect all the completed responses within a short period of time. Also, he/she can introduce the research topic and motivate the respondents to present their answers frankly and clarify any question in the questionnaire that the respondents might have on the spot. It is less expensive and consumes less time, and does not require much skill to distribute the questionnaire.

Thus, after doing the pilot study and improving the instruments utilised to collect data from respondents, the questionnaire, together with a letter of participation, was distributed to the participants of MICE events (conferences, incentives, meetings, and exhibitions). The purpose of the study was disclosed in the letter. The researcher informed the respondents that their involvement in the study is voluntary, and the information that they will provide will be kept confidential. The researcher also informed them that he will be available to answer any enquiries related to the questionnaire of the study. The researcher was assisted by two research assistants in the process of collecting data. The assistant researchers were trained and the procedures and issues on research ethics that they are required to conform to, were emphasised. The researcher and the assistant researchers stayed onsite to collect the questionnaires after the respondents completed the questionnaire, and checked the questionnaire to see if the respondents had answered all the questions. Finally, the respondents were thanked for their efforts and time to answer the questionnaire.

Primary data was collected in a period of five months from May 2$^{nd}$, 2011 to September 29$^{th}$ of the same year, as this is the end of spring season and the beginning of

summer season in Jordan. There are four seasons in the Middle East; winter, spring, summer, and autumn. Winter is very cold and snowy, while summer season is moderate and attractive. Although MICE tourism is considered off-season supply that could happen at anytime of the year and its tourists are indoor travellers, this time was suitable for outside activities for the participants to visit historical places such as Jerash, Ajloun, Um Qais, or Petra. Rosenberg and Choufany (2009) emphasised that the climate in Jordan during December, January and February is not attractive to position Jordan as a leisure destination and there is low demand for MICE tourism during these months.

Fifty-three MICE events were held during the period of collecting data, 12 MICE events were chosen for the purpose of collecting data for this study, and 1060 questionnaires were distributed in these events. Three events were chosen from King Hussien Bin Talal Convention Centre at the Dead Sea, and five events from hotels and convention centres in Amman (The Royal Culture Centre, Al-Hussien Cultural Centre, Landmark Amman Hotel and Conference Centre, Le Royal Hotel, and Le Meridien Hotel). These events were of various themes including the economic, political, cultural, and scientific. In addition, four exhibition events were chosen from Amman International Motor Show. The researcher found that the best time to approach respondents who participated in exhibition events was from 3:00 pm to 6:00 pm, as customer arrivals to the exhibitions usually started after 6:00 pm, as they get back home from their jobs, and the participants will be busy with customers. Meanwhile, the time identified as the most suitable for approaching respondents in convention centres was before the event started. The researcher and his assistants took advantage of the time to distribute the questionnaire. The researcher also found that distributing the questionnaires to the

participants in convention hotels was most suitable at the end of the session, as most of the participants were staying at that hotel.

From the 1060 distributed questionnaires within the data collection period, 123 questionnaires were not returned by respondents, 80 questionnaires were excluded because the respondents did not complete answering the questions in the questionnaire, and, 857 questionnaires were found to be valid; which comprised 223 usable questionnaires from King Hussien Bin Talal Convention Centre, 366 from Amman hotels and convention centres, and 268 from Amman International Motor Show. For more details of the information on the collection of data at MICE events chosen (refer to Appendix F).

## 3.6 Data Analysis

Factor analysis was used in this study to reduce and summarise the data. Pallant (2007) pointed out that factor analysis is used to refine and reduce a large number of individual scale items and questions to form a smaller number of coherent subscales. It can also be used to reduce a large number of related variables to a more manageable number, before using them in other analyses such as multiple regression or multivariate analysis of variance.

Data of usable questionnaires was coded and analysed using *Statistical Package for Social Science (SPSS-PC) version 16.0 for* Windows software programme. Data screening and cleaning procedures for errors or outliers were carried out on all items in this study through descriptive statistics. Research data was also tested to explain the

normal, linear, and homoscedasticity characteristics of data before inferential statistics test was used to test research hypotheses. Normality distribution of the data was conducted using skewness and kurtosis, and the results were within the range. Hair et al. (2006) pointed out that the acceptable range of skewness at .05 significance level is between -1.96 and +1.96 and for kurtosis; it is between -3 and +3. Therefore, results of skewness and kurtosis confirmed that the data of the research was normally distributed. As such, descriptive and inferential statistics were utilised for hypotheses testing. *T*-test and analyses of variance (ANOVA) were performed to test hypotheses *H1, H2* and *H3*. Multiple regressions were used to determine the relationship between predictive variables and criterion variable, and were used to test hypotheses *H*4, and *H*5. The level of significance, $p < .05$, was utilised to test the hypotheses for this research. Specification of measurement scales and data analysis procedures are summarised in Table 3.10.

Table 3.10

Specification of Measurement Scale and Data Analysis Procedures

| Part | Details of Measurement Scale | Number of Items | Statistics Procedures |
|---|---|---|---|
| A | **MICE Destination Attributes**<br><br>- Amenities<br>- Accessibility<br>- Affordability<br>- Ancillary services<br>- Attractions<br>- Activities | **24**<br><br>4<br>5<br>5<br>3<br>5<br>2 | - Descriptive statistics<br>- Factor analysis<br>- Reliability analysis<br>-*T*-test<br>-ANOVA<br>- Multiple linear regression |
| B | **MICE Promotion tools**<br>1- Importance of MICE promotion tools | 10 | - Descriptive statistics (*M, SD, f, p*)<br>-*T*-test<br>-ANOVA |
| | 2- Roles of MICE Promotion tools | 7 | - Descriptive statistics<br>- Reliability analysis<br>- Simple linear regression |

| Table 3.10 (Continued). | | | |
|---|---|---|---|
| C | **Jordan Image attributes**<br>**1-Cognitive Image**<br>- Natural resources<br>- General infrastructure<br>- Atmosphere<br>- Political and social Factor<br>- Economic and cultural factor<br>- Tourist facilitation<br>**2. Affective Image**<br>Arousing/sleepy<br>Pleasant/unpleasant<br>Exciting/boring<br>Relaxing/distressing | **26**<br>3<br>4<br>5<br>3<br>6<br>5<br>4 | - Descriptive statistics<br>- Factor analysis<br>- Reliability analysis<br>- *T*-test<br>-ANOVA |
| D | **Demographic Characteristics** | 7 | - Descriptive statistics<br>( *f, p*) |

## 3.7 Conclusion

This chapter presents the methodology adopted for this study. It discusses the research design and describes the targeted population and the sample technique methods. Instrumentation and questionnaire items are highlighted. Data analysis techniques utilised to analyse the data for the actual studies are illustrated. Results of the pilot study are also discussed. The next chapter discusses the results of data collected to test the hypotheses for this study.

# CHAPTER FOUR

# RESULTS

## 4.0 Introduction

This chapter presents the results of statistical analysis from the data collected via survey questionnaires to answer the research questions and to test the hypotheses. Thus, the chapter is divided as follows: The chapter starts with a description of the demographic information of the participants, followed by descriptive analysis of the study variables. Then, *t*-test and ANOVA were utilised to explore the differences in the perceptions of MICE event participants on the importance of MICE destination attributes, promotion tools, and destination image formation. Regression analyses were employed to predict the influence of the roles of promotion tools and MICE destination attributes on destination image formation, and followed by the summary of main research findings are presented.

## 4.1 Demographic Profile of Participants

The frequency distributions of the demographic information of the participants are presented in this section. The demographic variables were gender, nationality, age, educational level, monthly income, marital status, and occupation. Table 4.1 presents a summary of the demographic characteristics of the participants.

The sample for this study consists of 351(41.0%) female and 506 (59.0%) male. The total sample according to the nationality was 310 (36.2%) participants who were

Jordanian and 547 (63.8%) international participants. The international participants were from 19 countries, such as China, America, Turkey, Korea (see Appendix G). The analysis on age group, the results indicated that 134 (15.6%) was below 30 years old, 235 (27.4%) between 31 to 40 years old, 258 (30.1%) between 41 to 50 years old, 139 (16.2%) between 51 to 60 years old, and 91 (10.6%) was 61 years old and above. Whereas, their educational levels showed that 74 (8.6%) of the participants had high school education, 166 (19.4%) had college diploma, 380 (44.3%) had bachelor degree, 124 (14.5%) hold master degree, and 113 (13.2%) had doctoral degree.

In reference to the participants' monthly income, the results showed that 178 (20.8%) of the participants' monthly income were less than 1000 US dollars, 317 (37.0%) were between 1001 to 2000 US dollars, 134 (15.6%) were between 2001 to 3000 US dollars, 123 (14.4%) were between 3001- 4000 US dollars, and 105 (12.3%) were more than 4000 US dollars. While the results of the marital status of the participants indicated that there were 230 (26.8%) single, 557 (65.0%) were married, 49 (5.7%) were divorced, and 21 (2.5%) were widow.

Moreover, in terms of participants' occupation status, the result showed that out of 857 of the participants, 40 (4.7%) were students, 30(3.5%) were homemakers, 58 (6.8%) were clerical workers, 111 (13.0%) were salespersons, 90 (10.5%) were professionals, 135 (15.8%) were in executive or managerial positions, 29 (3.4%) were unemployed, 105 (12.3%) were self-employed workers, 62 (7.2%) were workers (freelance), 47 (5.5 %) were retirees, 110 (12.8%) were civil servants, and 40 (4.7%) were from other occupations.

Table 4.1

Descriptive Statistics for the Demographic Variables (*n* = 857)

| Variable | *f* | % |
|---|---|---|
| **Gender** | | |
| Female | 351 | 41.0 |
| Male | 506 | 59.0 |
| **Nationality** | | |
| National | 310 | 36.2 |
| International | 547 | 63.8 |
| **Age** | | |
| < 30 | 134 | 15.6 |
| 31-40 | 235 | 27.4 |
| 41-50 | 258 | 30.1 |
| 51-60 | 139 | 16.2 |
| >60 | 91 | 10.6 |
| **Educational level** | | |
| High School education | 74 | 8.6 |
| College Diploma | 166 | 19.4 |
| Bachelor degree | 380 | 44.3 |
| Master degree | 124 | 14.5 |
| Doctoral degree | 113 | 13.2 |
| **Monthly income** | | |
| <$1000 | 178 | 20.8 |
| $1001-$2000 | 317 | 37.0 |
| $2001-$3000 | 134 | 15.6 |
| $3001-$4000 | 123 | 14.4 |
| >$4000 | 105 | 12.3 |
| **Marital status** | | |
| Single | 230 | 26.8 |
| Married | 557 | 65.0 |
| Divorced | 49 | 5.7 |
| Widow | 21 | 2.5 |
| **Occupation** | | |
| Student | 40 | 4.7 |
| Homemakers | 30 | 3.5 |
| Clerical worker | 58 | 6.8 |
| Salesperson | 111 | 13.0 |
| Professional | 90 | 10.0 |
| Executive/ Manager | 135 | 15.8 |
| Unemployed | 29 | 3.4 |
| Self-employed worker | 105 | 12.3 |
| Worker (Freelance) | 62 | 7.2 |
| Retired | 47 | 5.5 |
| Civil servant | 110 | 12.8 |
| Others | 40 | 4.7 |

## 4.2 Descriptive Statistical Analysis of Measurement Scales

Descriptive statistics were carried out on the measurement scales of the study. Frequency distribution, percentages, means, and standard deviation were used to describe the importance of MICE destination attributes, the importance and roles of promotion tools, the cognitive and affective factors of Jordan touristic image.

### 4.2.1 MICE Destination Attributes

Destination attributes construct consisted of six factors. The means and standard deviations of indicators on a five-point Likert scale ranging from 1 being "not at all important" to 5 being "very important". This measurement scale consisted of 24 items reflecting amenities, accessibility, affordability, ancillary services, attractions, and activities. The data from this study (see Table 4.2) showed that the majority of high mean scores of MICE destination attributes perceived by the participants belonged to amenities followed by accessibility, attractions, activities, affordability, and ancillary services.

Table 4.2

Descriptive Analysis of MICE Destination Attributes Factors ($n$ = 857)

| MICE destination attributes factors | *M* | *SD* |
|---|---|---|
| Amenities | 4.47 | .50 |
| Accessibility | 4.27 | .48 |
| Affordability | 4.12 | .61 |
| Ancillary services | 4.07 | .59 |
| Attractions | 4.20 | .49 |
| Activities | 4.17 | .54 |

The mean scores ratings of each item of MICE destination attributes are shown in Table 4.3. The mean scores ranged from 3.99 to 4.59, which shows that all MICE destination attributes were perceived to be positive. The mean scores of amenities factor were comparatively high and ranging from 4.36 to 4.59 on a five-point Likert scale. Based on the mean score of each item, participants tended to evaluate the attribute "Distance of airport from event site/hotel" ($M$ = 4.59), "Quality of event facility (product and services)" ($M$ = 4.54), "Quality of event space" ($M$ = 4.36), and "Leisure facilities" ($M$ = 4.38). On average, participants seemed to put more weight on the ancillary services presented by MICE destination attributes. Moreover, participants likely to rate accessibility as an important MICE destination attribute on the attributes "Accessibility by air" ($M$ = 4.31), and "Ease of local transportation" ($M$ = 4.28).

Table 4.3

Descriptive Analysis of MICE Destination Attributes ($n$ = 857)

| Dimension/ Item | *M* | *SD* |
|---|---|---|
| *Amenities* | | |
| Quality of event facility (product and services) | 4.54 | .58 |
| Quality of event space | 4.36 | .65 |
| Distance of airport from event site/hotel | 4.59 | .54 |
| Leisure facilities | 4.38 | .66 |
| *Accessibility* | | |
| Ease of local transportation | 4.28 | .58 |
| Accessibility by air | 4.31 | .60 |
| Disabled access and facilities | 4.26 | .62 |
| Clear location signs within the venue | 4.23 | .61 |
| Safety and security at destination | 4.27 | .54 |

| Table 4.3 (Continued). | | |
|---|---|---|
| *Affordability* | | |
| Hotel room rates | 4.09 | .71 |
| Cost of transportation | 4.21 | .73 |
| Competitive rates as compared to nearby destinations | 4.10 | .71 |
| Affordable local restaurants | 4.10 | .79 |
| Affordable exhibit fee/rental | 4.10 | .71 |
| *Ancillary services* | | |
| Private dining rooms for delegates | 3.99 | .72 |
| Availability of communication centre | 4.10 | .69 |
| Quality of local restaurants | 4.10 | .72 |
| *Attractions* | | |
| Variety of local restaurants | 4.07 | .75 |
| Climate | 4.30 | .71 |
| Variety of local attractions | 4.21 | .77 |
| Variety of shopping facilities | 4.09 | .84 |
| Local culture | 4.31 | .70 |
| *Activities* | | |
| Availability festivals/performing arts | 4.18 | .56 |
| Availability of tours activities | 4.16 | .56 |

In addition, participants were given three blanked spaces to specify any other attributes that not mentioned in the questionnaire. However, most of the participants did not answer this question; they wrote the word “none” which means that the attributes disclosed in the first question of section A were sufficient to explain the variable. Few participants only mentioned some attributes but it was found that these attributes are existed in question one. For example, few participants wrote the attributes “safety is very important” or “ease of transportation to the event site”. Thus, these attributes were

already mentioned in question one. This indicates that the participants were more interested in safety of the destination and ease of transportation. Therefore, no important or additional attributes were found in the open ended question of section A.

### 4.2.2 Promotion Tools: Importance and Roles

Table 4.4 lists the means, standard deviations, frequency and percentages of the importance of promotion tools. This measurement scale consisted of 10 items reflecting the importance of promotion tools. These tools were Internet (websites, E-mail), magazines, brochures, WOM, travel agents, T.V/Radio, newspapers, tourist information centres, guidebooks, and public relations. Participants were asked to provide answers for the importance of the promotion tools on a five-point Likert scale ranging from 1 being "not at all important" to 5 being "very important".

According to the mean score of each promotion tools, Internet recorded the highest mean score ($M$ = 4.76), followed by public relations which got ($M$ = 4.46), WOM ($M$ = 4.43), magazines ($M$ = 4.19), and the lowest scores were for T.V/Radio with mean score ($M$ = 3.57).

Table 4.4

Descriptive Analysis of the Importance of Promotion Tools ($n$ = 857)

| Item | *M* | *SD* |
|---|---|---|
| Internet (websites, E-mail) | 4.76 | .44 |
| Magazines | 4.19 | .68 |
| Brochures | 4.02 | .90 |
| Word of Mouth (WOM) | 4.43 | .67 |
| Travel agents | 4.17 | .82 |
| T.V/Radio | 3.57 | 1.11 |
| Newspapers | 3.80 | 1.00 |
| Tourist Information Centres | 3.86 | .86 |
| Guidebooks | 4.06 | .84 |
| Public Relations | 4.46 | .67 |

Participants were also asked to provide answers for the roles of promotion tools they utilised to get information on MICE events in Jordan on a five-point Likert scale ranging from 1 being “strongly disagree” to 5 being “strongly agree”. Table 4.5 lists the means and standard deviations of the roles of promotion tools on destination image formation. The highest mean score was on “provide necessary information about Jordan” ($M$ = 4.48), followed by “increase tourists’ intention to re-visit the destination” ($M$ = 4.46), “generate positive image of the destination” ($M$ = 4.39), "influence tourists on choosing the destination” ($M$ = 4.35), and “meet the expectative image of Jordan” ($M$ = 4.33).

Table 4.5

Descriptive Analysis of the Roles of Promotion Tools ($n$ = 857)

| Item | *M* | *SD* |
|---|---|---|
| Provide necessary information about Jordan | 4.48 | .54 |
| Provide information consistent with the actual reality of Jordan | 4.18 | .64 |
| Meet the expectative image of Jordan | 4.33 | .62 |
| Generate positive image of the destination | 4.39 | .58 |
| Increase tourists' intention to re-visit the destination | 4.46 | .55 |
| Influence tourists on choosing the destination | 4.35 | .60 |
| Influence tourists on travel decision | 4.25 | .58 |

### 4.2.3 Destination Image Formation: Cognitive and Affective

Destination image formation construct consisted of two components; the cognitive image and the affective image. Cognitive image component comprised of six dimensions namely; natural resources, general infrastructure, atmosphere, tourist facilitation, economic and cultural factor, and political and social factor. The affective image is constructed of one factor. Previous studies (e.g., Abdul Rashid & Ismail, 2008; Baloglu & McCleary, 1999b; Kim and Yoon, 2003; Litvin & Ling, 2001; Martin & Rodriguez del Bosque, 2008; Santos, 1998; Zou, 2007) asserted that the destination image construct is the combination of both cognitive image and affective image. For example, Baloglu and McCleary (1999a) stated that the overall image of a destination is formed through cognitive and affective image components. Gartner (1993) also assured that the overall destination image is formed through two interrelated image components; cognitive and affective. In addition, San Martin and Rodriguez del Bosque (2008) measured the overall image formation of Cantabria as a tourist destination through the

combination of cognitive image and affective image. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that cognitive and affective images together form the overall image of a city. Accordingly, six cognitive factors and one affective factor represent the underlying concept, i.e. the overall destination image. Cognitive image consisted of 26 items clustered in six factors and affective image encompass of four emotional adjective clustered in one factor.

Table 4.6 lists the means and standard deviations of indicators on a five-point Likert scale ranging from 1 being "strongly disagree" to 5 being "strongly agree". The majority of high mean scores of destination image belonged to affective factor, followed by economic and cultural factor, then natural resources, general infrastructure, atmosphere, tourist facilitation, and finally political and social factor.

Table 4.6

Descriptive Analysis of Destination Image Factors ($n$ = 857)

| Destination image factors | *M* | *SD* |
|---|---|---|
| Natural resources | 4.31 | .60 |
| General infrastructure | 4.14 | .57 |
| Atmosphere | 4.14 | .66 |
| Tourist facilitation | 4.10 | .62 |
| Economic and cultural factor | 4.34 | .59 |
| Political and social factor | 4.05 | .53 |
| Affective factor | 4.73 | .40 |

Particularly, economic and cultural factor obtained higher mean scores ranging between 4.44 and 4.23. Based on the mean scores of the items, participants tended to strongly agree with "The food in Jordan is good" ($M$ = 4.44), "Jordan has many

interesting historic and cultural venues (museums, etc.) ($M$ = 4.38), "Jordan offers different ways of living" ($M$ = 4.35), and "Jordan has rich location with a great economic development" ($M$ = 4.30).

Furthermore, participants were likely to agree with the natural resources factor, namely; "Jordan has nice weather" ($M$ = 4.34), "Jordan has great variety of flora and fauna" ($M$ = 4.30), and "Jordan has lovely landscape" ($M$ = 4.30). On the other hand, the lowest mean scores were for "Jordan is a safe place to visit" ($M$ = 3.92), and "There are facilities for training sports, leisure and amusing activities (e.g., golf, diving, tennis) in Jordan" ($M$ = 3.84).

Moreover, affective component included four emotional adjectives which are arousing / sleepy; unpleasant / pleasant; boring / exciting; and distressing / relaxing. Participants were asked to rate these attributes on a five-bipolar scale. The higher mean score indicated higher positive attribute except for arousing/sleepy scale which was reverse coded. The results obtained from this study indicated that the majority of high mean scores of affective image belonged to exciting attribute ($M$ = 4.76), followed by arousing attribute ($M$ = 4.74), pleasant attribute ($M$ = 4.74), and relaxing attribute ($M$ = 4.70). The means and standard deviations of destination image construct were presented in Table 4.7.

Table 4.7

Descriptive Analysis of Destination Image ($n$ = 857)

| Item | *M* | *SD* |
|---|---|---|
| **Cognitive image** | | |
| *Natural resources* | 4.34 | .62 |
| Jordan has nice weather | 4.30 | .66 |
| Jordan has great variety of flora and fauna | 4.30 | .64 |
| Jordan has lovely landscape | | |
| *General infrastructure* | | |
| There are good developed infrastructures (roads, airports, hospitals…) in Jordan | 4.26 | .68 |
| Jordan has good substructure of hotels and apartments | 4.20 | .69 |
| There are facilities for training sports, leisure and amusing activities (golf, diving, tennis, etc.) in Jordan | 3.84 | .79 |
| Jordan has places to have meeting/ exhibition | 4.28 | .66 |
| *Atmosphere* | | |
| Jordan has a fashionable location | 4.12 | .72 |
| Jordan is an exotic destination | 4.15 | .66 |
| Jordan offers many facilities to get touristic information | 4.12 | .71 |
| Jordan has a luxury location | 4.13 | .69 |
| Jordan has a well-known location with good reputation | 4.19 | .63 |
| *Tourist facilitation* | | |
| Jordan has clean location | 4.08 | .65 |
| There are good facilities for families in Jordan | 4.10 | .64 |
| There are wide variety of products on offer to buy in Jordan | 4.11 | .62 |
| There is a good quality of life in Jordan | 4.09 | .66 |
| Jordan has places to do business | 4.12 | .62 |
| *Political and social factor* | | |
| Jordan enjoys political stability | 4.00 | .65 |
| Jordan is a safe place to visit | 3.92 | .67 |
| The people in Jordan are friendly and hospital | 4.23 | .64 |

| Table 4.7 (Continued) | | |
|---|---|---|
| *Economic and cultural factor* | | |
| Jordan is a good place to go shopping | 4.23 | .66 |
| Jordan has many interesting historic and cultural venues (museums, etc.) | 4.38 | .64 |
| Jordan offers many cultural events (festivals, concerts, carnivals, folklore, etc.) | 4.32 | .66 |
| Jordan offers different ways of living | 4.35 | .65 |
| Jordan has rich location with a great economic development | 4.30 | .70 |
| The food in Jordan is good | 4.44 | .64 |
| **Affective image** | | |
| sleepy / arousing | 4.74 | .49 |
| unpleasant / pleasant | 4.70 | .52 |
| boring / exciting | 4.76 | .50 |
| distressing / relaxing | 4.74 | .52 |
| **Overall image** | 4.46 | .34 |

## 4.3 Research Hypotheses Testing

The inferential statistics were utilised to test hypotheses for the purpose of this study. *T*-test and one way analysis of variance (ANOVA) were used to test hypotheses *H1*, *H2*, and *H3* in order to explore the differences between MICE participants' perceptions on the importance of MICE destination attributes, promotion tools, and destination image formation in terms of socio-demographic characteristics such as nationality (Local vs. International), gender, age, income, and educational level. A simple linear regression was performed to test hypothesis *H4* to predict the influence of the roles of promotion tools on destination image formation. A multiple linear regression was utilised in this study to test hypothesis *H5* to determine the relationship between MICE

destination attributes (predictive variables) and destination image formation of Jordan (criterion variable).

### 4.3.1 Test of First Hypothesis

*H1*: There is no significant difference in MICE participants' perceptions on the importance of MICE destination attributes in terms of their nationality, gender, age, income, and educational levels.

#### 4.3.1.1 MICE Destination Attributes Perceived by MICE Tourism Participants in Terms of Nationality (Local vs. International)

In terms of nationality, *t*-test was carried out to show the differences between local and international tourists' perceptions of MICE destination attributes. As shown in Table 4.8, the statistical analysis revealed that amenities ($t$ = 14.48, $p$ = .000), accessibility ($t$ = 6.59, $p$ = .000), affordability ($t$ = 7.49, $p$ = .000), ancillary services ($t$ = 2.17, $p$ = .030), and attractions ($t$ = 4.75, $p$ = .000) were significant except for activities factor which was not significant ($t$ = 1.19, $p$ = .234). It is found that local participants have rated these factors higher than international participants except for activities factor which showed no significance differences in the perceptions between both groups. Therefore, based on the findings of the study, the first null hypothesis was not supported by the data.

Table 4.8

*T*-test of MICE Destination Attributes by Nationality (*n* = 857)

| MICE destination Attributes | Local (*n*=310) | International (*n*=547) | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Amenities | 4.74 | 4.31 | .43 | 14.48 | .000* |
| Accessibility | 4.40 | 4.20 | .20 | 6.59 | .000* |
| Affordability | 4. 32 | 4.01 | .31 | 7.49 | .000* |
| Ancillary services | 4.12 | 4.03 | .09 | 2.17 | .030* |
| Attractions | 4.30 | 4.14 | .16 | 4.75 | .000* |
| Activities | 4.20 | 4.16 | .05 | 1.19 | .234 |

* $p \leq .05$

### 4.3.1.2 MICE Destination Attributes Perceived by MICE Tourism Participants in Terms of Gender

*T*-test was also utilised to show the differences between females and males participants' perceptions of MICE destination attributes. A summary of the test of differences is tabulated and presented in the Table 4.9. The statistical analysis showed that amenities ($t$ = 6.12, $p$ = .000), accessibility ($t$ = 5.46, $p$ = .000), affordability ($t$ = 5.07, $p$ = .000), ancillary services ($t$ = 5.44, $p$ = .000), attractions ($t$ = 5.44, $p$ = .000) and activities ($t$ = 3.64, $p$ = .000) were significant. In all of these factors, female participants tend to have higher and positive perceptions of MICE destination attributes than male participants. Based on these findings, it is concluded that there were differences in all factors of MICE destination attributes perceived by local and international participants in terms of gender and led to the rejection of the hypothesis.

Table 4.9

*T*- test of MICE Destination Attributes by Gender (*n* = 857)

| MICE destination Attributes | Female (*n*=351) | Male (*n*=506) | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Amenities | 4.59 | 4.38 | .20 | 6.12 | .000* |
| Accessibility | 4.37 | 4.20 | .17 | 5.46 | .000* |
| Affordability | 4. 24 | 4.03 | .21 | 5.07 | .000* |
| Ancillary services | 4.20 | 3.98 | .22 | 5.44 | .000* |
| Attractions | 4.31 | 4.12 | .19 | 5.44 | .000* |
| Activities | 4.25 | 4.11 | .14 | 3.64 | .000* |

* $p \leq .05$

#### 4.3.1.3 MICE Destination Attributes Perceived by MICE Tourism Participants in Terms of Age Groups

One way analyses of variance (ANOVA) were conducted to test if differences in the perceptions of MICE destination attributes between age groups exist. Results of ANOVAs for factors namely; amenities, $F(4, 852) = 3.93$, $p = .004$, accessibility, $F(4, 852) = 2.55$, $p = .041$, affordability, $F(4, 852) = 7.70$, $p = .000$, ancillary services, $F(4, 852) = 3.09$, $P = .015$, and attractions, $F(4, 852) = 4.81$, $p = .001$ were found significant at .05 level. The results for the others exceeded the required level of .05 was activities factor, $F(4, 852) = .54$, $p = .709$, as shown in Table 4.10.

Table 4.10

Analysis of Variance of MICE Destination Attributes by Age Groups

| MICE Destination Attributes | Below 30 years old | | 31-40 years old | | 41-50 years old | | 51-60 years old | | 0ver 60 years old | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Amenities | 4.55 | .04 | 4.50 | .03 | 4.41 | .03 | 4.36 | .04 | 4.54 | .05 | 4 | 3.93 | .004* |
| Accessibility | 4.27 | .04 | 4.32 | .03 | 4.20 | .03 | 4.26 | .03 | 4.33 | .05 | 4 | 2.55 | .041* |
| Affordability | 4.21 | .05 | 4.25 | .05 | 4.06 | .04 | 3.94 | .06 | 4.03 | .08 | 4 | 7.70 | .000* |
| Ancillary services | 4.01 | .05 | 4.06 | .04 | 4.02 | .04 | 4.08 | .05 | 4.25 | .06 | 4 | 3.09 | .015* |
| Attractions | 4.20 | .04 | 4.19 | .03 | 4.14 | .03 | 4.15 | .04 | 4.39 | .04 | 4 | 4.81 | .001* |
| Activities | 4.17 | .05 | 4.16 | .03 | 4.15 | .03 | 4.14 | .04 | 4.24 | .06 | 4 | .54 | .709 |

*$P$<.05

Table 4.11 presents the results of post hoc analyses to the variance (ANOVA) on MICE destination attributes which produced significant differences by conducting pairwise comparison to identify which age group perceived MICE destination attributes most important. The results showed that participants aged 61 years old and above significantly perceived MICE destination attributes higher when comparing with other age groups. They perceived MICE destination attributes on ancillary services factor most important ($M$ = 4.25), which followed by the age group of 51-60 years old ($M$ = 4.08), and then the age group 31-40 years old ($M$ = 4.06). Moreover, results also showed that participants aged 61 years old and above were significantly perceived MICE destination attributes higher than other age groups on attractions factor ($M$ = 4.39), and followed by age group 30 years old and below ($M$ = 4.20). The age group of 61 years old and above also perceived destination attributes on factor "accessibility" ($M$ = 4.33) more important than other age groups. The age group 30 years old and below also perceived MICE destination attributes higher than other age groups on amenities factor ($M$ = 4.55), which followed by the age group of 61 years old and above ($M$ = 4.45). Conclusively, results

showed that age group of 61 years old and above perceived MICE destination attributes higher than other age groups. Thus, the hypothesis was not supported by the data of this study.

Table 4.11

Post-Hoc Tukey HSD on MICE Destination Attributes Perceived by Participants in Terms of Age Groups

| Factor | Age (I) | Age (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Ancillary services | 61 years old and above | 30 years old and below | .24* | .019 |
| | | 31-40 years old | .23* | .010 |
| Attractions | 61 years old and above | 30 years old and below | .18* | .043 |
| | | 31-40 years old | .19* | .011 |
| | | 41-50 years old | .25* | .000 |
| | | 51-60 years old | . 24* | .002 |
| Amenities | 30 years old and below | 51-60 years old | .19* | .016 |

*The mean differences significant at p<.05 level.

#### 4.3.1.4 MICE Destination Attributes Perceived by MICE Tourism Participants in Terms of Monthly Income Groups

Analyses of variance (ANOVA) were utilised to test differences on the perceptions of MICE destination attributes between monthly income groups. Table 4.12 reports the results of ANOVAs for factors namely; amenities, $F(4, 852) = 7.97$, $p = .000$, accessibility, $F(4, 852) = 8.76$, $P = .000$, affordability, $F(4, 852) = 22.64$, $p = .000$, and ancillary services, $F(4, 852) = 2.81$, $p = .025$ were found significant at .05. The results of other factors exceeded the required level of .05 were attractions, $F(4, 852) = 1.83$, $p = .120$, and activities, $F(4, 852) = .71$, $p = .584$.

Table 4.12

Analysis of Variance Results by Monthly Income Groups

| MICE Destination Attributes | Less than $1000 | | $1001-$2000 | | $ 2001-3000 | | $3001-$4000 | | More than $4001 | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Amenities | 4.55 | .05 | 4.54 | .03 | 4.31 | .04 | 4.41 | .05 | 4.35 | .05 | 4 | 7.97 | .000* |
| Accessibility | 4.29 | .03 | 4.36 | .03 | 4.22 | .03 | 4.14 | .04 | 4.14 | .05 | 4 | 8.76 | .000* |
| Affordability | 4.21 | .04 | 4.26 | .03 | 4.11 | .05 | 3.94 | .06 | 3.70 | .06 | 4 | 22.64 | .000* |
| Ancillary services | 3.98 | .05 | 4.11 | .04 | 4.09 | .04 | 3.96 | .05 | 4.12 | .05 | 4 | 2.81 | .025* |
| Attractions | 4.11 | .04 | 4.20 | .03 | 4.20 | .04 | 4.22 | .04 | 4.26 | .05 | 4 | 1.83 | .120 |
| Activities | 4.17 | .04 | 4.19 | .03 | 4.19 | .05 | 4.10 | .04 | 4.13 | .05 | 4 | .71 | .548 |

*$P<.05$

Table 4.13 presents the results of post hoc analyses to the variance (ANOVA) on MICE destination attributes which produced significant differences by conducting pairwise comparison to identify which monthly income group perceived MICE destination attributes most important. The results revealed that participants whose monthly income were less than $2000 per month ( less than $1000 and $1001-$2000) perceived significantly high on MICE destination attributes when comparing to other monthly income groups perceptions. They perceived highly on amenities ($M$ = 4.55, $M$ = 4.54) and on accessibility ($M$ = 4.29, $M$ = 4.36) respectively as compared to other monthly income groups. The post hoc analysis, additionally, showed that monthly income groups exceeded $4000 perceived MICE destination attributes less important on affordability factor ($M$ = 3.70) than other groups.

Table 4.13

Post-Hoc Tukey HSD on MICE Destination Attributes Perceived by Participants in Terms of Monthly Income Groups

| Factor | Monthly Income (I) | Monthly Income (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Amenities | Less than $1000 | $2001-$3000 | .22* | .001 |
| | | More than $4001 | .19* | .021 |
| | $1001-$2000 | $2001-$3000 | .22* | .000 |
| | | More than $4001 | .19* | .025 |
| Accessibility | $1001-$2000 | $2001-$3000 | .13* | .025 |
| | | $3001-$4000 | .22* | .000 |
| | | More than $4001 | .21* | .000 |
| | Less than $1000 | $3001-$4000 | .16* | .022 |
| | | More than $4001 | .15* | .040 |
| Affordability | $1001-$2000 | $3001-$4000 | .32* | .000 |
| | | More than $4001 | .55* | .000 |
| | Less than $1000 | $3001-$4000 | .27* | .001 |
| | | More than $4001 | .51* | .000 |

*The mean differences significant at p<.05 level**.**

It could be assumed that differences existed in some MICE destination attributes perceived by participants participating in MICE events in terms of monthly income groups. Those groups earning monthly income less than $1000 and the monthly income groups of $1001-$2000 perceived significantly high on the importance of MICE destination attributes. So, the findings of this study did not support the hypothesis.

#### 4.3.1.5 MICE Destination Attributes Perceived by MICE Tourism Participants in Terms of Educational Levels

One way analyses of variance (ANOVA) were conducted to test the differences on the perceptions of MICE destination attributes between educational level groups.

Table 4.14 shows the results of ANOVAs for factors that were found significant differences among educational level group at .05 level. These factors were amenities, $F(4, 852) = 2.89$, $p = .022$, accessibility, $F(4, 852) = 2.94$, $p = .020$, affordability, $F(4, 852) = 17.64$, $p = .000$, and attractions, $F(4, 852) = 5.88$, $p = .000$. The results of ANOVAs for the other factors exceeded the required level of .05 which were ancillary services, $F(4, 852) = 1.44$, $p = .219$, and activities, $F(4, 852) = .26$, $p = .903$.

Table 4.14

Analysis of Variance Results by Educational Levels

| MICE Destination Attributes | High School Education | | College Diploma | | Bachelor Degree | | Master Degree | | Doctoral Degree | | ANOVA | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Amenities | 4.57 | .05 | 4.46 | .04 | 4.49 | .02 | 4.39 | .05 | 4.38 | .05 | 4 | 2.89 | .022* |
| Accessibility | 4.29 | .05 | 4.27 | .03 | 4.31 | .02 | 4.21 | .04 | 4.16 | .04 | 4 | 2.94 | .020* |
| Affordability | 4.14 | .09 | 4.21 | .04 | 4.20 | .03 | 4.09 | .05 | 3.70 | .06 | 4 | 17.64 | .000* |
| Ancillary services | 4.08 | .07 | 4.04 | .04 | 4.02 | .03 | 4.11 | .05 | 4.15 | .05 | 4 | 1.44 | .219 |
| Attractions | 4.12 | .06 | 4.16 | .04 | 4.18 | .03 | 4.14 | .04 | 4.39 | .04 | 4 | 5.88 | .000* |
| Activities | 4.19 | .05 | 4.19 | .04 | 4.16 | .03 | 4.16 | .05 | 4.13 | .04 | 4 | .26 | .903 |

*$p < .05$

Table 4.15 presents the results of post hoc analyses to the variance (ANOVA) on MICE destination attributes which produced significant differences by conducting pairwise comparison to identify which educational level group perceived MICE destination attributes most important. The results revealed significant differences between the participants with educational level of bachelor degree ($M = 4.31$) and doctoral degree ($M = 4.16$) on accessibility factor. Moreover, post-hoc analysis showed that groups who

had doctoral degree perceived the importance of MICE destination attributes on attractions factor ($M$ = 4.39) higher than other educational levels, while they perceived affordability ($M$ = 3.70) less important than other educational level groups. Consequently, the hypothesis was not supported by the data.

Table 4.15

Post-Hoc Tukey HSD on MICE Destination Attributes Perceived by Participants in Terms of Educational Levels

| Factor | Educational Level (I) | Educational Level (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Accessibility | Bachelor Degree | Doctoral Degree | .14* | .019 |
| Attractions | Doctoral Degree | High School Education | .27* | .002 |
| | | College Diploma | .23* | .001 |
| | | Bachelor Degree | .21* | .000 |
| | | Master Degree | .25* | .001 |

*The mean differences significant at p< .05 level**.**

### 4.3.2 Test of Second Hypothesis

*H2*: There is no significant difference in MICE participants' perceptions on the importance of promotion tools in terms of their nationality, gender, age, income, and educational levels.

#### 4.3.2.1 Promotion Tools Perceived by MICE Tourism Participants in Terms of Nationality (Local vs. International)

The Independent Sample *t*-test was used to test the differences in the perceptions on the importance of promotion tools; (Internet, websites, E-mail), magazines, brochures, Word of Mouth (WOM), travel agents, T.V/Radio, newspapers, tourist information centres, guidebooks, and public relations from the perspective of local and international MICE participants.

The results of *t*-test showed that there were significant differences on the perceptions of the importance of these promotion tools between local and international respondent; magazine ($t$ = 12.75, $p$ = 0.000), brochures ($t$ = 2.70, $p$ = .007), WOM ($t$ = 2.75, $p$ =.006), travel agents ($t$ = 2.91, $p$ = .004), TV/Radio ($t$ = 25.37, $p$ =.000), newspapers ($t$ = 24.87, $p$ = 0.000), tourist information centres ($t$ = 3.66, $p$ = .000), guidebooks ($t$ = 2.64, $p$ = .003), and public relations ($t$ = 2.43, $p$ = .015). While Internet showed no significant differences between local and international participants ($t$ = 1.71, $p$ = .087). Based on the mean values which indicated that international participants perceived the importance of Internet ($M$ = 4.78), magazines ($M$ = 4.39), brochures ($M$ = 4.09), WOM ($M$ = 4.48), travel agents ($M$ = 4.23), tourist information centres ($M$ = 3.95), guidebooks ($M$ = 4.12), and public relations ($M$ = 4.50) higher than local participants. Whereas, local respondent had higher mean scores for TV/Radio ($M$ = 4.48), and newspapers ($M$ = 4.60). The results of the statistics are shown in Table 4.16. Thus, the second null hypothesis was not supported by the data.

Table 4.16

*T*- Test of Promotion Tools by Nationality (*n* = 857)

| Promotion tools | Local (*n*=310) | International (*n*=547) | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Internet (websites, E-mail) | 4.72 | 4.78 | .07 | 1.71 | .087 |
| Magazines | 3.84 | 4.39 | .55 | 12.75 | .000* |
| Brochures | 3.90 | 4.09 | .19 | 2.70 | .007* |
| WOM | 4.34 | 4.48 | .14 | 2.75 | .006* |
| Travel agents | 4.06 | 4.23 | .17 | 2.91 | .004* |
| T.V/Radio | 4.48 | 3.06 | 1.43 | 25.37 | .000* |
| Newspapers | 4.60 | 3.34 | 1.26 | 24.87 | .000* |
| Tourist Information Centres | 3.71 | 3.95 | .23 | 3.66 | .000* |
| Guidebooks | 3.97 | 4.12 | .15 | 2.64 | .003* |
| Public relations | 4.39 | 4.50 | .16 | 2.43 | .015 * |

*p≤ .05

### 4.3.2.2 Promotion Tools Perceived by MICE Tourism Participants in Terms of Gender

Table 4.17 also lists a summary of *t*-test utilised to test the differences between female and male participants' perceptions on the importance promotion tools. The statistical analysis showed that Internet ($t$ = 2.54, $p$ = .011), magazines ($t$ = 2.26, $p$ = .024), brochures ($t$ = 2.06, $p$ = .040), newspapers ($t$ = 2.63, $p$ = .009), and travel agents ($t$ = 2.43, $p$ = .016) were significant. While WOM ($t$ = .58, $p$ = .552), T.V/ Radio ($t$ = 1.66, $p$ = .097), tourist information centres ($t$ = .61, $p$ = .541), guidebooks ($t$ = .37, $p$ = .711), and public relations ($t$ = .81, $p$ = .421) showed no significant differences between females and males. Research findings indicated that female participants had higher mean scores on Internet and newspapers ($M$ = 4.80, $M$ = 3.91) than males ($M$ = 4.73, $M$ = 3.72)

respectively, while male participants rated magazines ($M$ = 4.24), brochures ($M$ = 4.07), and travel agents ($M$ = 4.23) higher than female participants.

Table 4.17

*T*- Test of Promotion Tools by Gender ($n$ = 857)

| Promotion tools | Female ($n$=351) | Male ($n$=506) | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Internet | 4.80 | 4.73 | .08 | 2.54 | .011* |
| Magazines | 4.13 | 4.24 | .11 | 2.26 | .024* |
| Brochures | 3.94 | 4.07 | .13 | 2.06 | .040* |
| WOM | 4.41 | 4.44 | .03 | .58 | .552 |
| Travel Agents | 4.09 | 4.23 | .14 | 2.43 | .016* |
| T.V/Radio | 3.65 | 3.52 | .13 | 1.66 | .097 |
| Newspapers | 3.91 | 3.72 | .18 | 2.63 | .009* |
| Tourist Information Centres | 3.88 | 3.85 | .04 | .61 | .541 |
| Guidebooks | 4.05 | 4.07 | .02 | .37 | .711 |
| Public Relations | 4.44 | 4.48 | .04 | .81 | .421 |

* $p \leq .05$

It could be concluded that there were significant differences on the perceptions of the importance of promotion tools by female and male participants. Thus, the findings of this research did not support the hypothesis.

### 4.3.2.3 Promotion Tools Perceived by MICE Tourism Participants in Terms of Age Groups

One way analyses of variance (ANOVA) were conducted to test the differences in the perceptions of the importance of promotion tools between age groups. Results of ANOVAs for factors namely; Internet, $F(4, 852) = 2.76$, $P = .027$, magazines, $F(4, 852)$

= 3.82, $p$ = .004 TV/Radio, $F$(4, 852) = 8.60, $p$ = .000 and newspapers, $F$(4, 852) = 5.96, $P$ = .000 were significant at .05 level. The result for the other factors exceeded the required level of .05 were brochures, $F$(4, 852) = 1.15, $p$ = .334, WOM, $F$(4, 852) = 1.35, $p$ = .252, travel agents, $F$(4, 852) = .93, $p$ = .448, tourist information centres, $F$ (4, 852)= 1.53, $p$ = .191, guidebooks, $F$(4, 852) = 1.40, $P$ = .233, and public relations, $F$(4, 852) = 1.50, $p$ = .142 (see Table 4.18).

Table 4.18

Analysis of Variance Results by Age Groups

| Promotion tools | Below 30 years old | | 31-40 years old | | 41-50 years old | | 51-60 years old | | 0ver 60 years old | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Internet | 4.67 | .05 | 4.73 | .03 | 4.79 | .03 | 4.77 | .04 | 4.85 | .04 | 4 | 2.76 | .027* |
| Magazines | 3.99 | .06 | 4.19 | .04 | 4.25 | .04 | 4.22 | .05 | 4.29 | .07 | 4 | 3.82 | .004* |
| Brochures | 4.00 | .09 | 3.98 | .06 | 4.03 | .05 | 3.96 | .07 | 4.20 | .10 | 4 | 1.15 | .334 |
| WOM | 4.41 | .06 | 4.41 | .05 | 4.50 | .04 | 4.40 | .05 | 4.34 | .07 | 4 | 1.35 | .252 |
| Travel Agents | 4.14 | .06 | 4.22 | .05 | 4.21 | .05 | 4.07 | .08 | 4.14 | .09 | 4 | .93 | .448 |
| T.V/Radio | 4.01 | .09 | 3.65 | .07 | 3.39 | .07 | 3.37 | .09 | 3.56 | .11 | 4 | 8.60 | .000* |
| Newspapers | 4.12 | .08 | 3.83 | .07 | 3.72 | .06 | 3.56 | .09 | 3.84 | .10 | 4 | 5.96 | .000* |
| Tourist Information Centres | 3.88 | .08 | 3.97 | .05 | 3.81 | .05 | 3.79 | .07 | 3.79 | .10 | 4 | 1.53 | .191 |
| Guidebooks | 4.11 | .07 | 4.01 | .06 | 4.01 | .06 | 4.06 | .06 | 4.22 | .09 | 4 | 1.40 | .233 |
| Public Relations | 4.44 | .05 | 4.44 | .04 | 4.47 | .05 | 4.45 | .05 | 4.55 | .07 | 4 | 1.50 | .142 |

*$P$< .05

Table 4.19 presents the results of post hoc analyses to the variance (ANOVA) on promotion tools which produced significant differences by conducting pairwise comparison to identify which age group perceived promotion tools most important. The result showed that participants of age group 61 years old and above perceived significantly the importance of promotion tools highly compare to other age groups. For example, they perceived significantly high promotion tools on Internet ($M$ = 4.85),

followed by the age group 41-50 years old (*M* = 4.79). In addition, the age group 61 years old and above show high significant differences on the importance of magazines (*M* = 4.29), followed by age group 41-50 (*M* = 4.25) compared to other age groups. Meanwhile, the age group 30 years old and below also perceived significantly high on TV/Radio (*M* = 4.01) and on newspapers (*M* = 4.12).

Table 4.19

Post-Hoc Tukey HSD on Promotion Tools Perceived by Participants in Terms of Age Groups

| Factors | Age (I) | Age (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Internet | 61 years old and above | 30 years old and below | .17* | .031 |
| Magazines | 61 years old and above | 30 years old and below | .29* | .013 |
| | 41-50 years old | 30 years old and below | .25* | .004 |
| TV/Radio | 30 years old and below | 31-40 years old | .35* | .021 |
| | | 41-50 years old | .61* | .000 |
| | | 51-60 years old | .63* | .000 |
| | | 61 years old and above | . 44* | .022 |
| Newspapers | 30 years old and below | 31-40 years old | .29* | .050 |
| | | 41-50 years old | .39* | .000 |
| | | 51-60 years old | . 55* | .000 |

*The mean differences significant at p< .05 level.

Conclusively, this finding observed that there were significantly differences on the perceptions of promotion tools which were important to participants in terms of age groups. Specifically, the age group 61 years old and above perceived significantly high on Internet and magazines, while the age group 30 years old and below showed significant differences on TV/Radio and magazines. Accordingly, the hypothesis was not supported by the data.

### 4.3.2.4 Promotion Tools Perceived by MICE Tourism Participants in Terms of Monthly Income Groups

Analyses of variance (ANOVA) were utilised to test the differences in the perceptions on the importance of promotion tools between monthly income groups. Table 4.20 shows that the result of ANOVAs for factors namely; Internet, $F(4, 852) = 4.48$, $P = .001$, magazines, $F(4, 852) = 12.64$, $p = .000$, WOM, $F(4, 852) = 6.62$, $p = .000$, travel agents, $F(4, 852) = 4.51$, $p = .001$, TV/Radio, $F(4, 852) = 13.96$, $p = .000$, newspapers, $F(4, 852) = 17.56$, $p = .000$, tourist information centres $F(4, 852) = 5.33$, $P = .000$, and public relations, $F(4, 852) = 5.83$, $p = .000$ were found significant at .05 level. The result for the other factors exceeded the required level of .05 were brochures, $F(4, 852) = 1.42$, $p = .226$, and guidebooks, $F(4, 852) = .95$, $p = .432$.

Table 4.20

Analysis of Variance Results by Monthly Income Groups

| Promotion tools | Less than 1000$ | | $1001-$2000 | | $ 2001-$3000 | | $3001-$4000 | | More than 4000$ | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Internet | 4.69 | .04 | 4.72 | .03 | 4.81 | .03 | 4.80 | .04 | 4.89 | .04 | 4 | 4.48 | .001* |
| Magazines | 4.03 | .05 | 4.09 | .04 | 4.37 | .05 | 4.23 | .07 | 4.50 | .06 | 4 | 12.64 | .000* |
| Brochures | 4.01 | .07 | 3.98 | .05 | 4.12 | .07 | 3.93 | .09 | 4.14 | .10 | 4 | 1.42 | .226 |
| WOM | 4.41 | .05 | 4.50 | .04 | 4.57 | .05 | 4.20 | .06 | 4.33 | .07 | 4 | 6.62 | .000* |
| Travel Agents | 4.19 | .05 | 4.26 | .04 | 4.25 | .07 | 3.92 | .09 | 4.09 | .09 | 4 | 4.51 | .001* |
| T.V/Radio | 3.88 | .08 | 3.74 | .06 | 3.37 | .09 | 3.39 | .10 | 3.04 | .10 | 4 | 13.96 | .000* |
| Newspapers | 4.11 | .07 | 3.95 | .05 | 3.69 | .08 | 3.58 | .09 | 3.23 | .10 | 4 | 17.56 | .000* |
| Tourist Information Centres | 3.92 | .06 | 3.90 | .05 | 4.04 | .07 | 3.61 | .08 | 3.71 | .09 | 4 | 5.33 | .000* |
| Guidebooks | 4.03 | .06 | 4.05 | .05 | 4.17 | .06 | 3.98 | .08 | 4.06 | .10 | 4 | .95 | .432 |
| Public Relations | 4.48 | .05 | 4.37 | .04 | 4.57 | .05 | 4.37 | .06 | 4.68 | .06 | 4 | 5.83 | .000* |

*$P < .05$

Table 4.21 reports the difference of post hoc Tukey HSD on the importance of promotion tools which produced significant differences between monthly income groups. The monthly income group of more than $4000 perceived the importance of Internet (*M* = 4.89) significantly high comparing to other monthly income groups, followed by the monthly income group of $2001-$3000 (*M* = 4.81), and then the group of $3001-$4000 (*M* = 4.80). The monthly income group of more than $4000 also perceived the importance of magazines (*M* = 4.50) and public relations (*M* = 4.68) significantly high comparing to other monthly income groups, while they perceived newspapers (*M* = 4.50) less than other monthly income groups. Furthermore, the post hoc analysis of the importance of promotion tools revealed that the monthly income groups of less than $1000 and $1001-$2000 perceived TV/Radio (*M* = 3.88, *M* = 3.74) respectively high comparing to other monthly income groups. The group of monthly income $3001-$4000 showed less concerned towards the important of travel agents and tourist information centre compared to other income groups.

Table 4.21

Post-Hoc Tukey HSD on Promotion Tools Perceived by Participants in Terms of Monthly Income Groups

| Factor | Monthly Income (I) | Monthly Income (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Internet | More than $4000 | Less than $1000 | .19* | .003 |
| | | $1001-$2000 | .16* | .007 |
| Magazines | More than $4000 | Less than $1000 | .47* | .000 |
| | | $1001-$2000 | .41* | .000 |
| | | $3001-$4000 | .27* | .015 |
| TV/Radio | Less than $1000 | $2001-$3000 | .50* | .000 |
| | | $3001-$4000 | .48* | .001 |
| | | More than $4000 | .83* | .000 |
| | $1001-$2000 | $2001-$3000 | .36* | .009 |
| | | $3001-$4000 | .34* | .020 |
| | | More than $4000 | .70* | .000 |

*The mean differences significant at p< .05 level.

It could be assumed that differences existed in some of promotion tools perceived by participants participating in MICE events in terms of monthly income groups where those earning monthly income less than $1000, $1001-$2000 perceived TV/Radio significantly high. The monthly income group exceeded $4000 also perceived Internet, magazines, and public relations significantly high compared to other monthly income groups. Based on the research findings, the hypothesis was not supported.

#### 4.3.2.5 Promotion Tools Attributes Perceived by MICE Tourism Participants in Terms of Educational Levels

One way analyses of variance (ANOVA) were conducted to test the differences in the perceptions of the importance of promotion tools between participants in terms of their educational levels. Table 4.22 shows that the results of ANOVAs on factors namely; Internet, $F(4, 852) = 8.07$, $p = .000$, magazines, $F(4, 852) = 21.01$, $p = .000$, brochures, $F(4, 852) = 7.17$, $p = .000$, WOM, $F(4, 852) = 6.67$, $p = .000$, travel agents, $F(4, 852) = 4.21$, $p = .002$, TV/Radio, $F(4, 852) = 8.28$, $p = .000$, newspapers, $F(4, 852) = 12.05$, $p = .000$, tourist information centres, $F(4, 852) = 4.28$, $p = .000$, guidebooks, $F(4, 852) = 8.00$, $p = .000$, and public relations, $F(4, 852) = 2.86$, $P = .023$ were found significant at .05 level.

Table 4.22

Analysis of Variance Results by Educational Levels

| Promotion tools | High School Education | | College Diploma | | Bachelor Degree | | Master Degree | | Doctoral Degree | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Internet | 4.70 | .05 | 4.73 | .03 | 4.73 | .03 | 4.70 | .04 | 4.97 | .02 | 4 | 8.07 | .000* |
| Magazines | 3.76 | .08 | 4.07 | .05 | 4.17 | .04 | 4.33 | .05 | 4.58 | .07 | 4 | 21.01 | .000* |
| Brochures | 3.61 | .12 | 3.89 | .06 | 4.05 | .04 | 4.20 | .08 | 4.17 | .09 | 4 | 7.17 | .000* |
| WOM | 4.64 | .07 | 4.37 | .05 | 4.47 | .04 | 4.50 | .06 | 4.19 | .06 | 4 | 6.67 | .000* |
| Travel Agents | 4.28 | .09 | 4.19 | .04 | 4.21 | .04 | 4.22 | .07 | 4.88 | .10 | 4 | 4.21 | .002* |
| T.V/Radio | 4.05 | .13 | 3.63 | .09 | 3.64 | .06 | 3.28 | .09 | 3.28 | .09 | 4 | 8.28 | .000* |
| Newspapers | 4.23 | .10 | 3.78 | .07 | 3.93 | .05 | 3.53 | .10 | 3.41 | .09 | 4 | 12.05 | .000* |
| Tourist Information Centres | 3.54 | .11 | 3.77 | .07 | 3.94 | .04 | 3.85 | .08 | 3.96 | .07 | 4 | 4.28 | .000* |
| Guidebooks | 3.84 | .10 | 3.88 | .06 | 4.13 | .04 | 3.94 | .08 | 4.35 | .08 | 4 | 8.00 | .000* |
| Public Relations | 4.48 | .05 | 4.37 | .04 | 4.57 | .05 | 4.37 | .06 | 4.68 | .06 | 4 | 2.86 | .023* |

*P< .05

Results of pairwise comparison (Table 4.23) identified those participants with doctoral degree groups significantly rated the importance of promotion tools mostly higher than other educational level groups. They perceived the importance of promotion tools significantly high on Internet (*M* = 4.97), magazines (*M* = 4.58), travel agents (*M* = 4.88), guidebooks (*M* = 4.35), and public relations (*M* = 4.68) compared to other groups, although, they showed less significance on the promotion tool WOM (*M* = 4.19) than other educational level groups. Meanwhile, the high school education level group perceived significantly high on TV/Radio (*M* = 4.05) and on newspapers (*M* = 4.23), while they showed less significance differences on brochures (*M* = 3.61) and tourist information centres (*M* = 3.45). In addition, the results of post hoc analyses showed differences in the perceptions of newspapers between bachelor degree (*M* = 3.93) and doctoral degree (*M* = 3.41). These findings concluded that there were differences in all

promotion tools perceived by MICE participants in terms of their educational levels. Thus, the data of this study did not support the hypothesis.

Table 4.23

Post-Hoc Tukey HSD on Promotion Tools Perceived by Participants in Terms of Educational Levels

| Factors | Educational Level (I) | Educational Level (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Internet | Doctoral Degree | High School Education | .27* | .000 |
| | | College Diploma | .23* | .000 |
| | | Bachelor Degree | .23* | .000 |
| | | Master Degree | .27* | .000 |
| TV/Radio | High School Education | Bachelor Degree | .41* | .023 |
| | | Master Degree | .77* | .000 |
| | | Doctoral Degree | .77* | .000 |
| Newspapers | High School Education | College Diploma | .45* | .009 |
| | | Master Degree | .69* | .000 |
| | | Doctoral Degree | .82* | .000 |
| | Bachelor Degree | Master Degree | .39* | .001 |
| | | Doctoral Degree | .51* | .000 |

*The mean differences significant at p< .05 level.

### 4.3.3 Test of Third Hypothesis

*H3*: There is no significant difference in MICE participants' perceptions on the destination image formation in terms of their nationality, gender, age, income, and educational levels.

#### 4.3.3.1 Destination Image Perceived by MICE Tourism Participants in Terms of Nationality (Local vs. International)

The independent sample *t*-test was employed to examine the mean score differences of the perceived destination image between local participants and international participants. The results revealed significant differences among nationality group on the cognitive factors namely; natural resources ($t$ = 7.01, $p$ = .000), general infrastructure ($t$ = 11.61, $p$ = .000), atmosphere ($t$ = 4.66, $p$ = .000), political and social factor ($t$ = 2.27, $p$ = .023), economic and cultural factor ($t$ = 5.21, $p$ = .000), tourist facilitation ($t$ = 9.12, $p$ = .000), as well significantly influence the perception of affective factor ($t$ = 3.62, $p$ = .000). Apparently, local participants tended to assess the destination image more favourably than the international participants did as the results exhibited in Table 4.24. Therefore, the research findings did not support the hypothesis.

Table 4.24

*T*-test of Destination Image by Nationality ($n$ = 857)

| Factors | local | International | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Natural resources | 4.50 | 4.21 | .29 | 7.01 | .000* |
| General infrastructure | 4.42 | 3.99 | .44 | 11.61 | .000* |
| Atmosphere | 4.29 | 4.06 | .23 | 4.66 | .000* |
| Political and social factor | 4.11 | 4.02 | .09 | 2.27 | .023* |
| Economic and cultural factor | 4.47 | 4.26 | .20 | 5.21 | .000* |
| Tourist facilitation | 4.35 | 3.96 | .38 | 9.12 | .000* |
| Affective factor | 4.80 | 4.70 | .10 | 3.62 | .000* |

*$p$=< .05

#### 4.3.3.2 Destination Image Perceived by MICE Tourism Participants in Terms of Gender

To examine whether gender has a difference in the perceptions of the destination image (cognitive and affective components), independent sample *t*-tests was employed. The differences between the gender of the participants and the perceived destination image are shown in Table 4.25.

Table 4.25

*T*-test of Destination Image by Gender (*n* = 857)

| Factors | Female | Male | Mean Differences | *t*-value | *p*-value |
|---|---|---|---|---|---|
| Natural resources | 4.50 | 4.19 | .31 | 7.56 | .000* |
| General infrastructure | 4.31 | 4.03 | .29 | 7.77 | .000* |
| Atmosphere | 4.23 | 4.08 | .15 | 3.33 | .001* |
| Political and social factor | 4.07 | 4.04 | .02 | .58 | .565 |
| Economic and cultural factor | 4.47 | 4.25 | .22 | 5.43 | .000* |
| Tourist facilitation | 4.19 | 4.04 | .15 | 3.48 | .001* |
| Affective factor | 4.87 | 4.64 | .22 | 8.94 | .000* |

*$p$=< .05

The results revealed that significant differences were existed on the perceptions of destination image factors namely; natural resources ($t$ =7.56, $p$ =.000), general infrastructure ($t$ = 7.77, $p$ = .000), atmosphere ($t$ = 3.33, $p$ = .001), economic and cultural factor ($t$ = 5.43, $p$ = .000), tourist facilitation ($t$ = 3.48, $p$ = .001), and affective factor ($t$ = 8.94, $p$ = .000). Whereas, the results showed that, there were no significant differences on the perception of political and social factor ($t$ = .58, $p$ = .585) between females and males. More inspection for the results indicated that the higher mean scores on cognitive and affective factors were exhibited by female participants and the lower scores by male

participants. This indicated that female participants held a more positive image than the male participants. Based on the study findings, the null hypothesis was supported.

#### 4.3.3.3 Destination Image Perceived by MICE Tourism Participants in Terms of Age Groups

One way analyses of variance (ANOVA) were utilised to test the differences on the perceptions of destination image components between age groups. Results of ANOVAs for factors namely; general infrastructure, $F(4, 852) = 4.87$, $p = .001$, atmosphere, $F(4, 852) = 5.40$, $p = .000$, political and social factor, $F(4, 852) = 4.43$, $p = .001$, economic and cultural factor, $F(4, 852) = 2.42$, $p = .047$, and tourist facilitation, $F(4, 852) = 10.06$, $p = .000$ were found significant at .05 level. The results of ANOVAs for the rest of destination image factors exceeded the required level of .05 were natural resources, $F(4, 852) = 1.51$, $p = .197$, and affective factor, $F(4, 852) = 2.35$, $p = .053$ as shown in Table 4.26.

Table 4.26

Analysis of Variance Results by Age Groups

| Destination image | Below 30 years old | | 31-40 years old | | 41-50 years old | | 51-60 years old | | 0ver 60 years old | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Natural resources | 4.37 | .05 | 4.29 | .04 | 4.27 | .04 | 4.29 | .06 | 4.42 | .05 | 4 | 1.51 | .197 |
| General infrastructure | 4.17 | .05 | 4.21 | .03 | 4.13 | .03 | 3.96 | .04 | 4.21 | .07 | 4 | 4.87 | .001* |
| Atmosphere | 4.14 | .07 | 4.08 | .05 | 4.08 | .04 | 4.14 | .05 | 4.43 | .06 | 4 | 5.40 | .000* |
| Political and social factor | 4.01 | .06 | 4.07 | .03 | 4.01 | .03 | 3.99 | .05 | 4.26 | .04 | 4 | 4.43 | .001* |
| Economic and cultural factor | 4.33 | .06 | 4.41 | .04 | 4.26 | .04 | 4.31 | .05 | 4.42 | .05 | 4 | 2.42 | .047* |
| Tourist facilitation | | | | | | | | | | | | | |
| Affective factor | 4.24 | .06 | 4.13 | .04 | 3.99 | .04 | 3.93 | .05 | 4.36 | .07 | 4 | 10.06 | .000* |
| | 4.71 | .04 | 4.70 | .03 | 4.71 | .02 | 4.80 | .03 | 4.80 | .03 | 4 | 2.35 | .053 |

*P< .05

Table 4.27 presents the results of post hoc analyses to the variance (ANOVA) on destination image factors which produced significant differences by conducting pairwise comparison to identify which age group perceived destination image most higher. Results showed that participants above 60 years old of age, significantly perceived destination image factors mostly higher than other age groups. For example, they perceived significantly high destination image on atmosphere factor, ($M$ = 4.43), followed by the age group of 30 years old and below ($M$ = 4.14), and then the age group of 51-60 years old ($M$ = 4.14). In addition, the age group of 51-60 years old perceived general infrastructure less than other age groups. The age group of above 60 years old also perceived significantly high destination image on political and social factor ($M$ = 4.26), compared to the age groups of 41-50 years old and below ($M$ = 3.99).

Table 4.27

Post-Hoc Tukey HSD on Cognitive Image Factors Perceived by Participants in Terms of Age Groups

| Factor | Age (I) | Age (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Atmosphere | 61 years old and above | 30 years old and below | .29* | .010 |
| | | 31-40 years old | .34* | .000 |
| | | 41-50 years old | .35* | .000 |
| | | 51-60 years old | .28* | .011 |
| Political and social factor | 61 years old and above | 30 years old and below | . 24* | .007 |
| | | 31-40 years old | .19* | .030 |
| | | 41-50 years old | .25* | .001 |
| | | 51-60 years old | .26* | .002 |
| Tourist facilitation | 61 years old and above | 31-40 years old | .23* | .022 |
| | | 41-50 years old | .36* | .000 |
| | | 51-60 years old | .42* | .000 |
| | 30 years old and below | 41-50 years old | .24* | .002 |
| | | 51-60 years old | .30* | .000 |

*The mean differences significant at p< .05 level.

It could be concluded that there were differences in some cognitive image factors perceived by participants participating in MICE events in terms of age groups. The age group above 60 years old perceived significantly high cognitive image on atmosphere factor and political and social factor, while the age group of 30 years old and below perceived significantly high destination image on tourist facilitation factor. Thus, the hypothesis was not supported by the data.

#### 4.3.3.4 Destination Image Perceived by MICE Tourism Participants in Terms of Educational Levels

Analyses of variance (ANOVA) were also conducted to examine the differences between MICE participants' perceptions on destination image in terms of their educational levels. Table 4.28 shows the results of ANOVAs factors namely; natural resources factor, $F(4, 852) = 4.51$, $p = .001$, general infrastructure factor, $F(4, 852) = 4.92$, $P = .001$, and tourist facilitation factor, $F(4, 852) = 8.14$, $p = .000$, were significant at .05 level. The results for the other factors exceeded the required level of .05 were atmosphere, $F(4, 852) = .42$, $p = .796$, political and social factor, $F(4, 852) = .99$, $p = .413$, economic and cultural factor, $F(4, 852) = .36$, $p = .839$, and affective factor, $F(4, 852) = 2.15$, $p = .073$.

Table 4.28

Analysis of Variance Results by Educational Level

| Destination image | High School Education | | College Diploma | | Bachelor Degree | | Master Degree | | Doctoral Degree | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *p* |
| Natural resources | 4.09 | .08 | 4.23 | .04 | 4.34 | .03 | 4.38 | .04 | 4.40 | .05 | 4 | 4.51 | .001* |
| General infrastructure | 4.21 | .05 | 4.17 | .04 | 4.19 | .03 | 4.08 | .05 | 3.95 | .05 | 4 | 4.92 | .001* |
| Atmosphere | 4.16 | .08 | 4.15 | .04 | 4.14 | .03 | 4.15 | .05 | 4.06 | .06 | 4 | .42 | .796 |
| Political and social factor | 4.03 | .08 | 4.00 | .03 | 4.05 | .03 | 4.12 | .04 | 4.06 | .05 | 4 | .99 | .413 |
| Economic and cultural factor | 4.34 | .07 | 4.34 | .04 | 4.35 | .03 | 4.31 | .05 | 4.28 | .05 | 4 | .36 | .839 |
| Tourist facilitation | 4.21 | .06 | 4.14 | .03 | 4.14 | .03 | 4.11 | .06 | 3.97 | .05 | 4 | 8.14 | .000* |
| Affective factor | 4.77 | .04 | 4.73 | .03 | 4.71 | .02 | 4.69 | .04 | 4.82 | .03 | 4 | 2.15 | .073 |

*$P$< .05

Post hoc analyses were conducted on the destination image factors which produced significant differences by conducting pairwise comparison to identify which educational level perceived cognitive image most strongly. Results showed that doctoral degree groups perceived significantly high destination image on natural resources, ($M$ = 4.40), followed by master degree groups ($M$ = 4.38), and then the bachelor group ($M$ = 4.34). While, high school education level group perceived significantly high destination image on general infrastructure, ($M$ = 4.21), followed by bachelor degree ($M$ = 4.19), and the college diploma group ($M$ = 4.17). Meanwhile, tourist facilitation was perceived highly by high school education group ($M$ = 4.21) comparing to doctoral degree group ($M$ = 3.97). Consequently, the hypothesis was not supported by the data.

### 4.3.3.5 Destination Image Perceived by MICE Tourism Participants in Terms of Monthly Income Groups

Analyses of variance (ANOVA) as displayed in Table 4.29 listed the differences on the perceptions of destination image components between MICE tourism participants in terms of monthly income. The results were significant for factors namely; natural resources, $F(4, 852) = 5.41$, $p = .000$, general infrastructure, $F(4, 852) = 23.97$, $p = .000$, economic and cultural factor, $F(4, 852) = 4.99$, $p = .001$, and tourist facilitation, $F(4, 852) = 18.40$, $p = .000$. The results for the other factors exceeded the required level of .05 were atmosphere, $F(4, 852) = 1.81$, $p = .125$, political and social factor, $F(4, 852) = 1.12$, $p = .344$, and affective factor, $F(4, 852) = 2.30$, $p = .057$.

Table 4.29
Analysis of Variance Results by Monthly Income Groups

| Destination image | Less than $1000 | | $1001-$2000 | | $ 2001-43000 | | $3001-$4000 | | More than $4000 | | ANOVAs | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *M* | *SE* | *df* | *F* | *P* |
| Natural resources | 4.30 | .04 | 4.42 | .03 | 4.25 | .04 | 4.15 | .05 | 4.25 | .06 | 4 | 5.41 | .000* |
| General infrastructure | 4.23 | .03 | 4.31 | .03 | 4.06 | .04 | 3.87 | .05 | 3.87 | .05 | 4 | 23.97 | .000* |
| Atmosphere | 4.05 | .05 | 4.20 | .03 | 4.10 | .04 | 4.18 | .05 | 4.10 | .05 | 4 | 1.81 | .125 |
| Political and social factor | 4.00 | .04 | 4.09 | .02 | 4.05 | .04 | 4.07 | .05 | 3.99 | .01 | 4 | 1.12 | .344 |
| Economic and cultural factor | 4.33 | .04 | 4.41 | .03 | 4.38 | .04 | 4.23 | .05 | 4.16 | .06 | 4 | 4.99 | .001* |
| Tourist facilitation | 4.14 | .04 | 4.28 | .03 | 4.04 | .03 | 3.91 | .05 | 3.77 | .05 | 4 | 18.40 | .000* |
| Affective factor | 4.70 | .03 | 4.69 | .02 | 4.79 | .02 | 4.74 | .03 | 4.79 | .03 | 4 | 2.30 | .057 |

* $P < .05$

Table 4.30 shows the results of post hoc analyses to the variance (ANOVA) on destination image factors which produced significant differences by conducting pairwise comparison to identify which monthly income group perceived cognitive image most

strongly. The results revealed that the monthly income group $1001- $2000 perceived significantly high cognitive image factors comparing to another monthly income groups. They perceived significantly high cognitive image on natural resources factor (*M* = 4.42), followed by monthly income group less than $1000 (*M* = 4.30), and then group $2001-$3000 (*M* = 4.25). The monthly income group of $1001-$2000 also perceived significantly high cognitive image on factor economic and cultural factor (*M* = 4.41), followed by the group of $2001-$3000 (*M* = 4.38). Moreover, the monthly income group of $1001-$2000 also perceived significantly high cognitive image in tourist facilitation factor (*M* = 4.28) compared to the group of more than $4000 monthly income (*M* = 3.77).

Table 4.30

Post-Hoc Tukey HSD on Destination Image Factors Perceived by Participants in Terms of Monthly Income Groups

| Factors | Monthly Income (I) | Monthly Income (J) | Mean differences (I-J) | *p* |
|---|---|---|---|---|
| Natural resources | $1001-$2000 | $2001-$3000 | .16* | .048 |
| | | $3001-$4000 | .26* | .000 |
| Economic and cultural factor | $1001-$2000 | $3001-$4000 | .18 | .020 |
| | | More than $4000 | .24* | .001 |
| Tourist facilitation | $1001-$2000 | $2001-$3000 | .23* | .002 |
| | | $3001-$4000 | .36* | .000 |
| | | More than $4000 | .50* | .000 |
| | Less than $1000 | $3001-$4000 | .23* | .007 |
| | | More than $4000 | .37* | .000 |

*The mean differences significant at p< .05 level.

In conclusion, the observed findings showed that there were differences in some of destination image factors perceived by participants participating in MICE events in

Jordan in terms of monthly income groups where those earning monthly income $1001-$2000 perceived significantly high destination image on natural resources, economic and cultural factor, and tourist facilitation factor. Whereas the monthly income group of less than $1000 also perceived significantly high on tourist facilitation factor compared to monthly income groups of $3000-$4000 and more than $4000. Consequently, the research findings did not support the hypothesis.

### 4.4 Regression Analysis (Hypothesis *H4, H5*)

Regression analysis is a statistical technique by which we can explore the relationship between a dependent variable and a number of independent variables or a set of predictors (Pallant, 2007). One of the main aims of this research is to predict the direct influence of MICE destination attributes and promotion tools (independent variables) on destination image formation (dependent variable). The destination image is consisted of cognitive component and affective component. In order to measure the influence of the independent variables on the dependent variable, the factors of cognitive image were integrated under one construct which is cognitive construct. Then the cognitive construct and the affective construct were combined to measure the underlining concept which is the destination image. Previous studies such as (Dominique & Lopesi, 2011; Litvin & Ling, 2001; Loureiro & Gonzalez, 2008; Royo-Vela, 2009; San Martin & Rodriguez del Bosque, 2008; Santos, 1998; Sirichote, 2012; Zhao, Hoeffler, & ZauberMan, 2011; Zou, 2007) utilised the cognitive image and the affective image to examine the destination image formation. Moreover, Prayag (2011) stated that there are two ways employed to

measure the overall image— either by calculating the sum of all attributes or by a specific scale to measure its positiveness or negativeness of overall image perceptions. For example, Martin and Rodriguez del Bosque (2008) combined four cognitive factors and one affective factor to measure the destination image (the overall image). Similarly, Sonmez and Sirakaya (2002) combined the cognitive and affective factors in the overall regression model to examine Turkey's image as a vacation destination. Benckendorff and Moscardo (2007) also argued that an overall destination image is made up of affective and cognitive image.

Meanwhile, Esper and Rateike (2010) tested the influence of motivation on destination image formation. The cognitive image was consisted of 24-items and integrated under one construct which is cognitive image in order to examine the influence of motivation on cognitive image. Therefore, a simple linear regression was performed to test hypothesis *H4*, and a multiple linear regression was performed to test hypothesis *H*5.

In order to investigate the relationship between the variables used in this study, Table 4.31 represents the results of the correlation matrix between the independent variables (MICE destination attributes factors, roles of promotion tools) and the dependant variable (Destination Image).

Table: 4.31

Correlation Matrix: Independent Variables versus Dependent Variable

| Variables | Destination image | Amenities | Accessibility | Affordability | Ancillary services | Attractions | Activities | Roles of promotion tools |
|---|---|---|---|---|---|---|---|---|
| Destination image | 1.000 | .585 | .506 | .475 | .581 | .530 | .425 | .668 |
| Amenities | | 1.000 | .329 | .349 | .307 | .345 | .216 | .398 |
| Accessibility | | | 1.000 | .388 | .320 | .327 | .240 | .385 |
| Affordability | | | | 1.000 | .292 | .357 | .288 | .392 |
| Ancillary services | | | | | 1.000 | .428 | .319 | .442 |
| Attractions | | | | | | 1.000 | .267 | .360 |
| Activities | | | | | | | 1.000 | .365 |
| Roles of promotion tools | | | | | | | | 1.000 |

Pallant (2007) indicated that the size of the value of the correlation coefficient (*r*) can range from -1.00 to 1.00; where1.0 indicates a perfect positive correlation and -1.0 indicates a perfect negative correlation, and the value of 0 indicates that there is no relationship between variables at all. The *r* value ranged from .10 to .29 is considered small, .30 to .49 is considered medium, and the value ranged from .50 to 1.0 is large.

The results of the correlation tests indicated positive relationships between MICE destination attributes and roles of promotion tools as independent variables, and the destination image as the dependent variable.

There are many necessary assumptions that should be met when utilising multiple regression analysis such as linearity, normality, and homoscedasticity of the residuals (Tabachnick & Fidell, 2007). Therefore, before proceeding with regression analysis;

normality probability plot of regression residuals, scatter plot of residuals, and tolerance levels of the variables were used to test the assumptions.

Normality is concerned about the data distribution. Different tests could be utilised to test this assumption, such as normality probability plot of the regression and residual scatter plot grid. For the purpose of this study, these two approaches were employed to examine the assumption of normality. Figure 4.1 shows the normality probability plots of residuals suggesting no major deviation from normality. If the points on the plot fall along the straight line running from the bottom left to the top right corner of the graph, the distribution is considered normal.

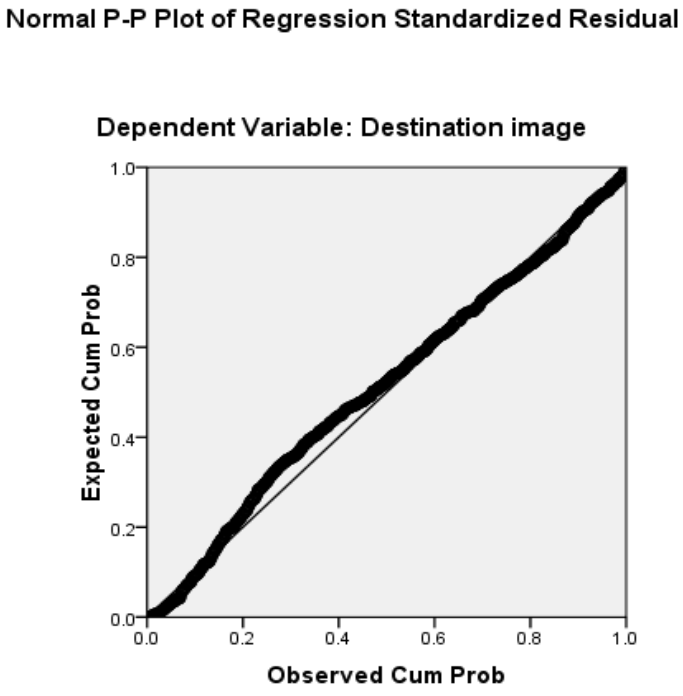


Fig. 4.1

Normality Probability Plot of Regression Standardised Residuals

The residual scatter plot grid was also utilised to check the assumption of normality. This grid shows that if 95% of residuals are fallen between -2 and + 2, then the errors are normally distributed. Figure 4.2 revealed that only a few residuals fallen outside the recommended range.

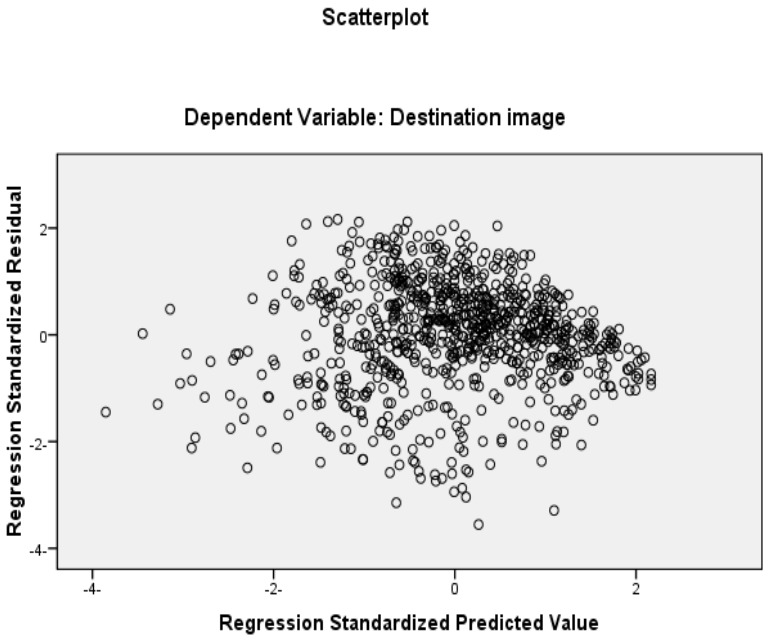


Fig. 4.2

Scatter Plot of Destination Image Formation (Dependent variable)

The tolerance of variables and the variance inflation factor (VIF) were reviewed to check if there was any singularity or multicollinearity of variables. The degree of variable collinearity is considered acceptable if tolerance value of above .10 and VIF value of less than 10 (Pallant, 2007). Table 4.32 presents the results of tolerance and VIF which revealed that there was no multicollinearity in this analysis. The tolerance value for each independent variable is not less than .10 and the VIFs ranging from 1.177 to

1.923 revealed that the regression coefficients were not affected reversely by multicollinearity.

Table 4.32

Multiple Regression Analysis of Coefficients: Collinearity Statistics

| Variables | Tolerance | VIF |
|---|---|---|
| Amenities | .75 | 1.33 |
| Accessibility | .74 | 1.34 |
| Affordability | .72 | 1.39 |
| Ancillary services | .69 | 1.44 |
| Attractions | .71 | 1.40 |
| Activities | .81 | 1.23 |
| Roles of promotion tools | .64 | 1.57 |

The results revealed that the normality distribution of data was not violated and there was no multicollinearity in this analysis. Therefore, the data was considered adequate for regression analysis in this study after all the assumptions were reviewed and fulfilled the requirements.

### 4.4.1 Test of Fourth Hypothesis

The fourth hypothesis stated that the roles of promotion tools in MICE tourism positively influence the destination image formation. In order to examine the influence of promotion tools on the formation of destination image, a simple linear regression analysis was employed in this study. A simple linear regression is used as a statistical technique to predict the relationship between a single dependent and one independent variable (Hair et al., 1998). The analysis was conducted to examine the influence of the roles of

promotion tools on the cognitive and affective image to test the hypothesis (*H4*). Furthermore, additional analyses were conducted to examine the influence of the roles of promotion tools on the destination image formation from the perspective of local MICE event participants and international participants respectively.

As shown in Table 4.33, results of regression analysis of the roles of promotion tools on cognitive image revealed that the *F* statistic of the model is 912.72, the associated probability is .000, the value of $R^2$ = .516 and the adjusted $R^2$ = .516, *p* = <.001. Therefore, the findings of this study indicated that the roles of promotion tools explained 51.6 % of the total variance in the cognitive image formation.

Table 4.33

Regression Analysis: The Roles of Promotion Tools on Cognitive Image (*n*=857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .719[a] | .516 | .516 | 912.72 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | *t* | *p*-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.204 | .099 | | 12.12 | .000 | 1.000 | 1.000 |
| Roles of promotion tools | .689 | .023 | .719 | 30.21 | .000 | | |

- Dependent Variable: Cognitive image

The results of regression analysis of the roles of promotion tools on affective image revealed that the *F* statistic of the model is 191.28, the associated probability is .000, the value of $R^2$ is = .183 and the adjusted $R^2$ is = .182, *p* = <.001, as shown in Table 4.34. Therefore, the roles of promotion tools explained 18.3 % of the total variance in the affective image formation.

Table 4.34

Regression Analysis: The Roles of Promotion Tools on Affective Image (*n*=857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .428a | .183 | .182 | 191.28 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Affective image

| Model | | Unstandardized Coefficients | | Standardized Coefficients | *t* | *p*-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 | (Constant) | 2.951 | .129 | | 22.80 | .000 | | |
| | Roles of promotion tools | .411 | .030 | .428 | 13.83 | .000 | 1.000 | 1.000 |

- Dependent Variable: Affective image

Table 4.35 presents the results of the regression analysis in terms of destination image formation, which is based on the combination of cognitive and affective image. The results revealed that the *F* statistic of the model is *F* = 689.16, the associated probability is .000. The value of $R^2$ is = .446 and the adjusted $R^2$ is = .446 indicates that the roles of promotion tools explained 44.6 % of the total variance in destination image formation. Based on regression analyses, results revealed that the roles of promotion tools influenced on the formation of cognitive image, affective image, and on the overall image of the destination. Thus, hypothesis *H4* is supported in this study.

Table 4.35

Regression Analysis: The Roles of Promotion Tools on Destination Image Formation (Cognitive and Affective) (*n* = 857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .668a | .446 | .446 | 689.16 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 (Constant) | 2.077 | .091 | | 22.77 | .000 | | |
| Roles of promotion tools | .550 | .021 | .668 | 26.25 | .000 | 1.000 | 1.000 |

- Dependent Variable: Destination Image (overall image)

### 4.4.1.1 Regression Analyses: The Roles of Promotion Tools on Destination Image Formation from the Perspective of Local Participants

The influence of the roles of promotion tools on destination image formation from the perspective of local participants was tested by using simple linear regressions. Results of regression analysis of promotion tools on cognitive image as shown in Table 4.36 revealed that the *F* statistic of the model is 220.47, the associated probability is .000, the value of $R^2$ = .417, and the adjusted $R^2$ = .415, $p$ = <.001. Therefore, the findings of this study indicated that the roles of promotion tools explained 41.7 % of the total variance in the affective image formation.

Table 4.36

Regression Analysis: The Roles of Promotion Tools on Cognitive Image ($n$ = 310)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .646[a] | .417 | .415 | 220.47 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | $t$ | $p$-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.830 | .172 | | 10.67 | .000 | 1.000 | 1.000 |
| Roles of promotion tools | .572 | .039 | .646 | 14.85 | .000 | | |

- Dependent Variable: Cognitive image

Table 4.37 shows the results of regression analysis of promotion tools on affective image from the perspective of local participants. The $F$ statistic of the model is 38.86, the associated probability is .000, the value of $R^2$ is = .112, and the adjusted $R^2$ is = .109, $p$ = <.001. Therefore, the roles of promotion tools explained 11.2 % of the total variance in the affective image formation.

Table 4.37

Regression Analysis: The Roles of Promotion Tools on Affective Image ($n$ = 310)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .335a | .112 | .109 | 38.86 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Affective image

| Model | | Unstandardized Coefficients | | Standardized Coefficients | $t$ | $p$-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 | (Constant) | 3.421 | .222 | | 15.41 | .000 | | |
| | Roles of promotion tools | .311 | .050 | .335 | 6.23 | .000 | 1.000 | 1.000 |

- Dependent Variable: Affective image

The results of regression analysis of promotion tools on destination image presented in Table 4.38 revealed that the *F* statistic of the model is (*F* = 163.08, *p* = <.001) the associated probability is .000. The value of $R^2$ is = .346 and the adjusted $R^2$ is = .344 indicates that the roles of promotion tools explained 34.6 % of the total variance in destination image formation from the perspective of local participants. Therefore, based on regression analyses, results revealed that the roles of promotion tools from the perspective of local participants influenced on the image formation of the destination.

Table 4.38
Regression Analysis: The Roles of Promotion Tools on Destination Image Formation (Cognitive and Affective Components) (*n* = 310)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .588a | .346 | .344 | 163.08 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 (Constant) | 2.625 | .154 | | 17.06 | .000 | | |
| Roles of promotion tools | .441 | .035 | .588 | 12.77 | .000 | 1.000 | 1.000 |

- Dependent Variable: Destination Image (overall image)

### 4.4.1.2 Regression analyses: The Roles of Promotion Tools on Destination Image Formation from the Perspective of International participants

The influence of the roles of promotion tools on destination image formation from the perspective of international MICE event participants was tested by using simple linear regressions. Results of regression analysis of promotion tools on cognitive image as shown in Table 4.39 revealed that the *F* statistic of the model is 694.86, the associated

probability is .000, the value of $R^2$ = .560, and the adjusted $R^2$ = .560, $p$ = <.001. Therefore, the findings of this study indicated that the roles of promotion tools explained 56.0 % of the total variance in the affective image formation.

Table 4.39

Regression Analysis: The Roles of Promotion Tools on Cognitive Image ($n$ = 547)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .560 a | .560 | .415 | 694.86 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | *t* | *p*-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.084 | .115 | | 9.47 | .000 | 1.000 | 1.000 |
| Roles of promotion tools | .702 | .027 | .749 | 26.36 | .000 | | |

- Dependent Variable: Cognitive image

Table 4.40 shows the results of regression analysis of promotion tools on affective image from the perspective of international participants. The *F* statistic of the model is 148.06, the associated probability is .000, the value of $R^2$ is = .214 and the adjusted $R^2$ is = .212, $p$ = <.001. Therefore, the roles of promotion tools explained 21.4 % of the total variance in the affective image formation.

Table 4.40

Regression Analysis: The Roles of Promotion Tools on Affective Image ($n$ = 547)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .462a | .214 | .212 | 148.06 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent Variable: Affective image

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 | (Constant) | 2.730 | .162 | | 16.82 | .000 | | |
| | Roles of promotion tools | .460 | .038 | .462 | 12.17 | .000 | 1.000 | 1.000 |

- Dependent Variable: Affective image

The results of regression analysis of promotion tools on destination image presented in Table 4.41 revealed that the $F$ statistic of the model is $F$ = 501.23, the associated probability is .000, the value of $R^2$ is = .479, and the adjusted $R^2$ is = .478. Thus, results indicated that the roles of promotion tools explained 47.9 % of the total variance in destination image formation from the perspective of international MICE event participants. As such, based on regression analyses, results revealed that the roles of promotion tools from the perspective of international participants influenced on image formation of the destination.

Table 4.41

Regression Analysis: The Roles of Promotion Tools on Destination Image Formation (Cognitive and Affective Components) ($n$ = 547)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .692a | .479 | .478 | 501.23 | .000[a] |

- Predictors: (Constant), Roles of promotion tools
- Dependent variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 (Constant) | 1.907 | .112 | | 17.10 | .000 | | |
| Roles of promotion tools | .581 | .026 | .692 | 22.39 | .000 | 1.000 | 1.000 |

- Dependent Variable: Destination Image (overall image)

### 4.4.2 Test of Fifth Hypothesis

The fifth hypothesis stated that destination attributes of MICE tourism positively influence the destination image formation. In the analysis, MICE destination attributes variable was regressed by six dimensional destination attributes, which were "amenities, accessibility, affordability, ancillary services, attractions, and activities". The six destination attributes factors were considered the independent variables, while the destination image (cognitive and affective) was the dependent variable.

For the purpose of testing hypothesis *H*5, a multiple linear regression was used. A multiple regression is a statistical technique utilised to predict the effect of more than one independent variable (predictor) on the variance in single dependent variable (criterion) (Sekaran, 2003). The analysis was conducted to examine the influence of MICE destination attributes on destination image formation from the perspective of MICE event participants (local and international). Furthermore, additional analyses were conducted to examine the influence of MICE destination attributes on the destination image formation

from the perspective of local MICE event participants, and from the perspective of international participants respectively.

As shown in Table 4.42, results of regression analysis of MICE destination attributes on cognitive image revealed that the *F* statistic of the model is 292.42, the associated probability is .000, the value of $R^2$ = .674 and the adjusted $R^2$ = .671, *p* = <.001. Table 4.42 shows that ancillary services perceived as the strongest contributing predictor as it explained 26.7% of variance in cognitive image formation ($\beta$ = .267, *p* = .000), followed by amenities ($\beta$ = .242, *p* = .000), then accessibility ($\beta$ = .223, *p* = .000), affordability ($\beta$ = .201, *p* = .000), activities ($\beta$ = .164, *p* = .000), and finally attractions ($\beta$ = .143, *p* = .000). Therefore, the influence of MICE destination attributes explained 67.4 % of the total variance in cognitive image formation.

Table 4.42

Regression Analysis: MICE Destination Attributes on Cognitive Image (*n* = 857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .821a | .674 | .671 | 292.42 | .000[a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 (Constant) | .204 | .100 | | 2.03 | .043 | | |
| Amenities | .195 | .018 | .242 | 10.9 | .000 | .782 | 1.279 |
| Accessibility | .198 | .020 | .223 | 9.92 | .000 | .762 | 1.312 |
| Affordability | .132 | .015 | .201 | 8.82 | .000 | .739 | 1.354 |
| Ancillary services | .179 | .015 | .267 | 11.66 | .000 | .733 | 1.365 |
| Attractions | .116 | .019 | .143 | 6.20 | .000 | .717 | 1.395 |
| Activities | .121 | .016 | .164 | 7.68 | .000 | .841 | 1.189 |

- Dependent Variable: Cognitive image

Table 4.43 illustrates the influence of MICE destination attributes on the affective image formation of the destination. The *F* statistic of the model is 67.12, the associated probability is .000, the value of $R^2$ = .321 and the adjusted $R^2$ = .317, *p* = <.001. Therefore, MICE destination attributes explained 32.1 % of the total variance in the affective image formation. Out of six variables included in the regression equation five variables emerged as significant predictors of the affective image. These are amenities which perceived as the strongest contributing predictor as it explained 29.4% of variance in the affective image formation ($\beta$ = .294, *p* = .000), followed by ancillary services (β = .206, *p* = .000), then attractions ($\beta$ = .137, *p* = .000), activities ($\beta$ = .093, *p* = .003), and finally accessibility ($\beta$ = .088, *p* = .006).

Table 4.43

Regression Analysis: MICE Destination Attributes on Affective Image (*n* = 857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .567 a | .321 | .317 | 67.12 | .000 [a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Affective image

| Model | Unstandardized Coefficients | | Standardized Coefficients | *t* | *p*-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 2.033 | .145 | | 13.99 | .000 | | |
| Amenities | .237 | .026 | .294 | 9.92 | .000 | .782 | 1.297 |
| Accessibility | .079 | .029 | .088 | 2.73 | .006 | .762 | 1.312 |
| Affordability | -.004 | .022 | -.006 | -.18 | .860 | .739 | 1.354 |
| Ancillary services | .139 | .022 | .206 | 6.23 | .000 | .733 | 1.365 |
| Attractions | .112 | .027 | .137 | 4.11 | .000 | .717 | 1.395 |
| Activities | .069 | .023 | .093 | 3.03 | .003 | .841 | 1.189 |

- Dependent Variable: Affective image

Results of multiple regression analyses of MICE destination attributes on destination image revealed that The *F* statistic of the model is 251.16, the associated

probability is .000, $R^2$ = .639, and the adjusted $R^2$ = .637, $p$ = <.001. Therefore, MICE destination attributes explained 63.9% of the total variance in destination image formation.

The results exhibited in Table 4.44 indicates that there were positive relationships between MICE destination attributes factors and destination image formation; amenities appeared to be the strongest contributing predictor as it explained 31.3% of the variance ($\beta$ = .313, $p$ = .000), followed by ancillary services which explained 27.5% of the variance in the destination image formation ($\beta$ = .275, $p$ = .000), then accessibility ($\beta$ = .181, $p$ = .000), attractions ($\beta$ = .164, $p$ = .000), activities ($\beta$ = .150, $p$ = .000), and finally affordability ($\beta$ = .114, $p$ = .000). Based on regression analyses, results revealed that the MICE destination attributes influenced on cognitive image, affective image, and on the overall image of the destination. Thus, hypothesis *H*5 is supported in this study.

Table 4.44

Regression Analysis: MICE Destination Attributes on Destination Image Formation (Cognitive and Affective Components) (*n* = 857)

| Model | *R* | $R^2$ | Adjusted $R^2$ | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .800a | .639 | .637 | 251.16 | .000a |

a. Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
b. Dependent Variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | *t* | *p*-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.118 | .091 | | 12.330 | .000 | | |
| Amenities | .216 | .016 | .313 | 13.424 | .000 | .782 | 1.279 |
| Accessibility | .139 | .018 | .181 | 7.686 | .000 | .762 | 1.312 |
| Affordability | .064 | .014 | .114 | 4.746 | .000 | .739 | 1.354 |
| Ancillary services | .159 | .014 | .275 | 11.448 | .000 | .733 | 1.365 |
| Attractions | .114 | .017 | .164 | 6.728 | .000 | .717 | 1.395 |
| Activities | .095 | .014 | .150 | 6.678 | .000 | .841 | 1.189 |

- Dependent Variable: Destination Image (Overall image)

#### 4.4.2.1 Regression Analyses: The Influence of MICE Destination Attributes on Destination Image Formation from the Perspective of Local Participants

The influence of MICE destination attributes on destination image formation from the perspective of local participants was tested by using multiple linear regressions. Results of regression analysis of MICE destination attributes on cognitive image revealed that the *F* statistic of the model is 76.74, the associated probability is .000, the value of $R^2$ = .603, and the adjusted $R^2$ = .595, $p$ = <.001. Therefore, the influence of MICE destination attributes explained 60.3 % of the total variance in cognitive image formation.

As shown in Table 4.45, ancillary services factor was perceived as the strongest contributing predictor as it explained 30.8% of variance in the cognitive image formation (β = .308, $p$ = .000), followed by affordability which explained 19.3% of the variance in the cognitive image formation ($\beta$ = .193, $p$ = .000), then accessibility ($\beta$ = .170, $p$ = .000), attractions ($\beta$ = .170, $p$ = .000), amenities ($\beta$ = .164, $p$ = .000), and finally activities ($\beta$ = .163, $p$ = .000).

Table 4.45

Regression Analysis: MICE Destination Attributes on Cognitive Image ($n$ = 310)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .777a | .603 | .595 | 76.74 | .000[a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 2 (Constant) | .529 | .208 | | 2.550 | .011 | | |
| Amenities | .163 | .041 | .164 | 4.004 | .000 | .780 | 1.281 |
| Accessibility | .147 | .034 | .170 | 4.349 | .000 | .854 | 1.172 |
| Affordability | .136 | .033 | .193 | 4.171 | .000 | .609 | 1.642 |
| Ancillary services | .202 | .027 | .308 | 7.370 | .000 | .752 | 1.329 |
| Attractions | .127 | .036 | .170 | 3.565 | .000 | .576 | 1.737 |
| Activities | .107 | .026 | .163 | 4.134 | .000 | .842 | 1.188 |

- Dependent Variable: Cognitive image

Table 4.46 illustrates the influence of MICE destination attributes on the affective image formation of the destination from the perspective of local MICE participants. The $F$ statistic of the model is 21.29, the associated probability is .000, the value of $R^2$ = .297 and the adjusted $R^2$ = .283, $p$ = <.001. Therefore, MICE destination attributes explained 29.7% of the total variance in the affective image formation. Out of six variables included in the regression equation two variables emerged as significant predictors of the affective image. These are amenities which perceived as the strongest contributing predictor as it explained 31.3% of variance in the affective image formation ($\beta$ = .313, $p$ = .009), and ancillary services which explained 19.3% of the variance in the affective image formation ($\beta$ = .193, $p$ = .001).

Table 4.46

Regression Analysis: MICE Destination Attributes on Affective Image ($n$ = 310)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .545 a | .297 | .283 | 21.29 | .000 [a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Affective image

| Model | Unstandardized Coefficients | | Standardized Coefficients | $t$ | $p$-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.789 | .290 | | 6.175 | .000 | | |
| Amenities | .326 | .057 | .313 | 5.741 | .000 | .780 | 1.281 |
| Accessibility | .056 | .047 | .062 | 1.190 | .235 | .854 | 1.172 |
| Affordability | .061 | .045 | .087 | 1.348 | .179 | .609 | 1.642 |
| Ancillary services | .133 | .038 | .193 | 3.483 | .001 | .752 | 1.329 |
| Attractions | .004 | .050 | .005 | .o75 | .941 | .576 | 1.737 |
| Activities | .092 | .036 | .134 | 2.548 | .011 | .842 | 1.188 |

- Dependent Variable: Affective image

Results of multiple regression analyses of MICE destination attributes on the overall destination image formation (cognitive and affective components) from the perspective of local participants revealed that the $F$ statistic of the model is , $F$ = 79.37, $R^2$ = .611, $p$ = .000, and the adjusted $R^2$ = .603, $p$ = <.001. Therefore, MICE destination attributes explained 61.1% of the total variance in destination image formation. The results exhibited in Table 4.47 indicates that there were positive relationships between MICE destination attributes factors and destination image formation; ancillary services appeared to be the strongest contributing predictor as it explained 30.1% of the variance in the destination image formation ($\beta$ = .301, $p$ = .000), followed by amenities ($\beta$ = .291, $p$ = .000), then activities which explained 17.9% of the variance ($\beta$ = .179, $p$ = .000), affordability ($\beta$ = .166, $p$ = .000), accessibility ($\beta$ = .139, $p$ = .000), and finally attractions ($\beta$ = .103, $p$ = .000).

Therefore, based on regression analyses, results revealed that MICE destination attributes from the perspective of local participants influenced on the image formation of the destination.

Table 4.47

Regression Analysis: MICE Destination Attributes on Destination Image Formation (Cognitive and Affective Components) ($n$ = 310)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .782a | .611 | .603 | 79.37 | .000a |

a. Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
b. Dependent Variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | $t$ | $p$-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.159 | .174 | | 6.660 | .000 | | |
| Amenities | .244 | .034 | .291 | 7.166 | .000 | .780 | 1.281 |
| Accessibility | .102 | .028 | .139 | 3.584 | .000 | .854 | 1.172 |
| Affordability | .098 | .027 | .166 | 3.609 | .000 | .609 | 1.642 |
| Ancillary services | .167 | .023 | .301 | 7.294 | .000 | .752 | 1.329 |
| Attractions | .066 | .030 | .103 | 2.188 | .029 | .576 | 1.737 |
| Activities | .100 | .022 | .179 | 4.586 | .000 | .842 | 1.188 |

- Dependent Variable: Destination Image (Overall image)

#### 4.4.2.2 Regression Analyses: The Influence of MICE Destination Attributes on Destination Image Formation from the Perspective of International Participants

The influence of MICE destination attributes on cognitive, affective image, and the overall destination image from the perspective of international MICE participants was tested by using multiple linear regressions. Table 4.48 illustrates the influence of MICE destination attributes on cognitive image formation from the perspective of international MICE participants. Results revealed that the $F$ statistic of the model is 180.44, the associated probability is .000, the value of $R^2$ = .667 and the adjusted $R^2$ = .664, p =

<.001. The ancillary services perceived as the strongest contributing predictor as it explained 2.87% of variance in the cognitive image formation (β = .287, p = .000), followed by accessibility (*β* = .252, *p* = .000), amenities (*β* = .206, *p* = .000), activities (*β* = .192, *p* = .000), then affordability (*β* = .187, *p* = .000), and finally attractions (*β* = .133, *p* = .000). Therefore, the influence of MICE destination attributes explained 66.7 % of the total variance in cognitive image formation.

Table 4.48

Regression Analysis: MICE Destination Attributes on Cognitive Image (*n* = 547)

| Model | *R* | *R²* | Adjusted *R²* | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .817a | .667 | .664 | 180.44 | .000[a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Cognitive image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 3 (Constant) | .300 | .123 | | 2.443 | .015 | | |
| Amenities | .160 | .021 | .206 | 7.592 | .000 | .834 | 1.199 |
| Accessibility | .216 | .024 | .252 | 8.823 | .000 | .755 | 1.329 |
| Affordability | .115 | .017 | .187 | 6.720 | .000 | .798 | 1.253 |
| Ancillary services | .179 | .018 | .287 | 9.737 | .000 | .709 | 1.410 |
| Attractions | .105 | .023 | .133 | 4.620 | .000 | .741 | 1.350 |
| Activities | .138 | .020 | .192 | 7.027 | .000 | .828 | 1.207 |

- Dependent Variable: Cognitive image

Table 4.49 illustrates the influence of MICE destination attributes on the affective image formation from the perspective of international MICE participants. The *F* statistic of the model is 45.86, the associated probability is .000, the value of *R²* = .338 and the adjusted *R²* = .330, *p* = <.001. Therefore, MICE destination attributes explained 33.8 % of the total variance in the affective image formation. Out of six variables included in the regression equation four variables emerged as significant predictors of the affective

image. Amenities was perceived as the strongest contributing predictor as it explained 29.7% of variance in the affective image formation ($\beta$ = .297, $p$ = .000), followed by ancillary services ($\beta$ = .190, $p$ = .000), then attractions ($\beta$ = .187, $p$ = .000), and finally accessibility ($\beta$ = .115, $p$ = .004).

Table 4.49

Regression Analysis: MICE Destination Attributes on Affective Image ($n$ = 547)

| Model | $R$ | $R^2$ | Adjusted $R^2$ | $F$ | Sig. |
|---|---|---|---|---|---|
| 1 | .581 a | .338 | .330 | 45.86 | .000 [a] |

- Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
- Dependent Variable: Affective image

| Model | Unstandardized Coefficients | | Standardized Coefficients | $t$ | $p$-value | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | | | Tolerance | VIF |
| 1 (Constant) | 1.901 | .184 | | 10.360 | .000 | | |
| Amenities | .244 | .032 | .297 | 7.749 | .000 | .834 | 1.199 |
| Accessibility | .105 | .037 | .115 | 2.863 | .004 | .755 | 1.329 |
| Affordability | .005 | .026 | .008 | .210 | .834 | .798 | 1.253 |
| Ancillary services | .126 | .028 | .190 | 4.563 | .000 | .709 | 1.410 |
| Attractions | .156 | .034 | .187 | 4.593 | .000 | .741 | 1.350 |
| Activities | .041 | .029 | .053 | 1.383 | .167 | .828 | 1.207 |

- Dependent Variable: Affective image

After testing the influence of MICE destination attributes factors on the cognitive and affective components of the destination image, the next result analysis tested the influence of MICE destination attributes on the destination image formation (cognitive and affective components).

Results of multiple regression analyses revealed that The $F$ statistic of the model is $F$ = 145.38, the associated probability is .000, $R^2$ = .618, and the adjusted $R^2$ = .613, $p$ = <.001. Therefore, the findings indicate that MICE destination attributes explained 61.8% of the total variance in destination image formation.

The results exhibited in Table 4.50 indicates that there were positive relationships between MICE destination attributes factors and destination image formation; amenities appeared to be the strongest contributing predictor as it explained 29.1% of the variance in destination image formation ($\beta$ = .291, $p$ = .000), followed by ancillary services which explained 27.3% of the variance in destination image formation ($\beta$ = .273, $p$ = .000), then accessibility ($\beta$ = .209, $p$ = .000), attractions ($\beta$ = .185, $p$ = .000), activities ($\beta$ = .139, $p$ = .000), and finally affordability ($\beta$ = .099, $p$ = .001). Therefore, based on regression analyses, results revealed that MICE destination attributes from the perspective of international participants influenced on the image formation of the destination.

Table 4.50

Regression Analysis: MICE Destination Attributes on Destination Image Formation (Cognitive and Affective Components) ($n$ = 547)

| Model | *R* | *R²* | Adjusted *R²* | *F* | Sig. |
|---|---|---|---|---|---|
| 1 | .786a | .618 | .613 | 145.38 | .000a |

a. Predictors: (Constant), Amenities, Accessibility, Ancillary services, Affordability, Attractions, Activities
b. Dependent Variable: Destination image

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | *B* | *Std. Error* | *Beta* | *t* | *p*-value | Tolerance | VIF |
| 1 (Constant) | 1.101 | .118 | | 9.351 | .000 | | |
| Amenities | .202 | .020 | .291 | 10.000 | .000 | .834 | 1.199 |
| Accessibility | .160 | .023 | .209 | 6.832 | .000 | .755 | 1.329 |
| Affordability | .055 | .016 | .099 | 3.340 | .001 | .798 | 1.253 |
| Ancillary services | .153 | .018 | .273 | 8.634 | .000 | .709 | 1.410 |
| Attractions | .131 | .022 | .185 | 5.990 | .000 | .741 | 1.350 |
| Activities | .090 | .019 | .139 | 4.742 | .000 | .828 | 1.207 |

- Dependent Variable: Destination Image (Overall image)

## 4.5 Conclusion

A total of 857 questionnaires were analysed for data analysis in this study. The results revealed that amenities, accessibility, and attractions of MICE destination

attributes as well as Internet, public relations, and WOM of promotion tools were the most important as rated highly by MICE participants. Meanwhile, in terms of destination image, the factors; economic and cultural factor, natural resources, and general infrastructure of the cognitive image seemed to be as the most important factors perceived by participants as well as exciting attribute of the affective image was rated highly by MICE participants.

The findings in this study portrayed that significant differences were existed among MICE participants in their perceptions on the importance of MICE destination attributes. Local MICE participants rated MICE destination attributes highly than international. The results also showed that female participants tended to have higher and positive perceptions on MICE destination attributes and destination image.

Likewise, the findings indicated significant differences between MICE participants in their perceptions on the importance of promotion tools. Local participants perceived TV/Radio and newspapers as the most important promotion tools. While Internet, public relations, and WOM were the most important promotion tools for international participants. In addition, significant differences were existed between MICE participants in their perceptions on the destination image of Jordan. Local participants tended to assess the destination image more favourable than the international participants.

Meanwhile, the results of regression analyses showed that the roles of promotion tools influence on the cognitive, affective, and overall image formation of the destination. Furthermore, the results of regression analyses confirmed the influence of MICE destination attributes on destination image formation. Results revealed that ancillary

services factor was perceived as the strongest contributing factor in cognitive image formation, while amenities factor was the strongest contributing factor in affective and overall destination image formation. A comprehensive discussion of the study findings will be presented in chapter five, with the contributions of the study and its recommendations.

# CHAPTER FIVE

# DISCUSSION AND CONCLUSIONS

## 5.0 Introduction

This chapter is divided as follows: Firstly, the discussion of research findings which includes the importance of MICE destination attributes and promotion tools from the perspective of local and international participants, and the influence of these MICE destination attributes and roles of promotion tools on the destination image formation. The differences on perceptions of destination image in terms of MICE participants' gender, nationality (local vs. international), age, educational level, and their monthly income are also discussed. Secondly, suggestive strategies in developing and promoting MICE tourism are presented. Thirdly, the contribution of the study is explained. Fourthly, the limitations of the study and suggestions for future studies are exhibited. And finally, is the conclusion of the study.

### 5.1 MICE Destination Attributes Perceived by MICE Event Participants

In order to identify the importance of MICE destination attributes from the perspective of MICE participants, MICE participants were asked to rate the importance of these attributes on a five-point Likert scale ranging from "not at all important" to "very important". These attributes of MICE destinations were selected based on their relevance in previous studies and clustered into six dimensions namely; amenities, accessibility,

affordability, ancillary services, attractions, and activities. Rating these attributes from the perceptions of MICE tourism participants can help the host destination to identify strengths and weaknesses of its most unique attributes and enable increased attendance, satisfied participants, and competition in MICE industry.

The descriptive analysis revealed that MICE participants perceived the importance of these attributes positively. The results indicated that the overall summated scores of MICE destination attributes was rated highly and was perceived as important agents towards the choice of that destination. Generally, the amenities factor; quality of event facility (product and services), quality of event space, distance of airport from event site/hotel, and leisure facilities had the highest effect on their perceptions of the importance of MICE destination attributes. This was followed by accessibility to the destination, then attractions, activities, affordability, and finally ancillary services. Obviously, MICE participants rated the quality of facilities presented by the host destination, the accessibility to reach the destination and the attractions of the destination such as local restaurants, climate, and local cultures, as the most important attributes. Surprisingly, however, MICE participants rated ancillary services as the least important MICE destination attribute. The results of this study were in line with previous studies; they were consistent with Go and Govers (1999) and Leong (2007) who stated that MICE participants perceived amenities as the most important attribute followed by accessibility. This study also supported the results of Oppermann (1996b) that amenities factor was the highest important attribute among other MICE destination attributes. In addition, the results of this study were also consistent with Lee and Back (2007) who stated that amenities, accessibility and attractions were the most important destination attributes for

potential meeting attendees. Likewise, Baloglu and Love (2003) pointed out that amenities and accessibility were the most important attributes for meeting planners in choosing their host destination.

The results of the first hypothesis, which formulated for this study was to identify if there are differences in MICE participants' perceptions on the importance of destination attributes of MICE tourism, revealed that there were significant differences on the perceptions of MICE destination attributes between local and international MICE participants in terms of their nationality (local vs. International) in five dimensions; amenities, accessibility, affordability, ancillary services, and attractions. There was, however, no significant difference on the perception of the importance of the activities factor between local and international MICE participants. Participants of MICE events perceived amenities and accessibility as the most important attributes of the destination. Local MICE participants perceived affordability as the third most important attribute of MICE destination followed by attractions, whereas international MICE participants recognised attractions as the third most important MICE destination attribute followed by ancillary services, and finally by affordability. Results also showed that services offered by the host destinations and easy access to the event location were very important attributes for both the local and the international MICE participants, while affordability factor was the third most important attribute for local participants, attractions factor was the third most important attribute for the international MICE participants. Apparently, local MICE participants were concerned with the cost of attending an event while international MICE participants considered the attractions of MICE destination attributes as pull factors for their participation.

It could be interpreted that both groups of MICE participants, local and international, perceived the quality of event facilities (product and services), quality of event space, distance of airport from event site/hotel, leisure facilities which constituted the amenities factor as the most important destination attribute. The accessibility factor; gaining transportation access into and around the destination easily, disabled access, and safety of the destination, was also perceived as a critical MICE destination attribute.

Meanwhile, different perceptions on the importance of MICE destination attributes existed among the participants in terms of their gender. Females tended to have higher perceptions on all MICE destination attributes. The study results showed that participants, regardless of females and males, perceived amenities as the most important destination attribute followed by accessibility, and then attractions.

In terms of age, ancillary services, attractions and accessibility were perceived as very important MICE destination attributes by MICE participants aged 61 years and above compared to other age groups. It could be implied that the ability of the host destination to provide more for participants of this particular age group with overall quality in terms of dining rooms and communications as well as attractions that could relax them in addition to the ease of reaching the host destination and other places within the country, were considered favourably. Participants aged 31 to 40 and those aged 30 years and below were concerned more with the affordability factor. In addition, amenities were a decisive factor for the group aged 30 years and below in their evaluation of the importance of MICE destination attributes. This could be implied that adequate and excellent leisure services provisions are vital for attracting more young people. This finding is consistent with Jonsson and Devenish's (2008) and Meehan's (2008) studies,

who posited that older tourists are more concerned with ease of transportation and relaxation that they could find in the destination; they do not prefer activities that require physical effort, while younger tourists are more concerned with leisure facilities and sports. In this regard, Rittichainuwat, Qu, and Brown (2001) indicated that young tourists had higher positive perception on amenities; they preferred to join adventurous activities.

Amenities, accessibility, affordability and ancillary services of MICE destination were perceived differently by MICE participants in terms of their monthly income. Based on mean scores, amenities and accessibility were rated highly by the monthly income group of less than $1000, followed by the monthly income group of $1001 - $2000. In addition, participant groups with monthly income of less than $2000 rated affordability as an important factor, while those participants with monthly income of more than $4000 rated affordability as less important than other income groups. These results supported a previous study by Campiranon and Arcodia (2008) which found that most of the time, MICE participants are from the high level executives; they considered the quality of destination more than the cost. Based on MICE participants' monthly income, the results of the study revealed that MICE participants whose monthly income was less than $2000 per month perceived the importance of MICE destination attributes highly compared to other monthly income groups. In such circumstances, de Lara and Har (2008) agreed to the importance of price as the key decision factor in MICE tourism and as a competitive factor in selecting MICE destination. It is clear that services and cost were important factors for participants whose monthly income was less than $2000 to participate in MICE events which should be considered by event planners and other MICE stakeholders when organising an event.

Meanwhile, different perceptions were revealed between participants in terms of their educational levels regarding the importance of MICE destination attributes. The findings of the study showed that amenities factor was rated as the most important attribute by all educational levels. The group with bachelor's degree rated accessibility higher than other educational level groups, while the doctoral level group was more concerned with destination attractions and less on affordability factor. The findings of this study contradicted to a study by Breiter and Milman (2006) which found that there was no difference in the perceptions of amenities and ancillary services of MICE destination attributes between MICE participants in terms of their gender, age, and educational level.

Therefore, MICE organisers, association of the meeting planners, event marketers, and other stakeholders of this industry should be aware of the importance of these attributes since they are rated highly by the MICE participants. It is also evident that local MICE participants care highly for the price while international MICE participants care for accessibility and attractions before attending the MICE event, during the event, and post-events. Besides, they should consider the other factors as important in organising and marketing their destinations. Female participants were more concerned with amenities, attractions, and activities. Participants aged 61 years and above cared more for destination ancillary services and attractions, while those participants whose income was less than $2000 per month were concerned with accessibility and affordability attributes of the MICE destination. Meanwhile, accessibility was an important attribute for participants who had bachelor's degree, and on the other hand, the attraction of MICE destination was important attribute for those who had doctoral degree.

In conclusion, this study revealed that MICE participants perceived amenities as the most important attribute of MICE destination, which is consistent with previous studies of Oppermann (1996b) and Lee and Back (2007) that amenities is the most important MICE destination attributes from the perspective of event planners and MICE event participants. Besides, the accessibility to the event, the attraction of the destination, the activities prior to, during, and after the events, the cost of food, accommodation, transportation and rental were very important attributes. In addition, the ability of the destination to provide the participants with private dining rooms and communication centres were critical for the success of a MICE event for both the host destination and event organisers. Thus, based on the findings of this study, marketing efforts of government and private sectors in Jordan should focus on advertising high quality MICE services, easy access to the destination, and the attractions as the most crucial keys when competing for meeting business. Jordan has magnificent potentials to attract tourists such as the combination of historical, archaeological, biblical, and natural and man-made resources that could motivate potential tourists to attend a MICE event in Jordan.

## 5.2 The Importance of Promotion Tools Perceived by MICE Event Participants

This study also sought to explore the perceptions of MICE tourists on the importance of promotion tools utilised to promote events locally and internationally. It is hypothesised that there is no difference in terms of nationality, gender, age, monthly income, and educational level of MICE participants' perceptions on the importance of promotion tools.

Ten promotion tools namely, Internet (i.e., websites, E-mail), Magazines, Brochures, WOM, Travel agents, T.V/Radio, Newspapers, Tourist Information Centres, Guidebooks, and public relations) were selected. The descriptive analysis indicated that participants rated these tools as important on a five-point Likert scale ranging from "not at all important" to "very important". MICE participants tended to rate Internet as the most important promotion tool, followed by public relations, WOM, magazines, travel agents, guidebooks, brochures, tourist information centres, newspapers, and finally T.V/Radio. These findings are in line with Li and Vogelsong (2003) suggestion on the importance of Internet as an effective promotion tool that can reach the customer directly and efficiently, whereas public relations could be the most creative method to promote destination image.

The results of this study revealed that local MICE participants' perceptions of the importance of each promotion tool was differed from the international MICE participants, except for Internet which showed no significant differences in its importance between both groups. This indicates that Internet was widely used by local and international MICE participants with the highest mean score which was close to "very important" on the five-point scale.

Additionally, the findings of this study revealed that local MICE participants identified newspapers and TV/ Radio as the most important tools to gather information about MICE events, followed by public relations, WOM, and travel agents. TV/ Radio and newspapers are national media using Arabic language during their publishing and transmission. Accordingly, MOTA and JTB should encourage national TV/Radio to go international, so they can promote MICE tourism of Jordan and encourage more meeting

attendance and repeat visits. Pan (2011) declared that TV tourism commercials are considered one of the destination image formation agents. Meanwhile, international MICE participants rated public relations, WOM, magazine, travel agents, guidebooks, brochures, and tourist information centres higher than local MICE participants did. The results revealed that public relations and WOM were rated highly by the international MICE participants, followed by magazines, travel agents, guidebooks, and brochures. Several researchers (Fall, 2004; Metaxas, 2009) clarified the significant role of public relations in MICE tourism as one of the important promotion tools that can revitalise tourism industry, whereas other studies (Ho & Dempsey, 2010; Louvieris & Oppewal, 2004; Simpson & Siguaw, 2008) discovered on e to the importance of positive WOM expressed by friends and family about a destination in affecting others' feelings and behaviour.

A search of relevant literature showed that some previous studies (Boo et al., 2008; Buhalis, 1998; Litvin et al., 2005; Molina et al., 2010; Werthner & Ricci, 2004) supported the results of this study in which Internet was rated as the most important promotion tool in searching and promoting information about MICE tourism followed by WOM, brochures, guidebooks, and tourist information centres.

Although prior studies showed no obvious evidence that the females and males considered different promotion tools as important in selecting MICE events, the findings of this study revealed significant differences existed between female and male MICE participants in their perceptions on the importance of these tools. Females viewed Internet and newspapers as very important tools for searching and selecting MICE event, while males had positive perceptions on magazines, brochures, and travel agents. The

result of this study is consistent with Kim et al. (2007) study that females spend more time on Internet than males.

Internet was also perceived as the most important promotion tool based on MICE participants' age groups, followed by public relations, and then WOM. There were significant differences on the importance of the promotion tools as perceived by MICE participants. Results of this study showed that the group aged 61 years and above viewed Internet as a very important promotion tool that they utilised to search and access information about MICE events compared to the group aged 30 years and below who rated TV/Radio and newspapers higher than the other age groups. The study findings supported the previous study of Al-Homoud, Al-onn, Smadi, and Hindawi (2009) that TV/Radio and newspapers are important promotion tools from the perspective of young people in Jordan. Schneider and Sonmez (1999) declared that TV/Radio and newspapers are critical promotion tools in the Middle East region.

Although the second hypothesis stated that there is no difference in the perceptions of the importance of promotion tools between MICE participants in terms of their monthly income, the findings of this study revealed that there were differences between monthly income groups of MICE participants. Internet, magazines, and public relations were rated as very important by the monthly income group of more than $4000, while WOM and tourist information centre were highly rated by the monthly income groups of $2001-$3000. TV/Radio and newspapers were observed as being significantly important for the monthly income groups of less than $1000 and $1001-$2000 compared to the income groups of more than $4000 per month.

The importance of promotion tools was also significant among MICE participants in terms of their educational levels. Internet, magazines, travel agents, guidebooks, and public relations were perceived highly important in MICE tourism by participants who had doctoral degree. Boo et al (2008) stated that Internet is the most important promotion tools for those who have high educational level. WOM was mostly very important promotion tool for both high school education level and master's degree holders. The findings of this study were in line with Beerli and Martins' (2004a, 2004b) and Harahsheh's (2009) findings which indicated to the importance of promotion tools in promoting tourism. TV/Radio was important promotion tool for those participants who had high school education, while they were less interested in the importance of tourist information centres and brochures. Meanwhile, newspapers were an important promotion tool for the participants who had high school education and bachelor's degree. A possible explanation could be due to the availability of these tools to provide with information about new events, job opportunities, and other contemporary news.

Meeting planners, organisers, stakeholders and other destination promoters should realise that these tools can play an effective role in reaching important tourist groups. Local participants relied more on Internet, TV/Radio, newspapers, public relations and WOM. At the same time, an extensive use of Internet, public relations, WOM, magazines, and brochures should be considered to target high yield international tourists. Therefore, to target the local and international delegates, the best use of each promotion tool should be capitalised upon. They need to target first-time meeting attendees and encourage them to become regular attendees for future meetings in the destination.

## 5.3 Socio-demographic Characteristics of MICE participants and their Perceptions on Destination Image Formation

The perceptions of MICE participants on the importance of MICE destination attributes and promotion tools were presented in the previous sections of this chapter. This section discusses the differences of MICE participants' perceptions on Jordan destination image in terms of their socio-demographic characteristics. Jordan destination image comprised of two components; cognitive image and affective image. Cognitive image component consisted of six dimensions namely; natural resources, general infrastructure, atmosphere, tourist facilitation, economic and cultural factor, and political and social factor. These dimensions were selected based on previous studies and their relevance to Jordanian context and rated on a five-point Likert scale ranging from "strongly disagree" to "strongly agree", while affective component consisted of four emotional attributes and rated on a five-bipolar scale. Kim and Purdue (2011) argued that several destination image studies have examined the overall image of a destination through cognitive and affective image components. San Martin and Rodriguez del Bosque (2008) posited that the interaction between tourists' knowledge (cognitive beliefs) and their evaluation (affective feelings) creates an overall image of a destination. Baloglu and McCleary (1999a) also demonstrated that the cognitive and affective evaluation of a destination forms its overall image.

Descriptive analysis of destination image showed that the majority of high mean scores of cognitive image belonged to economic and cultural factor. MICE participants tended to strongly agree with "The food in Jordan is good", "Jordan has many interesting historic and cultural venues (museums, etc.), "Jordan offers different ways of living", and

"Jordan has rich location with a great economic development". Hence, the results of this study supported Severt, Wang, Chen, and Breiter's (2007), and Hu and Hiemstra's (1996) study that MICE travellers considered the food as the most important image attribute of the destination. Furthermore, MICE participants agreed with the natural resources factor namely "Jordan has nice weather", "Jordan has great variety of flora and fauna", and "Jordan has lovely landscape". General infrastructure came next, followed by atmosphere, and tourist facilitation. On the other hand, MICE participants slightly agreed with the factor "There are facilities for training sports, leisure and amusing activities (golf, diving, tennis, etc.) in Jordan".

Although political and social factor was rated as the least important factor, the descriptive analysis indicated that MICE participants agreed with "Jordan enjoys political stability", "Jordan is a safe place to visit", and "The people in Jordan are friendly and hospitable". This indicated that, regardless of crises and revolutions that are happening in the Middle East countries such as Syria, Egypt, Tunisia, Libya, and Iraq, Jordan is still considered as a safe destination for tourists. The results of this study were consistent with the findings obtained by Schneider and Sonmez (1999), and Harahsheh et al. (2010) which indicated that the image of Jordan was perceived positively in the international market as secure, politically stable, and the Jordanian people are very welcoming to tourists. In addition, the results of this study also supported Rosenberg and Choufany's (2009) study in relation to the Middle East situation which is sometimes refers to as a problematic region, yet Jordan has gained the reputation as a stable country, with rich cultural and archaeological heritage, great religious sites and monuments, and hospitable people.

Meanwhile, affective component consisted of four emotional attributes: Arousing, sleepy; unpleasant, pleasant; boring, exciting; and distressing, relaxing. MICE participants were asked to rate these attributes on a five- point semantic differential scale. The higher mean score indicated higher positive attribute. The results obtained from this study indicated that the majority of high scores of affective image revealed that Jordan is an exciting destination followed by arousing, pleasant, and finally by relaxing destination. This study findings showed a positive image of Jordan which is consistent with related studies (Harahsheh et al., 2010; Sharaiha & Collins, 1992; Schneider & Sonmez, 1999) which stated that although Jordan is located in the Middle East region which is sometimes politically unstable that may hindrance the number of tourists to visit Jordan, but however it is still recognised worldwide as a safe, peaceful, and interesting destination to visit with friendly and hospitable local people.

Previous studies hypothesised that the perceptions of destination image might differ depending on tourists' socio-demographic characteristics such as gender, nationality, age, educational levels, income, etc. (Chen & Kerstetter, 1999). Therefore, the results of the third hypothesis showed that there were significant differences in the perceptions on Jordan destination image by MICE participants' gender on all image attributes except for "political and social factor" which showed no significant differences between female and male participants. The findings of the study revealed that female MICE participants perceived Jordan image attributes positively higher than male MICE participants. The findings supported previous investigations (Beerli & Martin, 2004a, 2004b) which showed that females tended to assess the destination image more favourably than males.

In terms of nationality of MICE participants, it is exhibited that local MICE participants tended to assess the destination image more favourably than the international MICE participants It could be that international MICE participants might form their perceptions on the basis of secondary information such as from magazines, brochures, WOM, etc., while local MICE participants are familiar with their destination. Therefore, it is important for the host destination to understand the perceptions of international participants so that misconceptions can be corrected and perceived unique attributes can be exploited. The finding of this study is consistent with the study of San Martin and Rodriguez del Bosque (2008) which indicated that national tourists perceived cognitive image dimensions positively higher than international tourists. Meanwhile, the findings of this study contradicted their result that there was no significant difference in the perception of affective image between national and international tourists. Tourists' nationality or their country of origin influenced their perceptions of destination image (Beerli & Martin, 2004a). The findings also supported previous study of Gil and Ritchie (2009) which found differences between residents and tourists of museums on their perceptions of destination image. The findings were also consistent with Baloglu and McCleary (1999b) who compared U.S. international pleasure tourists' image of four Mediterranean destinations - Turkey, Egypt, Greece, and Italy - with the local citizens' image of these destinations and found that local people rated the image of their destination (cognitive and affective) higher than U.S tourists.

Regarding MICE participants' age, significant differences were found on five dimensions of cognitive image namely general infrastructure, atmosphere, political and social factor, economic and cultural factor, and tourist facilitation. However, the affective

image showed no differences in terms of MICE participants' age. The result of this study revealed that MICE participants aged 61 years old and above perceived destination image factors mostly higher than other age groups. The results of this study are consistent with previous research (Beerli & Martin, 2004a, 2004b; Suh & Gartner, 2004) that age is significantly different on cognitive image and older tourists generally make a positive evaluation of the destination image.

Results also revealed that slightly significant differences were exhibited by the educational levels of MICE participants on their perceptions of destination image formation. Only three dimensions of cognitive image were significant namely; natural resources, general infrastructure, and tourist facilitation, whereas the affective image showed no significant differences in terms of MICE participants' educational levels. The differences in mean scores between different educational level groups revealed that the lower the level of education, the higher the evaluation of the destination image. The results of this study supported previous findings of Beerli and Martin (2004a, 2004b) which indicated that the lower educational level groups evaluated the destination image positively compared to other groups, however contradicted their study findings which stated that educational level has significant differences on affective image. In addition, Harahsheh et al. (2010) stated that the MICE participants who had bachelor degree perceived the destination image of Jordan more favourably compared to other degree holders.

Finally, in terms of their monthly income, the MICE participants showed significant differences on four cognitive dimensions on their perceptions of the destination image of Jordan. These dimensions were: Natural resources, general

infrastructure, economic and cultural factor, and tourist facilitation, whereas affective image showed no significant differences regarding MICE participants' monthly income. The study findings revealed that monthly income group of $1001- $2000 perceived significantly high cognitive image factors compared to other monthly income groups. The results of this study were consistent with Chen and Hsu (2000) who declared that tourists with limited budget were more aware of destination image.

Noticeably, affective image showed no significant differences with MICE participants' age, educational level, and monthly income. These results were consistent with San Martin and Rodriguez del Bosque (2008) who stated that cognitive image has stronger impact than affective image on the perception of the destination image.

Based on the results of the third hypothesis of this study, MICE planners, organisers, and other stakeholders can assist the host destinations to assess and compare their current images and positions relative to competitors in MICE market. This comparison of differences in terms of MICE participants' socio-demographic characteristics will enable the host destinations to evaluate their projected image and compare it with the perceived image of the MICE participants. As such it will be able to assist them in their future positioning and in their communication and promotional strategies.

## 5.4 Relationship between the Roles of Promotion Tools and Destination Image Formation

This study aimed to explore the roles of promotion tools utilised to promote MICE events in Jordan and MICE destination attributes on the formation of the touristic image of Jordan. The descriptive analysis indicated that MICE participants' rating of the roles of promotion tools was slightly close to "strongly agree" on five-point Likert scale ranging from "strongly disagree" to "strongly agree". MICE participants rated "Provide necessary information about Jordan" as the highest factor, followed by "Increase tourists' intention to re-visit the destination", "Generate positive image of the destination", and then "Influence tourists on choosing the destination".

In addition, MICE participants agreed with the role of promotion tools as "Meet the expectative image of Jordan", "Provide information consistent with the actual reality of Jordan", and "Influence tourists on travel decision". The results showed that promotion tools had vital roles on travel decisions, choosing the destination, and intention to re-visit the destination. Previous studies advised that the promotion tools should create a real image of the destination. Cecilia (2008) confirmed that in order to meet the tourists' expectations, image should be in conformity to the reality. Suh and Gartner (2004) emphasised that the roles of promotion tools in tourism should be well crafted, because if the tourist discovers that the image he/she perceived through the promotion tools was the opposite of reality, his or her reaction will impact negatively on the host destination and on the future decision to attend another event or repeat visitation. Also, tourists' trust of the media will decrease. A relevant study finding by Harahsheh (2009), on the tourist who had experienced the destination of Jordan, revealed that the image of

Jordan portrayed internationally is compatible with the offers or services promoted by the destination.

To examine the fourth hypothesis, simple linear regression was employed to explore the relationship between the roles of promotion tools and the touristic image formation of Jordan. Destination image was composed of the cognitive and the affective image. Thus, this study examined the relationship between the roles of promotion tools and the components of destination image separately. The influence of promotion tools on cognitive image was explored first, then followed by the roles of promotion tools on affective image, and finally, the roles of promotion tools on destination image, (composed of the mean scores of the cognitive and affective image), as proposed by this hypothesis. Therefore, the roles of promotion tools were regressed on cognitive image; the results indicated that the roles of promotion tools did influence positively on cognitive image formation of Jordan. Additionally, when the roles of promotion tools were regressed on affective image, the result showed that it influenced affective image formation of Jordan. Finally, the result of regression analysis on the destination image of Jordan, which was based on the mean scores of the cognitive image and affective image, revealed that it contributed positively to Jordan destination image formation. Moreover, the results of the regression analysis of the roles of promotion tools from the perspective of local MICE participants as well as from the perspective of international MICE participants respectively, confirmed the influence of the roles of promotion tools on cognitive image formation, on affective image formation as well as on destination image formation.

The findings of this study supported the results of previous studies; Chacko and Fenich (2000) who stated that promotion variable was the most significant contributor to the overall destination image. The role of promotion tools in tourism is the critical component of destination image formation (Govers et al., 2007; Baloglu & McCleary, 1999a).

## 5.5 Relationship between MICE Destination Attributes and Destination Image Formation

Having determined the MICE destination attributes of Jordan, the fifth hypothesis of this study sought to explore the influence of these attributes (amenities, accessibility, affordability, ancillary services, attractions, and activities) on the formation of the touristic image of Jordan. As mentioned in the previous section, destination image was composed of cognitive and affective image components. Thus, multiple linear regressions were employed to examine the relationship between MICE destination attributes factors and each image component separately. The results of multiple regression analysis between MICE destination attributes factors and cognitive image indicated a positive relationship between these factors and cognitive image formation. Ancillary services factor was the most significant factor to contribute to the relationship of the cognitive image formation. Amenities factor was the second predictor of cognitive image formation, followed by accessibility, affordability, activities, and finally attractions. The results of the second regression analysis between MICE destination attributes factors and affective image revealed positive relationship between these factors and the affective

image formation. Amenities factor was found to be the most significant predictor of the affective image formation. Ancillary services factor was the second factor to contribute to the relationship between MICE destination attributes and affective image formation, followed by attractions, activities, and finally accessibility. On the other hand, affordability was not a significant predictor of the affective image formation.

MICE destination attributes factors showed positive relationship with the overall image (the mean scores of cognitive and affective image). Results showed that the attributes of MICE destination did influence the formation of the overall image of Jordan. The study findings revealed that amenities factor was found to be the most significant predictor of the destination image formation, followed by ancillary services, accessibility, attractions, activities, and finally affordability which was the lowest predictor of destination image formation of Jordan. This was contrary to the findings of Chacko and Fenich's (2000) study which indicated that affordability was not an important variable to contribute to the relationship for the overall image formation.

Meanwhile, the additional analyses on the influence of MICE destination attributes factors on destination image formation from the perspective of local MICE participants indicated a positive relationship between these factors and cognitive image formation. Ancillary services factor was the most significant factor to contribute to the relationship of the cognitive image formation, followed by affordability accessibility, attractions, amenities, and finally activities. In addition, the results of the regression analysis revealed positive relationship between MICE destination attributes factors and the affective image formation. Amenities factor was found to be the most significant predictor of the affective image formation, followed by ancillary services factor.

Regarding the influence of MICE destination attributes factors on the overall destination image formation, results showed positive relationship between these factors and the destination image formation. The study findings revealed that ancillary services factor was found to be the most significant predictor of the destination image formation, followed by amenities, activities, affordability, accessibility, and finally attractions factor which was the lowest predictor of destination image formation of Jordan.

Whereas, the additional analyses on the influence of MICE destination attributes factors on destination image formation from the perspective of international MICE participants indicated a positive relationship between these factors and cognitive image formation. Results of regression analysis revealed that ancillary services factor was the most significant factor to contribute to the relationship of the cognitive image formation, followed by accessibility factor, then amenities, activities, affordability, and finally attractions. In addition, the results of the regression analysis revealed positive relationship between MICE destination attributes factors and the affective image formation. Amenities factor was found to be the most significant predictor of the affective image formation. Ancillary services factor was the second factor to contribute to the relationship between MICE destination attributes and affective image formation. Meanwhile, MICE destination attributes factors showed positive relationship with the overall image (the mean scores of cognitive and affective image) from the perspective of international MICE participants. Results showed that the attributes of MICE destination did influence the destination image formation. The study findings revealed that amenities factor was found to be the most significant predictor of the destination image formation, followed by ancillary services, then attractions, and finally accessibility

Based on this study, ancillary services was the most significant factor to contribute to the relationship of the cognitive image formation, while amenities was the most important predictor factor to influence affective image and overall image formation of Jordan. The results of regression analyses of this study supported the findings of previous research of Morris and Fuller (1989) that ancillary services is the vital factor in travel decision. Swarbrooke and Horner (2001) pointed that ancillary services is an important attributes in hosting MICE events. In addition, the results of these analyses supported also Go and Govers (1999) and Grimm and Needham (2012) who emphasised that facilities, ancillary services, accessibility, and affordability are considered the core product attributes in the competition between MICE destinations. In addition, the results of this study were consistent with Lee and Back (2007) who stated that destination attributes form the destination image. Moreover, the study findings revealed positive evaluation of the MICE participants towards Jordan touristic image which supported the previous study of Schneider and Sonmez (1999) indicated that festival attendees had a fairly positive perception of the touristic image of Jordan as safe and interesting, and the Jordanians are hospitable and friendly. Meanwhile, the results of this study contradicted their findings that ancillary services offered by the festival organisers did not influence the image formation of Jordan.

## 5.6 Strategies in Developing and Promoting MICE Tourism in Jordan

Strategies in developing and promoting MICE tourism include the process of planning and executing activities that satisfy tourists and enable tourism bodies to

achieve their goals. Segmentation, positioning, promotion and price are part of these strategies (Campiranon & Arcodia, 2008).

MICE industry is rapidly emerging as one of the most important indicators for the internationlisation of the host destination. Its importance has led to the countries employing strategies of developing MICE industry to benefit from its tremendous revenue on economy and establishment of its international image. Dew et al. (2004) stated that among the countries of the Middle East, Jordan is rapidly emerging as a new destination for MICE tourism offering MICE participants an unparalleled experience that will bring them back on extended family holiday. This study, through the questionnaire survey with MICE participants, aims to identify the effective strategies to develop and promote Jordan's MICE tourism.

### 5.6.1 Suggestions to Market Jordan MICE tourism

Market segmentation strategy is a vital element in marketing strategy. Segmentation means subdividing the market into homogenous subsets of customers such as their demographic or psychographic characteristics with each subset targeting and reaching a distinct marketing mix (Taji, 2005). Psychographic segmentation refers to the tourists' interests, opinion, and attitudes towards a destination. Meanwhile, Campiranon and Arcodia (2008) pointed out that tourism market could be segmented into two categories "trip descriptors" which concentrates on the type of the trip such as religious, adventure, MICE, recreational, etc., and "tourist descriptors" which focuses on the tourist himself, and not the type of the trip, such as his socio-demographic characteristics,

demands, interests, frequency of visit. Metaxas (2009) asserted that segmentation pertaining to MICE tourism will enable the organisation to achieve its goals and increase the earnings during off-peak season.

Therefore, it is suggested that MOTA, JTB, and other stakeholders offering MICE services in Jordan, apply segmentation strategy in their tourism planning to target each group based on their socio-demographic characteristics to achieve their public and private goals. They could benefit from the results of this study to initiate their long-term plans. For example, the study findings revealed that local participants were more concerned with the cost of participating while international participants considered attractions and accessibility in their participation. Young participants were more concerned with leisure services, while those MICE participants whose monthly income exceeded $4000 were concerned with quality of attributes. This group used Internet and magazines to find information about MICE events. The Participants who have doctoral degree were more concerned with destination attractions and less with affordability factor and relied more on Internet to gather information on MICE events and destinations.

### 5.6.2 Positioning Strategy Based on Key Destination Attributes

Positioning strategy refers to the way the tourists perceive the attributes of the tourism product and evaluate these attributes with other competitive products. Kim et al. (2005) defined positioning as the process of locating a destination or creating a niche in the travellers' mind. Baloglu and Brinberg (1997) asserted that studying the tourists' perception of the affective image of destination supports positioning strategy. Meanwhile, Ahmed (1991) stated that the assessment of the overall image supports positioning

strategy. Pike and Ryan (2004) pointed out that positioning strategy requires an understanding of how the tourists perceive the destination attributes. The destination should focus on which destination attributes should be enclosed in its positioning campaigns and which should not, and the interest of all target markets should be met. McCartney et al. (2008) argued that positioning analysis requires the destination to understand how its attributes are perceived to perform on attributes that deemed important to the tourists, relative to the competition. Thus, destinations, especially MICE destinations, should have a bundle of competitive advantages once they choose the target markets.

In order to position MICE tourism in Jordan, the unique attributes of each destination should be classified which could add to competitive advantage of Jordan. Understanding the attributes that pull MICE travellers and their perceptions of the destination image can effectively help the destination to position itself in the competitive international MICE market. MOTA, JTB, and other stakeholders involved in MICE industry in Jordan could benefit from the results of this study to identify the strengths and weaknesses of their destination attributes which could enable them to differentiate their attributes and locate Jordan as the best convention destination among other destinations for MICE travellers.

### 5.6.3 Promotional Strategies

The objective of promotional strategies in MICE tourism is to reach the target market and meet the goals and objectives of the organisation. Based on the results of this study, the public sector represented by MOTA and JTO and the private sector could

provide promotional strategies aimed at both local and international participants. The perceptions of MICE participants in terms of their nationality, age, gender, monthly income and educational levels on the importance of promotion tools have been clarified. Promotional strategies should give more emphasis on Internet, TV/Radio, and newspapers when targeting local participants. Meanwhile, Internet, and public relation activities are effective promotional strategies in the international market. Efficient use of new communication technologies and the cooperation between government and private sector entities to reach target market and maximise attendance should be focused on.

MOTA and other MICE entities in Jordan should promote, in their promotional strategy, the unique attributes as perceived by participants, such as the high quality of MICE tourism services, and the ease of accessibility, as well as attractions of Jordan as an incomparable MICE destination. The nice weather, lovely landscape, good food, and the great variety of flora and fauna, should be emphasised. Special promotions should be devoted to MICE participants. For example, Singapore MICE industry launched a promotional strategy in 2000, *Do the Double,* to attract more event organisers and participants, in order to survive the recessions in tourism industry and to remain competitive in MICE market. *Do the Double* promotional strategy was for the MICE tourists visiting Singapore for at least three days for participating in a MICE event. They received discounts and special offers on extension days. Thus, this kind of promotional strategy will encourage delegates to bring their spouses, families, or companions, or encourage them to become regular attendees (MacLaurin & Leong, 2000).

It is also suggested for MOTA and other involved sectors in MICE industry to participate in the international MICE events which provide excellent opportunities to

promote Jordan's tourism and its MICE service providers. They should create their own slogan or promotional message for the MICE tourism to brand it regionally and internationally. For example, Malaysia has devoted a slogan "*Malaysia-Asia's Business Event Hub*" to brand and position Malaysia's MICE tourism internationally (MYCEB, 2010).

### 5.6.4 Pricing Strategy

The results of this study showed that MICE participants, especially locals, were more concerned with price of participating, cost of exhibit rental, cost of transportation, and room rates. Thus, creating the right price strategy is critical for the success of convention centres and the host destination. MICE event planners, organisers, and potential participants make trade-offs among destination selection criteria as they have large selections of exhibitions, conferences, and meeting venues and, therefore, the price is the decisive factor (Hu & Hiemstra, 1996). Implementing a price strategy enables the venues and MICE destination to remain competitive in MICE industry market. MacLaurin and Leong (2000) pointed out that affordability is one of the most important destination criteria.

The success of these strategies cannot be implemented without the public and private sectors' partnership and cooperation. The local community should also be involved in MICE tourism industry. The researcher, in his opinion, suggests an advisory council for MICE tourism in Jordan responsible for strengthening the collaborations between different MICE suppliers, organisers, and other stakeholders, to be established.

In addition, to stay competitive in the market, unparalleled services to host MICE events should be offered. For example, the Malaysian Convention and Exhibition Bureau (MYCEB) has launched the International Event Unit (IEU) with the responsibility of strengthening Malaysia's MICE tourism globally, and to identify and support bidding for international events, especially those related to arts, culture, sports, and lifestyle events.

## 5.7 Implications of the Study

The findings of this study have several implications in terms of theoretical and managerial contributions for the researchers, event planners, organisers, event managers, and other MICE stakeholders pertaining to MICE tourism and the destination image formation.

### 5.7.1 Theoretical Contributions

This study has some theoretical implications in the context of MICE tourism and destination image. The implications of the study are as follows:

First, an improved understanding of MICE destination attributes and the touristic image of Jordan have been provided based on quantitative research methodology. The study findings provided insight into MICE destination attributes and promotion tools and their roles on the formation of destination image from the perspective of MICE event participants; the study has added improved assessment of the MICE destination attributes and promotion tools on destination image components (cognitive and affective). The six

dimensions of MICE destination attributes in addition to promotion tools' dimension within the model provided a useful perspective of the formation of Jordan touristic image.

Second, the study has contributed to the understanding of the most important destination attributes and promotion tools in MICE industry from the perspective of a representative sample of MICE participants. The study findings revealed the differences between socio-demographic characteristics of the participants in terms of their gender, nationality, age, educational level, and monthly income. Therefore, based on the findings of this study, the preferences of participants in terms of their socio-demographic characteristics should be taken into account while planning for a MICE event in order to attract more attendees and successfully meet their expectations.

Third, the findings of this study also provided theoretical contributions in which it explored and tested another variable that could be added to the agents of the destination image formation models. Although some previous studies have explained the importance of destination attributes on event planners' intentions and participations, no model has evaluated the roles of MICE destination attributes on the formation of the destination image components (cognitive, affective, and overall). Thus, the study's framework has added MICE destination attributes construct as a new image formation's factor to the other destination image factors in the original models of Baloglu and McCleary (1999a) and Beerli and Martin (2004a) of destination image formation. The models of Baloglu and McCleary (1999a) examined the influence of personal factors (psychological and social factors) and stimulus factors (promotion tools and previous experience) on destination image formation. Apparently, their models have focused on internal factors (push factors) which are motivations whereas this study targeted on external factors (pull

factors) that resemble destination attributes. Moreover, the framework of this study enables an exploration and understanding of the relationships among the roles of MICE promotion tools, MICE destination attributes, socio-demographic characteristics, and destination image. In addition, it could be expanded easily to include additional attributes or variables that might be relevant to MICE tourism; it could be also applied on other tourism segments. Besides, the factor analysis and regression analysis of the variables of the study framework revealed that these variables could be evaluated as separate entities. Meanwhile, the findings described in the previous chapter supported the theoretical model of this study which predicted that there would be a positive significant relationship among the touristic image formation of Jordan, MICE destination attributes, and roles of promotion tools.

Finally, the instrument utilised in this study can be used for future studies related to MICE tourism and destination image studies in the context of Jordan. The instrument was developed based on relevant previous studies and was refined through a pilot study. The validity and reliability of the instrument were insured and thus could be utilised for future related studies. This study can also enrich the limited research literature on MICE tourism, particularly in the context of Jordan, and serve as a future reference for researchers in the same area.

### 5.7.2 Managerial Contributions

Managerial contributions have been provided through examining the influence of MICE destination attributes and the roles of promotion tools on the formation of the

touristic image of Jordan. The study findings from the statistical analysis are considered effective for event planners and organisers, event managers, and host destinations by addressing the perceptions and attitude of MICE participants in their marketing strategies. Thus, it is hoped that the information attained in this study can be beneficial and useful in developing Jordan's MICE destination attributes, and promoting and enhancing its touristic image in the competitive MICE industry internationally.

Positive perception of destination attributes is crucial for forming positive image of the destination. Rittichainuwat et al. (2001) stated that the more positive image the destination has the more tourists will go there. In addition, marketers of MICE events should place greater emphasis on promotion tools that local and international MICE participants used to find information about MICE events, i.e., TV/Radio, Internet, newspapers, magazines, brochures, WOM, travel agents, tourist information centres, guidebooks, and public relations. They can focus on Internet, TV/Radio and newspaper to promote MICE events to the local participants. Meanwhile, they can utilise Internet, public relations, WOM, and magazines to promote MICE events in the international markets. Their promotional campaigns should enclose amenities and accessibility attributes for all participants, besides affordability should be promoted to the local participants while the attractions that Jordan has should be enclosed for the international MICE participants. They should target new communities and new generation of what we call first-time attendees by encouraging them to participate in the events and consequently after experiencing the destination, they may become regular event attendees. Tourism bodies of Jordan should direct their promotion campaigns to encourage high spending tourists to be frequent visitors to Jordan, shifting their pointed

strategies from quantity to quality (high yield) demand. They should target the demand side (source market) as well as the supply side (destination), i.e., the local and international tourists (Harahsheh et al., 2010; Sharaiha & Collins, 1992). Promoters and marketers of MICE tourism should apply different strategies to maintain the strengths of MICE destination attributes and improve the weaknesses. They should also develop a specific communication for each group of MICE participants since they perceived the destination attributes differently. Thus, a more favourable affective image of the MICE destination will be achieved. In addition, they should compare between their destination attributes and that of competitors in order to develop a long term strategy concerning their MICE tourism positioning in the international market.

This study has also revealed the differences on perceptions of destination image from the perspective of MICE participants. Their nationality (local vs. international), gender, age, monthly income, and educational levels were researched to provide the tourism bodies in Jordan a comprehensive dimension on the perceptions of MICE participants. The results suggested that local participants are more likely to rate destination attributes than international participants while international participants are more likely to rate promotion tools than local participants. Therefore, the awareness and attitudes of the participants should be considered in future planning as they have shown to be different in their perceptions of MICE destination attributes and promotion tools.

The findings of this study have paved the way for government and private tourism sectors to set out their strategies of planning, developing, and marketing MICE industry in Jordan. Event organisers, planners, managers, promoters, and other stakeholders can efficiently use these results to position, differentiate, and enhance this segment of tourism

industry as well as a promotional strategy of the touristic image of Jordan. Moreover, MOTA and JTB should collaborate more directly with TV/Radio stations, newspapers, magazines, and other promotion tools to keep enhancing and improving MICE tourism to the target market. They also could use the results of this study in their strategic plan for developing other MICE destinations in towns and cities of Jordan. Furthermore, the findings of this study may provide a better understanding of the preferences of MICE participants and as guidelines for host destinations to segment its attributes to suit the demands of MICE event participants in order to encourage repeat visitors with their families. In other words, MICE destinations should be attractive to potential delegates, meeting planners, meeting organisers, decision makers, and event stakeholders.

The evaluation of the destination attributes and promotion tools is important for managers. The roles of effective promotion tools and favourable destination attributes will increase participation intention and gain a competitive advantage. In this regard, the findings of this study could also assist in destination planning and development strategies to enhance the touristic image formation.

As mentioned earlier, destination attributes are important for increasing attendees' intention to participate, and promotion tools are important for creating image of the destination, supplying them with information needed, encouraging them to revisit the destination for another event or with family as leisure tourists. Identifying the major destination attributes from the perspective of the event attendees will help MICE organisers, association of the meeting planners, event marketers, and other stakeholders of the industry to understand the preferences of the potential meeting attendees. Therefore, they will be able to select a meeting destination that will enable them to

achieve their goals and maximise meeting attendance. It also would help the host destination to focus on the right destination attributes that can position them effectively in the competitive MICE market. Additionally, this study identified the most effective promotion tools used to promote MICE tourism and predicted their roles in conveying and promoting positive image of the destination to the target market.

## 5.8 Limitations and Suggestions for Future Studies

However, as expected in any research, several limitations were obtained in this study and should be addressed to encourage researchers to come out with more effective research on this important topic of the roles of MICE tourism on destination image in the future. These limitations are as follows:

First, the language used in the research instrument of this study was important to be considered. This is because the questionnaire was written in English and translated into Arabic to be distributed to the participants. Due to the translation into Arabic, deeper meanings of the questions may not have been parallel to the English version. Second, generalisability of study findings was also another limitation of this study. The questionnaire was completed by a selected group and might not be representative of the population from which this group was drawn. Since few events had been chosen for this study, therefore, the event selected might not be representative of the population for the study. Third, the questionnaire was used in this study as an instrument of collecting data from the participants, other techniques such as interview with event planners, event organisers, and other MICE stakeholders would provide more information on the

influence of the roles of promotion tools and MICE destination attributes on destination image formation. Finally, image attributes were chosen based on literature review and their relevance to Jordan's context, there might be others that were not incorporated in the list of image attributes which is suggestive of future research to extend this study.

Furthermore, this study examined the group differences between MICE event participants in terms of their socio-demographic characteristics. The comparison could help to understand the preferences of participants on the importance of the host destination attributes, the importance of promotion tools, and their perceptions on destination image. According to the findings of the hypotheses *H1*, *H2*, and *H3*, if the model tested is based on each group separately, it might produce different results which might lead to a different relationship model.

This study has exhibited the huge roles of MICE tourism on the formation of Jordan's touristic image and its findings have clarified the most important destination attributes and promotion tools from the perspective of international as well as local participants. It is therefore, based on the findings of this study, the government and private sectors must set their own plans and position themselves strongly in the international tourism market. Since the international participants were interregional and intraregional participants, their perspectives on the importance of MICE destination attributes, promotion tools, and destination image may be different. Therefore, it is recommended for future research to examine the differences in their perceptions.

However, the results of this study should encourage other scholars to further extend the body of knowledge obtained from this study. This study explored the

relationships between MICE destination attributes and promotion tools on the formation of Jordan's touristic image. Future research should explore the relationships between the perceptions of tourists on the importance of MICE destination attributes and promotion tools and their intention to revisit. It is also suggested for future research to explore the relationship among tourist behaviour such as, personality traits, attitudes, and motivations to participate in MICE events. Although, the private and public sectors in tourism industry were involved in this study, it is recommended for future studies to explore the roles of these sectors from an integrated standpoint or separately on the formation of Jordan's touristic image. By separating them can provide a more detailed understanding of their role on marketing the touristic image of Jordan as well as enable to help them to initiate national tourism strategies for their future cooperation. Moreover, it would be important for future studies to replicate the present study with Meetings, Incentives, Conferences, or Exhibitions to explore its role separately on the formation of the touristic image of Jordan, which may provide more specified results and implications.

This study targeted the participants of MICE events regardless whether they are first-time participants or repeat participants. Thus, it is suggested for future studies to evaluate the differences of the perceptions of first-time visitors and repeat visitors. Litvin and Mouri (2009) noted that the perceptions of first-timers are notably different from those of repeat visitors. In addition, this study utilised pull-factors as one of the agents that form the touristic image of Jordan, pull and push-factors could be applied in future research to assess their influence on the formation of the touristic image of Jordan. Future studies could also explore other roles related to MICE tourism such as, its impact or influence on Jordan's tourism industry especially its social and cultural impact or its

economic impact such as, its influence on hotel room booking, or on other aspects of tourism.

Moreover, it is recommended for all bodies involved in tourism industry especially MOTA to document information related to MICE tourism such as, number of meetings, conferences, nationality of attendees in order to recognise the target market and set future plans and strategies. It could also assist in future research to evaluate other impacts of MICE tourism particularly its economic impact on the host destination.

## 5.9 Conclusion

This study concludes that MICE participants perceived the importance of MICE destination attributes differently. Amenities and accessibility were highly important destination attributes for local and international participants. Local participants perceived affordability as the third important destination attribute followed by attractions of the destination, whereas, international MICE participants perceived attractions as the third important MICE destination attributes followed by activities factor. Thus, the price and cost of attending an event were important for local participants and those whose monthly income was less than $2000, while attractions and activities were important destination attributes for international participants.

Meanwhile, Internet was the most important promotion tools as rated highly by local and international MICE participants. Newspapers and TV/Radio were rated highly by the locals, while the international MICE participants rated highly on the importance of public relations, WOM, magazines, travel agents, and guidebooks. Therefore, the

findings of this study discovered the best promotion tools that meeting planners, organisers, stakeholders and other event marketers could utilise to reach large samples of local and international tourists. By utilising the right promotion tool, it would be able to maximise attendance and increase the benefits of hosting the event. The findings also highlighted the importance of public relations and WOM in MICE tourism that should be given priority. Additionally, the findings of this study revealed that the roles of promotion tools influence the destination image formation.

Furthermore, the findings of the study showed that significant differences existed in the perceptions of MICE participants on destination image. For example, local MICE participants tended to assess the destination image more favourably than the international MICE participants. Besides, female MICE participants held a more positive image of the destination as compared with the male MICE participants. Moreover, the study findings revealed that the roles of promotion tools and MICE destination attributes positively influence on destination image formation of Jordan.

Accordingly, the findings of this study confirmed that MICE destination attributes appeared to be a vital factor or agent in the formation of the touristic image of the destination. Thus, the results from this study will enrich previous models on destination image factors (e.g., Baloglu & McCleary, 1999; Beerli & Martin, 2004a, 2004b) which emphasised on personal factors (psychological and social) and stimulus factors as the major agents that form the destination image. Furthermore, this study represents a contribution to the knowledge based on tourism destination image as well as a platform for future research.

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APPENDIX A

Table for Determining Sample Size from a Given Population

| *N* | *S* | *N* | *S* | *N* | *S* |
|---|---|---|---|---|---|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

Note: *N* is population size
*S* is sample size

APPENDIX B

**Dear Participant,**

**My name is Omar Abedalla Alananzeh. I am a PhD student at University Utara Malaysia. I am conducting research to examine the role of MICE promotion and MICE destination attributes in the formation of the touristic image of Jordan.**

**Your participation in this study will assist in providing valuable information pertaining to MICE tourism. All responses to this questionnaire will be used only for academic purposes and will be dealt with confidentially.**

**This questionnaire consists of four sections:**

**Section A: Importance of MICE destination attributes,**

**Section B: Promotional techniques;**

**Section C: Jordan's image attributes;**

**Section D: Demographic information.**

**Please, take your time to complete all questions as completely as possible. Your participation will be greatly appreciated.**

Sincerely

Omar Abedalla Alananzeh

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APPENDIX C

**Section (A): Importance of MICE Destination Attributes**

**Q1: How important are the following MICE destination attributes to you?** Please tick (✓) in the bracket for the appropriate response for each item. Knowing that **1** means **Not at all important** and **5** means **Very important.**

**Not at all Important [1]** **Not Important [2]** **Neutral [3]** **Important [4]** **Very Important [5]**

| MICE Destination Attributes | Not at all Important 1 | Not Important 2 | Neutral 3 | Important 4 | Very Important 5 |
|---|---|---|---|---|---|
| (1) Quality of event facility (product and services) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (2) Ease of local transportation | [ ] | [ ] | [ ] | [ ] | [ ] |
| (3) Quality of event space | [ ] | [ ] | [ ] | [ ] | [ ] |
| (4) Distance of airport from event site/hotel | [ ] | [ ] | [ ] | [ ] | [ ] |
| (5) Accessibility by air | [ ] | [ ] | [ ] | [ ] | [ ] |
| (6) Variety of local restaurants | [ ] | [ ] | [ ] | [ ] | [ ] |
| (7) Private dining rooms for delegates | [ ] | [ ] | [ ] | [ ] | [ ] |
| (8) Disabled access and facilities | [ ] | [ ] | [ ] | [ ] | [ ] |
| (9) Clear location signs within the venue | [ ] | [ ] | [ ] | [ ] | [ ] |
| (10) Hotel room rates | [ ] | [ ] | [ ] | [ ] | [ ] |
| (11) Safety and security at destination | [ ] | [ ] | [ ] | [ ] | [ ] |
| (12) Cost of transportation | [ ] | [ ] | [ ] | [ ] | [ ] |
| (13) Competitive rates as compared to nearby destinations | [ ] | [ ] | [ ] | [ ] | [ ] |
| (14) Leisure facilities | [ ] | [ ] | [ ] | [ ] | [ ] |
| (15) Affordable local restaurants | [ ] | [ ] | [ ] | [ ] | [ ] |
| (16) Availability of communication center | [ ] | [ ] | [ ] | [ ] | [ ] |
| (17) Quality of local restaurants | [ ] | [ ] | [ ] | [ ] | [ ] |
| (18) Climate | [ ] | [ ] | [ ] | [ ] | [ ] |
| (19) Variety of local attractions | [ ] | [ ] | [ ] | [ ] | [ ] |
| (20) Affordable exhibit fee/rental | [ ] | [ ] | [ ] | [ ] | [ ] |
| (21) Variety of shopping facilities | [ ] | [ ] | [ ] | [ ] | [ ] |
| (22) Availability festivals/performing arts | [ ] | [ ] | [ ] | [ ] | [ ] |
| (23) Availability of tours activities | [ ] | [ ] | [ ] | [ ] | [ ] |
| (24) Local culture | [ ] | [ ] | [ ] | [ ] | [ ] |

**Q2: Please specify any more attributes related to select Jordan as an international MICE destination. (If any)** (25)

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**Section (B): Promotional Techniques**

**Q3: In your opinion, how important are the following promotion tools to you**? Please tick (✓) in the appropriate brackets the one that closely represents your opinion. Knowing that **1** means **not at all important** and **5** means **very important.**

**Not at all Important [1]  Not Important [2]  Neutral [3]  Important [4]  Very Important [5]**

| **Promotion Techniques** | **Not at all Important 1** | **Not Important 2** | **Neutral 3** | **Important 4** | **Very Important 5** |
|---|---|---|---|---|---|
| (26) Internet (websites, E-mail) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (27) Magazines | [ ] | [ ] | [ ] | [ ] | [ ] |
| (28) Brochures | [ ] | [ ] | [ ] | [ ] | [ ] |
| (29) Word of Mouth (WOM) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (30) Travel agents | [ ] | [ ] | [ ] | [ ] | [ ] |
| (31) T.V/Radio | [ ] | [ ] | [ ] | [ ] | [ ] |
| (32) Newspapers | [ ] | [ ] | [ ] | [ ] | [ ] |
| (33) Tourist Information Centres | [ ] | [ ] | [ ] | [ ] | [ ] |
| (34) Guidebooks | [ ] | [ ] | [ ] | [ ] | [ ] |
| (35) Public Relations | [ ] | [ ] | [ ] | [ ] | [ ] |

**Q4: The following is a list of statement about the information on destination which could best describe the importance of promotion tool.** Please tick (✓) in classification from 1 to 5 the one that represents your opinion on the role of **promotion tools.** Knowing that:

**Strongly Disagree [1]  Disagree [2]  Neutral [3]  Agree [4]  Strongly Agree [5]**

| **Promotion tool will be able to…..** | **Strongly Disagree 1** | **Disagree 2** | **Neutral 3** | **Agree 4** | **Strongly Agree 5** |
|---|---|---|---|---|---|
| (36) provide necessary information about Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (37) provide information consistent with the actual reality of Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (38) meet the expectative image of Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (39) generate positive image of the destination | [ ] | [ ] | [ ] | [ ] | [ ] |
| (40) increase tourists' intention to re-visit the destination | [ ] | [ ] | [ ] | [ ] | [ ] |
| (41) influence tourists on choosing the destination | [ ] | [ ] | [ ] | [ ] | [ ] |
| (42) influence tourists on travel decision | [ ] | [ ] | [ ] | [ ] | [ ] |

**Section (C): Jordan's Image Attributes**

**Q5: The following is a list of statement about some attributes which could define Jordan's perception as a tourist destination.** Please tick (✓) in the appropriate brackets the one that closely represents your opinion on the image you had towards Jordan. Knowing that **1** means **strongly disagree**, and **5** means **strongly agree** about the statement**.**

**Strongly Disagree [1]** **Disagree [2]** **Neutral [3]** **Agree [4]** **Strongly Agree [5]**

| **Jordan's Image Attributes** | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
|---|---|---|---|---|---|
| (43) Jordan has nice weather | [ ] | [ ] | [ ] | [ ] | [ ] |
| (44) Jordan has great variety of flora and fauna | [ ] | [ ] | [ ] | [ ] | [ ] |
| (45) Jordan has lovely landscape | [ ] | [ ] | [ ] | [ ] | [ ] |
| (46) Jordan enjoys political stability | [ ] | [ ] | [ ] | [ ] | [ ] |
| (47) There are good developed infrastructures (roads, airports, hospitals…) in Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (48) Jordan is a safe place to visit | [ ] | [ ] | [ ] | [ ] | [ ] |
| (49) Jordan has good substructure of hotels and apartments | [ ] | [ ] | [ ] | [ ] | [ ] |
| (50) There are facilities for training sports, leisure and amusing activities (golf, diving, tennis, etc.) in Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (51) Jordan is a good place to go shopping | [ ] | [ ] | [ ] | [ ] | [ ] |
| (52) Jordan has many interesting historic and cultural venues (museums, etc.) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (53) Jordan offers many cultural events (festivals, concerts, carnivals, folklore, etc.) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (54) Jordan offers different ways of living | [ ] | [ ] | [ ] | [ ] | [ ] |
| (55) Jordan has rich location with a great economic development | [ ] | [ ] | [ ] | [ ] | [ ] |
| (56) The people in Jordan are friendly and hospitable | [ ] | [ ] | [ ] | [ ] | [ ] |
| (57) The food in Jordan is good | [ ] | [ ] | [ ] | [ ] | [ ] |
| (58) Jordan has clean location | [ ] | [ ] | [ ] | [ ] | [ ] |
| (59) There are good facilities for families in Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (60) There are wide variety of products on offer to buy in Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (61) There is a good quality of life in Jordan | [ ] | [ ] | [ ] | [ ] | [ ] |
| (62) Jordan has a luxury location | [ ] | [ ] | [ ] | [ ] | [ ] |
| (63) Jordan has a fashionable location | [ ] | [ ] | [ ] | [ ] | [ ] |
| (64) Jordan is an exotic destination | [ ] | [ ] | [ ] | [ ] | [ ] |
| (65) Jordan offers many facilities to get touristic information | [ ] | [ ] | [ ] | [ ] | [ ] |
| (66) Jordan has places to do business | [ ] | [ ] | [ ] | [ ] | [ ] |
| (67) Jordan has places to have meeting/ exhibition | [ ] | [ ] | [ ] | [ ] | [ ] |
| (68) Jordan has a well known location with good reputation | [ ] | [ ] | [ ] | [ ] | [ ] |

**Q6: The following list contains two opposite meaning adjectives which could describe your opinion on Jordan. Please circle one number in a classification from 1 to 5 which grade your estimation that is closer to the adjective on the right or to the one on the left, depending on your opinion on Jordan.**

| | | | |
|---|---|---|---|
| (69) Arousing destination | 1 2 3 4 5 | Sleepy destination |
| (70) An unpleasant destination | 1 2 3 4 5 | A pleasant destination |
| (71) A boring destination | 1 2 3 4 5 | An exciting destination |
| (72) Distressing destination | 1 2 3 4 5 | Relaxing Destination |

**Section (D): Demographic Information**

**Which of the following general characteristics describe you best? Please tick (✓) in the appropriate box provided:**

**Q7: Gender** (73)

☐ Female ☐ Male

**Q8: Nationality** (74)

☐ National ☐ International (please specify)……..

**Q9: Age** (75)

☐ Under 30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ Over 60

**Q10: Educational level** (76)

☐ High School Education ☐ College Diploma ☐ Bachelor's degree
☐ Master's Degree ☐ Doctoral Degree ☐ Others, (please specify)……..

**Q11: Monthly Income** per Month (USD $) (77)

☐ Less than 1000 ☐ 1001-2000 ☐ 2001-3000 ☐ 3001-4000
☐ More than 4000

**Q12: Marital Status** (78)

☐ Single ☐ Married ☐ Divorced ☐ Widow

**Q13: Occupation** (79)

☐ Student ☐ Homemakers ☐ Clerical worker ☐ Salesperson
☐ Professional ☐ Executive/Manager ☐ Unemployed ☐ Self-employed worker
☐ Worker (freelance) ☐ Retired ☐ Civil servant ☐ Others, (please specify)
.....

**Thank you for your time and cooperation**

APPENDIX D

**عزيزي المشارك,**

**إسمي عمرعبدالله العنانزة و أنا طالب دكتوراة في جامعة أوتارا الماليزية. أجري بحثا لبيان أهمية الترويج لسياحة المعارض و المؤتمرات وخصائص تلك الوجهة السياحية في تشكيل الصورة السياحية للأردن.**

**سوف تساعد مشاركتكم في هذه الدراسة تقديم معلومات مهمة متعلقة بسياحة المؤتمرات و المعارض. كل الاجابات على هذا الاستبيان سوف تستخدم للأغراض العلمية فقط وسوف تعامل بسرية تامة.**

**يتكون هذا الاستبيان من أربعة أقسام :**

**القسم الأول: أهمية خصائص موقع المؤتمرات والمعارض**

**القسم الثاني: الوسائل الترويجية**

**القسم الثالث: خصائص الصورة السياحة الاردنية**

**القسم الرابع: معلومات ديموغرافية**

**الرجاء الإجابة على جميع الاسئلة إذا أمكن. ونقدر لكم مشاركتكم**


**عمر عبدالله العنانزة**
**طالب دكتوراة**
**كلية الآداب و العلوم**
**جامعة أوتارا- ماليزيا**

**المشرف:**

**الدكتور ليم كونق جو**
**كلية الآداب و العلوم**
**جامعة أوتارا- ماليزيا**

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APPENDIX E

**القسم الاول (أ) أهمية خصائص الموقع للمعارض و المؤتمرات**

**<u>السؤال الاول</u>: ما أهمية خصائص موقع المعارض و المؤتمرات بالنسبة إليك؟** ضع إشارة ( √ ) بين الاقواس حسب الإجابة المناسبة لك.

من المهم ان تعرف ان **(1)** يمثل **ليس مهم على الاطلاق** و **(5) مهم جدا.**

**مهم جدا [5] مهم [4] محايد [3] ليس مهم [2] ليس مهم على الإطلاق [1]**

| خصائص الموقع للمعارض و المؤتمرات | مهم جدا 5 | مهم 4 | محايد 3 | ليس مهم 2 | ليس مهم على الإطلاق 1 |
|---|---|---|---|---|---|
| (1) جودة الخدمات المقدمة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (2) سهولة المواصلات الداخلية | [ ] | [ ] | [ ] | [ ] | [ ] |
| جودة المساحة المخصصة للمناسبة سواء كانت (3)مؤتمر او معرض | [ ] | [ ] | [ ] | [ ] | [ ] |
| (4) بعد المطار عن موقع الحفل او عن الفندق | [ ] | [ ] | [ ] | [ ] | [ ] |
| (5) سهولة الوصول بالجو | [ ] | [ ] | [ ] | [ ] | [ ] |
| (6) تنوع المطاعم | [ ] | [ ] | [ ] | [ ] | [ ] |
| (7) غرف طعام خاصة للوفود المشاركة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (8) تسهيلات مخصصة لذوي الاحتياجات الخاصة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (9) اشارات إرشادية واضحة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (10) أسعار الغرف الفندقية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (11)الأمان و السلامة في الموقع | [ ] | [ ] | [ ] | [ ] | [ ] |
| (12)تكاليف المواصلات | [ ] | [ ] | [ ] | [ ] | [ ] |
| (13)الأسعار المنافسة مقارنة مع دول الجوار | [ ] | [ ] | [ ] | [ ] | [ ] |
| (14)الخدمات الترفيهية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (15) أسعار مناسبة للمطاعم المحلية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (16) توفر مركز اتصالات (السكريتارية و الفاكس و التلفاكس.....) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (17) جودة المطاعم المحلية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (18) المناخ | [ ] | [ ] | [ ] | [ ] | [ ] |
| (19) تنوع أماكن الجذب المحلية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (20) أسعار المعارض مناسبة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (21) تنوع اماكن التسوق | [ ] | [ ] | [ ] | [ ] | [ ] |
| (22) توفر المهرجانات و الفنون المسرحية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (23) توفر أنشطة سياحية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (24) أسعار الطعام و الشراب | [ ] | [ ] | [ ] | [ ] | [ ] |

**<u>السؤال الثاني</u> : حدد إذا كان هناك المزيد من الخصائص التي يمكن أن تضيفها عند اختيار الأردن كوجهه سياحية عالمية للمؤتمرات و المعارض.** (25)

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**القسم الثاني (ب) الوسائل الترويجية**

**السؤال الثالث: برأيك ما أهمية الوسائل الترويجية التالية لك؟**ضع إشارة (√) في الاقواس المناسبة لك و التي تمثل رأيك. من المهم ان تعرف ان **(1) يمثل ليس مهم على الاطلاق** و **(5) مهم جدا.**

**مهم جدا** [5] **مهم** [4] **محايد** [3] **ليس مهم** [2] **ليس مهم على الإطلاق** [1]

| الوسائل الترويجية | مهم جدا (5) | مهم (4) | محايد (3) | ليس مهم (2) | ليس مهم على الاطلاق (1) |
|---|---|---|---|---|---|
| (26) الإنترنت(مواقع الكترونية, بريد الكتروني) | [ ] | [ ] | [ ] | [ ] | [ ] |
| (27) المجلات | [ ] | [ ] | [ ] | [ ] | [ ] |
| (28) المنشورات | [ ] | [ ] | [ ] | [ ] | [ ] |
| (29) أحاديث الناس | [ ] | [ ] | [ ] | [ ] | [ ] |
| (30) وكلاء السياحة و السفر | [ ] | [ ] | [ ] | [ ] | [ ] |
| (31) التلفاز و المذياع | [ ] | [ ] | [ ] | [ ] | [ ] |
| (32) الصحف | [ ] | [ ] | [ ] | [ ] | [ ] |
| (33) مراكز المعلومات للسياح | [ ] | [ ] | [ ] | [ ] | [ ] |
| (34) الكتب الإرشادية | [ ] | [ ] | [ ] | [ ] | [ ] |
| (35) العلاقات العامة | [ ] | [ ] | [ ] | [ ] | [ ] |

**السؤال الرابع**: التالية هي قائمة من العبارات حول المعلومات عن الموقع الخاص بالمؤتمرات و المعارض و التي يمكن أن تصف بشكل جيد أهمية الوسيلة الترويجية. **إذا سمحت ضع إشارة ( √ )بين الاقواس و التي تمثل رايك في أهمية الوسائل الترويجية**. من المهم معرفة أن :

**اوافق بشدة** [5] **أوافق** [4] **محايد** [3] **لا أوافق** [2] **لا أوافق بشدة** [1]

| الوسيلة الترويجية سوف..... | اوافق بشدة 5 | أوافق 4 | محايد 3 | لا أوافق 2 | لا أوافق بشدة 1 |
|---|---|---|---|---|---|
| (36) تزود بمعلومات ضرورية عن الأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| (37) تزود بمعلومات تتوافق والوضع الحقيقي للأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| (38) تطابق الصورة المتوقعة للأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| (39) تخلق صورة إيجابية للموقع | [ ] | [ ] | [ ] | [ ] | [ ] |
| (40) تزيد في نية السائح لزيارة الموقع مرة أخرى | [ ] | [ ] | [ ] | [ ] | [ ] |
| (41) تؤثر على السياح في اختيار المقصد | [ ] | [ ] | [ ] | [ ] | [ ] |
| (42) تؤثر على قرارالسياح للقيام بالسفر | [ ] | [ ] | [ ] | [ ] | [ ] |

**القسم اللثالث(ج) خصائص الصورة السياحية الأردنية**

**السؤال الخامس: التالية مجموعة من العبارات التي يمكن أن تمثل إدراك الأردن كمقصد سياحي. إذا سمحت ضع اشارة ( √)بين الأقواس و التي تمثل رأيك في الصورة التي لديك عن الأردن. من المهم أن تعرف أن (1) يمثل لا أوافق بشدة (5) أوافق بشدة.**

| اوافق بشدة [5] | أوافق [4] | محايد [3] | لا أوافق [2] | لا أوافق بشدة [1] |
|---|---|---|---|---|

| خصائص الصورة السياحية الأردنية..... | أوافق بشدة [5] | أوافق [4] | محايد [3] | لا أوافق [2] | لا أوافق بشدة [1] |
|---|---|---|---|---|---|
| (43) يمتاز الأردن بطقس جميل | [ ] | [ ] | [ ] | [ ] | [ ] |
| (44) يمتلك الأردن تنوع هائل من النباتات و الحيوانات | [ ] | [ ] | [ ] | [ ] | [ ] |
| (45) يمتلك الأردن مناظر خلابة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (46) يتمتع الأردن باستقرار سياسي | [ ] | [ ] | [ ] | [ ] | [ ] |
| (47) يوجد تطور للبنى التحتية في الأردن من شوارع ومطارات و مستشفيات وغيرها | [ ] | [ ] | [ ] | [ ] | [ ] |
| (48) يمتلك الأردن بنية جيدة من الفنادق والشقق | [ ] | [ ] | [ ] | [ ] | [ ] |
| (49) الأردن مكان آمن للزيارة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (50) يوجد في الأردن أماكن للألعاب الرياضية والتسلية و الترفيه مثل الغوص و القولف و التنس وغيرها | [ ] | [ ] | [ ] | [ ] | [ ] |
| (51) الأردن مكان مناسب للتسوق | [ ] | [ ] | [ ] | [ ] | [ ] |
| يمتلك الأردن قاعات ثقافية و تاريخية مثيرة للإهتمام مثل المتاحف (52)وغيرها | [ ] | [ ] | [ ] | [ ] | [ ] |
| (53) يقدم الأردن العديد من المناسبات الثقافيه مثل : الحفلات الموسيقية والفلكلور و المهرجانات و غيرها | [ ] | [ ] | [ ] | [ ] | [ ] |
| (54) يقدم الأردن طرق مختلفة للمعيشة | [ ] | [ ] | [ ] | [ ] | [ ] |
| (55) يمتاز الأردن بموقعه الغني و تطوره الاقتصادي | [ ] | [ ] | [ ] | [ ] | [ ] |
| (56) الشعب الأردني مضياف و ودود | [ ] | [ ] | [ ] | [ ] | [ ] |
| (57)الطعام في الأردن جيد | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([58]) يمتاز الأردن بنظافة المواقع | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([59]) يوجد تسهيلات جيدة للعائلات في الأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([60]) يوجد الكثير من المنتجات المعروضة للبيع في الأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([61]) مستوى المعيشة عال في الأردن | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([62] ) يمتاز الأردن بموقعه الغني | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([63]) يتمتع الأردن بموقع مألوف | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([64]) الأردن وجهه سياحية جاذبة | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([65]) يقدم الأردن تسهيلات عديدة للحصول على المعلومات السياحية | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([66]) يمتلك الأردن أماكن للقيام بأعمال تجارية | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([67]) يوجد في الأردن أماكن للمعارض و المؤتمرات | [ ] | [ ] | [ ] | [ ] | [ ] |
| ([68]) يتمتع الأردن بموقع و سمعة جيدة | [ ] | [ ] | [ ] | [ ] | [ ] |

**السؤال السادس: تحتوي القائمة التالية على صفتين متعاكستين و التي يمكن أن تصف رأيك في الأردن . يرجى وضع دائرة حول أحد الأرقام في التصنيف المبين من 1 الى 5 و الذي يمكن أن يصف تقديرك سواء كان أقرب للصفات التي على اليمين او للصفات التي على اليسار, معتمدا في ذلك على رأيك.**

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| وجهه غير مثيرة | 5 | 4 | 3 | 2 | 1 | وجهه مثيرة (69) |
| وجهه ممتعة | 5 | 4 | 3 | 2 | 1 | وجهه غير ممتعة (70) |
| وجهه مشوقة | 5 | 4 | 3 | 2 | 1 | وجهه مملة (71) |
| وجهه مريحة | 5 | 4 | 3 | 2 | 1 | وجهه كئيبة (72) |

**القسم الثالث: (د): المعلومات الديموغرافية**

**أي من الصفات التالية تنطبق عليك؟ ضع إشارة في الصندوق المناسب:**

**السؤال السابع: الجنس** (73)

☐ أنثى ☐ ذكر

**السؤال الثامن: الجنسية** (74)

☐ أردني ☐ أجنبي (حدد) .....

**السؤال التاسع: العمر** (75)

☐ اقل من 30 ☐ 31- 40 ☐ 41-50 ☐ 51 -60 ☐ اكبر من 60

**السؤال العاشر: المستوى التعليمي** (76)

☐ شهادة الثانوية ☐ دبلوم ☐ بكالوريوس

☐ ماجستير ☐ دكتوراة ☐ أخرى (حددها).....

**السؤال الحادي عشر: الدخل الشهري بالدولار الامريكي** (77)

☐ اقل من 1000 ☐ 1001-2000 ☐ 2001-3000 ☐ 3001-4000

☐ اكثر من 4000

**السؤال الثاني عشر: الحالة الاجتماعية** (78)

☐ أعزب ☐ متزوج ☐ مطلق ☐ أرمل

**السؤال الثالث عشر: المهنة** (79)

☐ طالب ☐ أعمال منزلية ☐ أعمال مكتبية ☐ موظف مبيعات

☐ محترف ☐ مدير/مدير تنفيذي ☐ لا اعمل ☐ أعمال حرة

☐ عامل ☐ متقاعد ☐ موظف مدني ☐ أخرى(حدد).....

**شكرا لتعاونكم**

APPENDIX F

List of MICE Events Chosen for this Study

| Name of Event | Date of Event | Nature of Event | Venue | Number of Participants | Questionnaires | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | Distributed | Not Completed | Not Returned | Valid |
| AL-RAKHAA First International Trade Fair | May 2011 | Exhibition | AIMS* | 100 | 66 | 4 | 0 | 62 |
| JIMEX 2011: The 8th International Machinery and Electricity Exhibition | June 2011 | Exhibition | AIMS | 122 | 90 | 3 | 2 | 85 |
| International Amman Summer Shopping Festival | July 2011 | Exhibition | AIMS | 58 | 44 | 4 | 1 | 39 |
| China Fair Jordan 2011 | September 2011 | Exhibition | AIMS | 117 | 90 | 5 | 3 | 82 |
| Conference of Arab Interior Ministers | June 2011 | Conference | KHBTCC** | 136 | 92 | 4 | 7 | 81 |
| Preparation Meeting for Hosting the World Economic Forum | August 2011 | Meeting | KHBTCC | 60 | 43 | 3 | 0 | 40 |
| Euro-Mediterranean Forum | | Conference | KHBTCC | 167 | 118 | 5 | 11 | 102 |
| International Conference on Transforming conflict: Sharing Tools for Cross-Cultural Dialogue | July 2011 | Conference | The Royal Culture | 147 | 112 | 16 | 23 | 73 |
| The Sixth International Congress of the Jordanian Society of Otorhinolaryngology Head and Neck Surgery | July 2011 | Conference | Landmark and Conference Hotel | 250 | 130 | 2 | 17 | 111 |
| KOICA: Re-formulation of Investment Strategies In Jordan | May 2011 | Meeting | Hussein Culture | 50 | 33 | 3 | 0 | 30 |
| IPC 10: International Permaculture Conference | September 2011 | Conference | Le Royal Grand Hotel | 200 | 76 | 13 | 10 | 53 |
| NAAMA's 25th International Medical Convention | | Conference | Le Merdien | 500 | 166 | 18 | 49 | 99 |
| Total of event | | 12 | | 1907 | 1060 | 80 | 123 | 857 |

* AIMS: Amman International Motor Show

** KHBCC: King Hussien Bin Talal Convention Centre

APPENDIX G

Distribution of International Participants Based on the Country of Origin

| Country | Number of the Participants | Percent |
|---|---|---|
| China | 83 | 15.17 |
| USA | 61 | 11.15 |
| Turkey | 58 | 10.60 |
| Syria | 41 | 7.50 |
| Korea | 27 | 4.93 |
| Iran | 23 | 4.20 |
| Egypt | 37 | 6.77 |
| Saudi Arabia | 25 | 4.58 |
| Kuwait | 26 | 4.76 |
| France | 13 | 2.38 |
| Germany | 15 | 2.74 |
| Spain | 18 | 3.30 |
| Thailand | 12 | 2.20 |
| Algeria | 11 | 2.01 |
| United kingdom | 25 | 4.58 |
| Oman | 9 | 1.65 |
| Japan | 19 | 3.48 |
| Canada | 20 | 3.66 |
| Iraq | 18 | 3.30 |
| Others not specify | 5 | 0.91 |
| Total | 547 | 100% |