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**THE INFLUENCE OF TOURISM AND HOSPITALITY
ATTRIBUTES ON NATION-BRAND IMAGE,
NATIONAL IDENTITY AND BEHAVIOUR
INTENTIONS**

BINTANG HANDAYANI



UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
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**A Thesis submitted to the Ghazali Shafie Graduate School of Government in
fulfilment of the requirements for the Doctor of Philosophy
Universiti Utara Malaysia**

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ABSTRACT

Tourism and Hospitality attributes play a crucial role in predicting Nation-Brand Image (NBI) formation, National Identity (NI), Behavioural Intention (BI) and consumer experiential consumption. However, study on the relation of Tourism and Hospitality attributes and NBI in the context of emerging nation is still limited. Thus, this thesis aims to empirically examine the tourists' post-visit experience in forming NBI and BI. This research employs a quantitative approach with a small amount of supporting data from qualitative technique (interviews). Thirty interviews were performed followed by a field survey. A survey of 384 international tourists at three destinations in Indonesia, namely Bali, Yogyakarta and Jakarta, was conducted to test the research hypotheses. The findings reveal that there are significant relationships between heritage, service and hospitality, and natural attractions with BI. The result also showed that service and hospitality and natural attractions are significantly related to NBI formation while heritage is a significant predictor for NI. As for the indirect relationship between tourism and hospitality attributes and NBI, the relationships of services and hospitality and natural attractions are partially mediated by cultural homogeneity. Similarly, NBI partially mediates the relationships of heritage, service and hospitality and natural attractions and BI. Overall, the research framework demonstrates its validity as a research model. The framework offers a working definition and a tool for conceptualising and establishing NBI. The theoretical implication of this research is that it extends the Keller's theory of brand image, by adding the place-marketing and place-branding domains, and nation marketing. In particular, this research also adds a new research context of Indonesia's tourism and hospitality attributes and NBI. It is recommended that future study in this area should utilise different study context and different types of respondents. In addition, other empirical technique such as the structural equation modelling (SEM) and a qualitative approach i.e. phenomenology or an ethnographic may be employed to add robustness and to enrich research findings.

Keywords: Behavioural Intention, Nation-Brand Image, National Identity, Tourism And Hospitality Attributes, Indonesia.

ABSTRAK

Atribut Pelancongan dan Hospitaliti tidak hanya memainkan peranan penting dalam meramalkan pembentukan imej jenama bangsa (NBI), mempengaruhi identiti nasional (NI) dan niat tingkah laku (BI) tetapi juga menunjukkan tahap keunggulan pengalaman kepenggunaan. Sebagai bidang kajian yang kurang diterokai khususnya berkaitan dengan bidang pelancongan dan hospitaliti, terdapat keperluan untuk mengkaji NBI dalam konteks bangsa membangun. Tesis ini bertujuan untuk mengkaji secara empirikal pengalaman selepas lawatan pelancong dalam pembentukan NBI dan BI. Kajian ini menggunakan kaedah kuantitatif dengan sokongan data dari pendekatan kualitatif. Sebanyak 30 temubual dijalankan diikuti dengan kajian lapangan. Tinjauan terhadap 384 pelancong antarabangsa di tiga destinasi di Indonesia, iaitu Bali, Yogyakarta dan Jakarta telah dijalankan bagi menguji kerangka kerja penyelidikan. Dapatan kajian memperlihatkan kepentingan warisan, perkhidmatan dan hospitaliti, dan tarikan semula jadi dalam peningkatan BI. Hasil kajian juga menunjukkan bahawa perkhidmatan dan hospitaliti dan tarikan semula jadi mempunyai pengaruh yang signifikan terhadap pembentukan NBI manakala warisan adalah penting untuk pembentukan NI. Bagi kesan tidak langsung antara elemen-elemen pelancongan dan hospitaliti dan NBI, hubungan perkhidmatan dan hospitaliti dan tarikan semula jadi dipengaruhi kesan perantaraan separa oleh kesamaan budaya. Begitu juga dengan kesan perantaraan NBI terhadap hubungan warisan, perkhidmatan dan hospitaliti dan tarikan semula jadi dan BI adalah separa perantaraan. Secara keseluruhan, kerangka kerja penyelidikan menunjukkan kesahihannya sebagai sebuah model penyelidikan. Kerangka kerja penyelidikan ini memberi gambaran mengenai definisi dan bertindak sebagai alat konseptual untuk pembentukan NBI. Kajian ini memberi implikasi teori dalam bentuk pengembangan teori Imej-Jenama Keller, memperluaskan bidang kajian pemasaran-tempat, bidang kajian penjenamaan-tempat dan bidang kajian pemasaran bangsa khususnya dalam konteks bidang pelancongan dan hospitaliti di Indonesia dan NBI. Adalah dicadangkan agar kajian masa depan melibatkan konteks kajian yang berbeza dan responden yang berbeza. Di samping itu, teknik analisis empirikal lain seperti *Structural Equation Modelling* (SEM) dan pendekatan kualitatif iaitu fenomenologi atau etnografi boleh digunakan untuk menambah kekukuhan dan memperkayakan hasil penyelidikan.

Kata kunci: Niat tingkah laku, Imej-jenama bangsa, Identiti bangsa, Atribut pelancongan dan hospitaliti, Indonesia.

PUBLICATIONS ASSOCIATED WITH THIS RESEARCH

The following publications have resulted from the research reported in this thesis.

Article: Handayani, B., & Rashid, B. (2013). Conceptualisation of nation brand image. *International Journal of Management Studies (IJMS)*, 20(2), 165-183.

Article: Handayani, B., & Rashid, B. (2015). Giving Brand Image to a Nation: A Proposed Framework. *Emerging Innovative Marketing Strategies in the Tourism Industry*, 339-358.

Review of “Brand new: The shape of brands to come”, by Wally Olins, *Journal of Tourism Future Research*, 291-293. (September, 2015).

Article: Handayani, B., & Rashid, B. (2015). National Identity Attributes as Desired Future Image of a Nation. *Middle-East Journal of Scientific Research* 23 (11), 2722-2730.

Article: Handayani, B., & Rashid, B. (2015). Examination of transport performance and authenticity on behavioural intention. *ASEAN Marketing Journal*, 7(2), 109-118.

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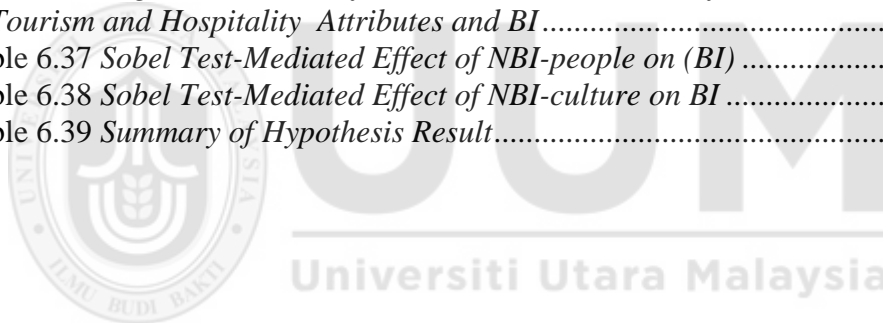
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GLOSSARY OF TERMS

This section presents the terms, definitions, and conceptualisations involved in this thesis.

1. **Branding:** a mechanism for presenting the image as a brand (and/or brand image) through symbolisation, a set of identity and authenticity attributes as the focus of unit analysis.
2. **Image:** a specific identity that is projected to others.
3. **Identity:** self-belief of characteristics that differentiate an entity from others.
4. **Brand:** an entity in which are embedded specific identity attributes that signify its performance, promises and personality.
5. **Brand image:** a set of associations embedded in an entity. It can appear at any time when one hears about a brand. It drives purchase decisions and encourages becoming a market leader (in a certain category) and indicates strong positioning in the consumer's shortlist of choices.
6. **Branding the nation and/or nation branding:** a process of presenting a nation's name as a brand or a product itself. It welcomes the international public (i.e. travellers, tourists, foreign students, businessmen, experts, etc.) through its socio-economic, cultural, and political dimensions.
7. **A nation's image:** the perceived identity about a nation's name in the mind of the international public.
8. **Nation brand:** the sum of the perceptions of the international public about a nation's name.
9. **Nation-brand image (NBI):** a set of associations with a nation's name and its performance, promises and personality.
10. **Reputation:** perceived feedback on a product and its promised features.
11. **Frames of experience:** a set of accumulation of post-visitation (and/or post-consumption in general) that influence the magnitude of behavioural intention.
12. **Frames of reference:** an accumulation of perceived organic and induced images which influences the magnitude of behavioural intention.
13. **Behavioural intention:** likelihood to mention positive experience to other, likelihood to select similar destination for leisure, likelihood to encourage others to visit certain foreign destination for leisure, likelihood to re-visit certain foreign destination for leisure, likelihood to recommend certain foreign destination for leisure to others.

14. Country of origin (COO): foreign products associated with the export dimension in international business studies.
15. Experiential-based industry: product offerings that embedded with tourism and hospitality attributes as industry.
16. Favourable NBI: a set of associations that not only indicate positiveness of market offerings but also denotes for what its brand image of a nation is and for the reason why of brand image of a nation is attached.
17. Authenticity: a set of encouragement for visitation and behavioural intention that framing the experiences that could establish NBI.
18. National identity: a set of collective identity that position a group of people based on attributes such as belief systems, national heritage, and cultural homogeneity.
19. Place branding: a branch of place marketing domain which aims to develop profile of a nation, a country, a region, and a destination to be presentable, attractive, and elevate positioning.
20. Place marketing: a field of study that scrutinise global consumers' needs and want for experience-based industry (i.e. tourism and hospitality attributes as industry) and tangible market offerings (i.e. export).
21. Nation marketing: a sub of place marketing domain which aims to identify and develop a nation's profile to be a market leader in certain category and stimulate other national dimensions e.g. FDI, commerce, academics.
22. A nation's positioning: market offerings of a nation's which indicates segmentation and differentiation, plays role as shortlists consideration in the global consumers' mind. It tends to be associated as market leader in certain category and influences the experience consumption and behavioural intention.
23. Nation-brand equity (NBE): the value of a nation's name as an asset that is useful for gaining a larger share of the global market through experience-based industry.
24. Country brand equity (CBE): the use of the nation's name as an asset that is useful for gaining a larger share of the global market through export dimensions.
25. Zeitgeist: dominant school of thought that typifies and influences the global consumers' perception on market offerings in a particular period in time.

LIST OF ABBREVIATIONS

BI	Behavioural Intention
BS	Belief Structure
CBE	Country Brand Equity
CH	Cultural Homogeneity
COO	Country of Origin
CoI	Country of Origin Image
CPA	Component Principal Analysis
CSR	Corporate Social Responsibility
DMO	Destination Management Organisation
EFA	Exploratory Factor Analysis
FDI	Foreign Direct Investment
ICT	Information Communication Technology
JKT	Jakarta
KMO	Kaiser-Mayer-Olkin
NBI	Nation-Brand Image
NBE	Nation Brand Equity
NI	National Identity
NH	National Heritage
PCA	Principal Component Analysis
SEM	Structural Equation Model
SPSS	Statistical Package for Social Science
US\$	United States of America Currency
WOM	Word-of- Mouth
X^2 / df Chi-sq	Square per degree of freedom ratio

CHAPTER ONE

INTRODUCTION

This chapter is structured as follows. First, the background of the study, problem statement, the research objectives, the research questions, research propositions, the research scope, and the research context are outlined. Next, the research methodology, and the research significance are presented. The outline of the thesis is followed by the conclusion.

1.0 Background of the Study

This research began from questioning the existence of nation-brand image (NBI) perspectives. The question led to an observation of how and what are the variable(s) that trigger or establish NBI formation. As observed, NBI is both a rigorous and a vague concept. The literature review revealed few studies about this concept. As a result, underpinning theory from related fields of study such contemporary branding, brands and brand image were explored. The literature did indicate several areas that could be adapted for this study, e.g. Country of origin (COO) (e.g. Bilkey and Nes, 1982; Roth and Romeo, 1992; Verlegh and Steenkamp, 1999); impression management (Goffman, 1959) and place marketing (Ashworth, Kavaratzis, and Warnaby, 2015; Warnaby and Medway, 2013; Hankinson, 2010; Ashworth and Kavaratzis, 2010; Hanna and Rowley, 2008; Ashworth and Voogd, 1994). In short, literature review managed to identify perceived images of a nation that could be considered NBI core elements.

NBI is conceptualised as any kind of favourable associations with a nation's name as a brand or product which exists in the mind of the international public. Core elements

of a nation's image were based on the attributes (product related and non-product related), benefits (i.e. functional, experiential, symbolic, prestige), and attitudes proposed by Keller (1993). The literature suggests an experience-based industry in which are embedded tourism and hospitality attributes as predictors of NBI formation, while it is also potentially able to elevate behavioural intention (BI). Moreover, it indicates the superior positioning of experiential consumption on pursuing satisfaction and happiness (Gilovich, Kumar, & Jampol, 2014; Gilovich and Kumar, 2015; Kumar et al., 2014).

To date, vast majority of research into tourism and hospitality attributes as experience-based industry is examined by its socio-economic and cultural impacts to a destination through its multiplier effect; and its impact to the country through Gross National Income (GNI). Research that examined the impact of tourism and hospitality attributes as national industry in relation with a place branding is confined to only investigate the aspect of nation brand. More specifically, research into the influence of tourism and hospitality attributes as national industry on NBI formation received scant attention; e.g. in the case of emerging nations (Oppermann & Chon, 1997; Nunkoo & Ramkissoon, 2013). Recent studies in the context of ASEAN merely examined research into nation branding, indicates the intertwining of the integrated marketing communications, highlights national dimensions i.e. export promotion organisations, investment agencies, national tourism organisations (Dinnie, Melewar, Seidenfuss & Musa, 2010). Further, examination on the less-favourable image of sex tourism indicates to weak positioning and less-favourable NBI (Nuttavuthisit, 2007; Yousaf & Huaibin, 2014); a nation's image crisis (e.g. Rasmussen & Merckelsen, 2014). In addition, NBI which is derived from nation-branding is considered less-explored compare to other branches of place branding

(i.e. country branding, city branding, and destination branding) in the place marketing realm (Handayani and Rashid, 2013, 2015; Hanna and Rowley, 2008; Temporal, 2015).

From the NBI perspective and experiential consumption of tourism, national identity appeared to be a potential variable for brand differentiation. In fact, the literature seemed to denote an overlapping domain between tourism and hospitality attributes and national identity (e.g. Frew and White, 2011). More so, in the nation branding realm, Buttle (2008) allude the inclusion of national identity elements as innate asset of nation brand equity (NBE). This indicated a call for empirical study to examine this issue; thus it is appropriate to examine the influence of tourism and hospitality attributes on national identity. In addition, during further progress towards a research framework, authenticity appeared and seemed to strengthen the power of national identity as brand differentiation for NBI development in the domain of place branding. However, it should be noted that authenticity in this research is used to strengthen national identity attributes as brand differentiation (as outlined in chapter 2), *not* as an independent construct. Furthermore, it was found that the vast majority of tourism and hospitality attributes research as experiential consumption seemed to be embedded in BI. Consequently, BI was deemed appropriate to be included, demonstrating the final outcomes of the intertwined variables.

While the main aim of this research was to present study variables relationships on NBI formation and an accelerator of BI, the literature also suggested scrutinising the role of national identity as a mediator. As a result, two additional research objectives were included to demystify the mediation effect of national identity in the relationship between tourism and hospitality and NBI; and the mediation effect of

NBI in the relationship between tourism and hospitality and BI. In addition, as outlined in research objective number 6, this research attempted to develop a model that demonstrates the relationship among the proposed study variables. The study was therefore framed around six research questions.

As for the research context, emerging nation is selected to scrutinise the relationships of study variables. Indonesia, as any other emerging nation, along with nation building programme, applies nation-branding programme and acknowledges tourism and hospitality attributes as one of national industries. However, Indonesia is not an exception of the trend in most of the emerging nations; which had to face the wave of global competition to win visitors' arrival. The data of global indexes (e.g. World Economic Forum, travel and tourism competitiveness report, 2015) and the review of literature that allude weak positioning of emerging nations, signify a less-favourable NBI (e.g. Nuttavuthisit, 2007). From the foregoing, it is expected that research into tourism and hospitality attributes, NBI, and BI may not only provide recommendations to elevate the emerging nations' positioning through the contribution of tourism and hospitality attributes as market offerings that offered to global consumers i.e. international tourists, but more importantly, it would strengthen the past studies that suggest the need to research the intertwine variables that are proposed in this thesis (e.g. Handayani and Rashid, 2013, 2015).

At the outset of studying the study variables, guided by the proposed research framework, the study variables were scrutinised through consecutive mode approach of qualitative as preliminary study and followed by survey. The preliminary study is used to confirm the recommendation of the literature review which suggests variables and its attributes, depicted in proposed model in general; and to identify the core

images of a nation that may strengthen the NBI perspective in particular. On the other hand, the survey aims to test the hypotheses for generalisation.

As a whole, this research scrutinises the overseas tourist's post-visit experience that might lead to NBI formation, highlighting tourism and hospitality attributes as an experience-based industry relying on its attributes to establish NBI and amplify BI to visit. It was believed that the scale of tourism and hospitality attributes might not only trigger BI of overseas tourists, but could also establish NBI and elevate a nation's positioning in the global market.

1.1 Statement of the Problem

A nation gets favourable NBI from either export attributes and tourism and hospitality attributes (Olins, 2014). Fundamentally, these two national dimensions normally generate images to a nation, which could lead to NBI formation if the set of associations grow favourably. What is more, they may strengthen a nation's positioning, elevate BI, and may emerge as core elements for NBI formation. However, between these national dimensions, research into tourism and hospitality attributes and its relationship with NBI formation received scant attention. Unlike export attributes which denotes established topic that have been researched from economic perspective and its impact to a country and to a nation, the research into tourism and hospitality attributes in conjunction with NBI seems to be less-explored.

Further, the role of image is believed may influence the travel flow (e.g. Mohamed, 2002) and the tourist actual visitation experience may influence the formation of image (e.g. the study of Kayat and Hai, 2014). In the broader perspectives, as the adaptation of review literature indicates the possibility of utilising Keller's brand image theory for NBI formation, thus past studies that allude tourist's actual

visitation experience and the role of image that may influence travel flow indicate the superior positioning of tourism and hospitality attributes as experience-based industry. Presumably, this lead to NBI formation and BI acceleration. Therefore, it can be inferred that actual actual visitation experience could be used as predictor for NBI formation, while it is also may influence tourist's BI.

The literature about NBI formation also indicates tourism and hospitality attributes and national identity (NI) as predictors. Specifically NBI, which in this sense is conceptualised as the idea of giving a brand image to a nation, is defined as any kinds of association between a nation's name and a brand or product offering that may trigger overseas tourists' BI and accelerate a nation's positioning in the global market (e.g. Fanning, 2011, Kemming and Sandikci, 2007; Hall, 2002).

The relationship of the variables of tourism and hospitality attributes and national identity as predictors of NBI is believed due to the nature of tourism and hospitality attributes as an experience-based industry. Prayag (2009) and Hall (1998) believe that experience-based industry refers to the production, re-production and reinforcement of images derived from the accumulation of activities, attractions and other supporting elements. Furthermore, some authors conclude that experience of consumption not only generates satisfaction but evokes happiness (e.g. Gilovich et al., 2015; Nicolao et al., 2009; Dunn et al., 2011; Peng and Ye, 2015). This indicates the interrelation of consumption experience i.e. visitation experience with the BI. In general, BI refers to intention to revisit and/or intention to recommend (e.g. Rashid, 2013; Weber, 1997; Kozak and Rimmington, 2000; Hui, et al., 2007; Anderson and Sullivan, 1993; Cronin and Taylor, 1992; Halstead et al., 1994; Liljander and Strandvik, 1997; Yoon and Uysal, 2005).

Looking at from other perspectives, related research into tourism and hospitality as a control variable in product-country image signifies the need to examine the components of tourism and hospitality in a national context, and shows that cognitive and affective beliefs of contribute to its attractiveness (e.g. Nadeau et al., 2008; Prayag, 2010). The literature review also reveals the need to examine tourism and hospitality in the context of a nation, indicating the intertwined variables of tourism and hospitality and nation building (e.g. Adams, 1998; Chong 2010; Grincheva, 2010; Jordan, 2014; Ratiu 2009) and to examine nation-branding with tourism and hospitality as a tool for improving a nation's negative image in the global market (e.g. Hall, 2002; Hankinson, 2004b; Nuttavuthisit, 2007; Berkowitz et al., 2007; Chen, 2012; Alvarez and Campo, 2014). However, studies that investigate the components of tourism and hospitality attributes' performance in the context of NBI seem to be limited. In this sense, the tourism and hospitality attributes' performance refers to the destination profile's and its attractiveness attributes that being encountered by the tourist during the visit and is used as indicators for consumption experience (Swan and Combs, 1976; Yuksel and Rimmington, 1998; Page and Spreng, 2002; Rashid, 2013). It is noted that wholesomeness of visitation experience especially in terms of generating memorable experiences required tourist's encounters with the tourism and hospitality attributes' performance. Tourism and hospitality attributes' performance involves not only service and hospitality but importantly it also involves physical i.e. attributes such as infrastructure, superstructure, natural and man-made attractions and and non-physical attributes i.e. appealing features e.g. climate, ecology, cultural tradition, traditional architecture, and its land forms (Formica, 2002; Law, 1995; Rashid, 2013).

In view of that, it is important to research this issue and to explore variables i.e. tourism and hospitality attributes that may influence NBI perspective.

The proliferation of tourism and hospitality attributes as a national experience-based industry indicates its overlap with national identity (e.g. Frew and White, 2011; Adams, 1998; Hall, 2002). Tourism and hospitality attributes may also imply national identity attributes as literature indicates the relationship of tourism and hospitality attributes as industry is used by ruling government for building patriotism, as part of nation building (e.g. Adams, 1998). On the other hand, national identity may emerge as brand differentiation in the branding of a nation (e.g. Handayani and Rashid, 2013; Skinner and Kubacki, 2007).

In general, while attributes of tourism and hospitality is grouped into four or five dimensions i.e. natural attractions, man-made attractions, service and hospitality, infrastructure, and superstructure; national identity dimensions consists of belief structure, natural heritage, cultural homogeneity. National identity, in this sense can be defined as a set of features and meanings owned by a given culture that differentiate the nation from others and unite the population through the sense of national characteristics (Keilor and Hult, 1999; Keilor et al., 1996; Smith, 1991; Spieberger and Urgersbock, 2005; Ludviga, 2012). Consequently, this research proposes tourism and hospitality attributes as predictors of NBI that can also be mediated by national identity.

In terms of the study context, research into the role of tourism and hospitality attributes, coupled with national identity on NBI and BI is associated with weak positioning particularly in the context of emerging nation. The role of Indonesia's tourism and hospitality sector is not exception. Indonesia's tourism and hospitality

sector has to compete with Southeast Asia major players namely Singapore, Malaysia, and Thailand. These major players compete as they have almost similar tourism market offerings. The Travel & Tourism Competitiveness Report (2013) points out that among the Southeast Asia, Indonesia rank is rather weak compare to Singapore (in rank 10), Malaysia (in rank 34), and Thailand (in rank 43). Further, although, Center of Data and Information of Ministry of Tourism and Creative Economy shows the increasing number of tourists arrival, the index does not appear significantly progressing (e.g. in 2013 the number of international tourists arrival is 10.054,15 and in 2014 the international tourists arrival is 11.166,13). In view of this, the critical questions revolves around how the neighbouring countries in Southeast Asia which has similar tourism market offerings able to attract more international tourists arrival? Why Indonesia faces difficulty to boost up international tourists arrival while at the same time tourism and hospitality sector is acknowledged by the government and supported by its people? This condition indicates crucial issues to be researched.

Indonesia faces classical issues infrastructure and superstructure, promotion & management, and readiness and carrying capacity. For instances in terms of infrastructure of information communication technology (ICT), Gretzel in The Bali Tourism Forum (2015) points out that ICT readiness of Indonesian tourism industry is rather bad but not priority for Ministry of Tourism the Republic of Indonesia. Likewise, Morrison (2015) indicates that sustainable tourism in the context of Indonesia's tourism and hospitality sector needs to be managed. In this sense, community involvement and resident engagement are essential in tourism and hospitality sector for emerging nation. Therefore, these denote the importance of tourism and hospitality attributes i.e. ICT readiness (as one of infrastructure

dimensions), coupled with community involvement & resident engagement (as dimensions of hospitality & service), that contributes on NBI formation and BI acceleration. With this viewpoint, this research utilises Indonesia as study context. However, considering the large size of Indonesia, budget and time constraints, it is appropriate to select the most visited destinations to be examined as research areas. Specifically, Bali, Yogyakarta and Jakarta are the areas to be researched. Bali, Yogyakarta and Jakarta are not only acclaimed as the most visited by international tourists (Farhan, 2014; Indonesia-investments.com; Ministry of Tourism and Creative Economy, and Statistic Republic Indonesia), but also represents Indonesia's tourism and hospitality sector in particular and these areas portray Indonesia's profile in general. Details of the survey location and an overview of this research areas are presented in sections 4.7.3 and in section 4.7.6 respectively.

In conclusion, as depicted in the research proposed model, while tourism and hospitality attributes may be predictors of behavioural intention (BI), NBI is proposed as a mediator in the relationship between tourism and hospitality and BI. These should be investigated not only because NBI is considered as a less-explored topic in place-branding realm and the overlapping domain of tourism and hospitality and national identity; but also, more importantly, because these variables appear to have an impact on establishing NBI and accelerating a nation's positioning. In other words, as the international traveller e.g. international tourist still relies on framework of experience and frame of reference, therefore it strengthen the urge to research the relationships of the study variables of BI, NBI, NI, and tourism and hospitality as experience-based industry. To sum up, the statement that set as the research problem is how do the proposed of the study variables i.e. BI, NBI, NI, and tourism and hospitality attributes significance in the model?

1.1.1 Research Objectives

Guided by the background of the study and statement of the problem, accordingly, the six objectives of this research are:

1. To examine the perceived performance of tourism and hospitality attributes that may influence BI.
2. To examine the perceived performance of tourism and hospitality attributes that may influence NBI.
3. To examine the perceived performance of tourism and hospitality attributes that may influence NI.
4. To assess the mediating effect of national identity on the relationship between tourism and hospitality attributes and NBI.
5. To assess the mediating effect of NBI on the relationship between tourism and hospitality and BI.
6. To test the study variables i.e. tourism and hospitality attributes, NI, NBI and tourists' BI as a model.

1.1.2 Research Questions

1. To what extent the attributes of tourism and hospitality might influence BI?
2. To what extent the attributes of tourism and hospitality might influence NBI?
3. To what extent the attributes of tourism and hospitality might influence NI?
4. Does national identity significantly mediate the relationship between attributes of tourism and hospitality and NBI?
5. Does NBI significantly mediate the relationship between attributes of tourism and hospitality and BI?
6. Does the proposed model explains the relationship?

1.2 Research Scope

Tourism and hospitality is a multi-disciplinary field of study which involves economics, geography, sociology, anthropology and psychology (Tribe, 1997; Jafari, 2001). In this sense, tourism and hospitality studies involve international marketing, which sees tourism and hospitality activities as products and services that can add to the national economy and potentially lead to establishing the brand image of a nation (Ashworth, 1990; Blain and Ritchie, 2005; Brooks, 2004; Echtner and Ritchie, 2003; Gnoth, 2002; Hall, 2002; Anholt, 2011, 2002, 2007, 2010); more so, several scholars (e.g. Morgan and Pritchard, 1999; Morgan et al., 2002; Pike, 2004) link tourism and hospitality attributes performance with destination branding, an aspect of marketing communication within the domain of business tourism (Ahn & Wu, 2015). On the wider perspectives, the literature also indicates tourism and hospitality attributes as one of the most significant national industries based on first-hand experience and developing a nation's profile (Brooks, 2004).

In terms of national identity, literature acknowledges it as part of international marketing and politics studies, able to mediate the relationship between tourism and hospitality attributes as experience-based industry and NBI formation (Fan, 2006; Kaneva, 2011; Frew and White, 2011). In this case, by adapting Keller's theory of brand image (1993) and Aaker's theory of brand equity (1996), national identity can be considered as a variable which generates brand differentiation of a nation. In other words, ontologically, all variables in this research are interdisciplinary and multidisciplinary components involving international marketing, international studies and politics, and marketing communication in tourism and hospitality studies. Therefore, the scope of this research is guided by several major concerns as follows:

1. This research focuses on tourism and hospitality attributes i.e. attractions (natural and man-made), infrastructure, superstructure, hospitality and service that recommended as alternatives in looking at NBI formation and BI.
2. The research context is an emerging nation i.e. Indonesia that has applied nation-branding and acknowledges the tourism and hospitality dimension as a national industry.
3. The field research was conducted in 2013; therefore the sampling size is determined based on the previous year.
4. The population of the study is international tourists who visited the selected research areas for leisure purposes, staying at least two nights or more.
5. The unit of analysis of the study is international tourist who travels for leisure.
6. In order to examine the level of brand differentiation in the image of a nation, national identity (such as belief structure, cultural homogeneity and national heritage) are treated as dimensions that mediate tourism and hospitality attributes' performance and NBI.

1.3 Research Context

To meet the research criteria, Indonesia is appropriate as the study context. Besides actively developing a brand image on a national scale, Indonesia has a brand which identifies tourism and hospitality as one of its national industries, managed by the government and supported by its people. However, considering the large size of Indonesia, as well as budget and time constraints, it was deemed appropriate to take the three destinations most visited by international tourists and identified as destinations not only because of their attractiveness and competitiveness but also because of their authenticity: Bali, Yogyakarta and Jakarta. Details of the survey location and an overview of this research areas are presented in sections 4.7.3.

1.4 Research Areas (Bali, Yogyakarta and Jakarta)

The research areas of Bali, Yogyakarta and Jakarta were selected because these three provinces are the destinations most visited by international tourists. They also portray an overall image of Indonesia as a nation and its personalities. According to Farhan (2014) Bali, Yogyakarta and Jakarta are not only acclaimed as the most visited by international tourists, but also represents Indonesia's tourism and hospitality sector as an industry in particular and portray Indonesia's profile in general. Indonesia is distinguished as a nation that embraces Islam, but it acknowledges other religions: Christianity (Catholic), Buddhism, and Hinduism. Historically, Indonesian culture is embedded in the practices of all these religions. Indonesia's profile is perfectly described by its historical sites, the majority of which portray the evolution of mixed practices of religion and culture. In the three selected provinces are the vast majority of temples and ritual sacred places developed from ancient times, and indeed international tourists can consider them the best destinations for cultural tourism, natural beauty, and the entirety of touristic products.

Bali, 'the isle of God', is located at the westernmost end of the Lesser Sunda Islands, between Java to the west and Lombok to the east; its capital is Denpasar in the south. Bali is the smallest province of Indonesia, and includes a few smaller neighbouring islands, notably Nusa Penida. According to the 2010 census of Badan Pusat Statistik Provinsi Bali (2013), with a population of 3,890,757, the island is home to most of Indonesia's Hindu minority. 84.5% of Bali's population adhere to Balinese Hinduism, 12% to Islam, and most of the remainder follow Christianity. Bali is also the largest tourist destination in Indonesia and is distinguished for its highly

developed fine arts, including traditional and modern dance, sculpture, painting, leather, metalworking and music.

The province has seen a further surge in tourist numbers in recent years, not only because it offers natural attractions such as beautiful beaches and man-made attractions, but also because its people and cultural practices represent authenticity, originality and preservation. With or without tourists' arrival, Balinese practise their traditional way of life, values, rituals and religious ceremonies. The Balinese also show a readiness and openness for tourism and hospitality as an industry which does not lessen the beauty of the experience. Bali has shown that tourism and hospitality as an industry does not reduce its cultural roots, way of life or beliefs. Bali has understandably become not only a world class destination that international tourists associate with Indonesia but also the main contributor to the tourism and hospitality sector for national revenue.

Like Bali, Yogyakarta is extremely popular and a major destination in Indonesia specifically and South East Asia generally. Yogyakarta means 'a city that is fit to prosper' and is embedded with historical facts: it was the capital city of the Mataram Sultanate 1575-1640 and of Indonesia during the national revolution of 1945-1949. With a population of nearly three and a half million (Yogyakarta Population Census, 2010), Yogyakarta offers a wealth of cultural, historical and religious sites.

Yogyakarta is also distinguished as a centre of education, classical fine arts and culture (e.g. Batik, ballet, drama, music, poetry and puppet shows). Its natural attractions draw not only leisure travellers but also scientists, including anthropologists and sociologists. In general, tourists come to Yogyakarta as a base for visiting Borobudur temple; as a cultural centre of Java, Yogyakarta has inherited the

best of traditions. It is located at the foot of the active Mount Merapi volcano which lies between the major cities of Surakarta and Solo.

While Bali and Yogyakarta are best known for Indonesia's touristic product offerings, Jakarta is the main gateway for international visitors. As Indonesia's capital city, and with a population of over nine and a half million, (Jakarta Population Census, 2010 ; Statistic Republic Indonesia, 2013), Jakarta is a one-stop-shop city that offers the kinds of product typical of a metropolis. The mixture of local culture (Betawi) and residents (Jakartans, who come from all over Indonesia) is a unique blend.

As Jakarta is a hub for international travellers, several of the most visited destinations are in the city. For example, Taman Mini Indonesia Indah (TMII) or 'Indonesia's Miniature Park' is located in east Jakarta. In 250 acres, it portrays impeccably Indonesia's culture, architecture, clothing, dance, and traditions from Sabang to Merauke, with all kinds of recreational facilities. Other attractions include Taman Impian Jaya Ancol, Ragunan zoo, strategic access to Kepulauan Seribu (the Thousand Islands), not to mention museums, art galleries, food and entertainment centres from local taste to international flavour; and shopping centres (e.g. Pasar Tanah Abang, the biggest textile shopping centre) and malls throughout the city. Jakarta is also distinguished as the centre of the entertainment industry as a majority of production house headquarters, national TVs & radio stations, and spectacular special events such as sport, fashion, films and music are located in the city. Jakarta is a trendsetter for business, lifestyle, art, socio-cultural and political activities in Indonesia and South East Asia.

1.5 Research Significance

This study attempts to examine the linkage study variables i.e. tourism and hospitality attributes coupled with national identity attributes on NBI and BI in the context of emerging nation i.e. Indonesia. Research into Indonesia's NBI, particularly those that investigate the role of tourism and hospitality attributes, coupled with national identity attributes received scant attention. To date, research within the in the context of the role of tourism and hospitality attributes on NBI in emerging nations is only to include tourism and hospitality attributes as one of dimensions for nation branding (Irwansyah, 2013), as one of dimensions for country branding (Che-Ha, Nguyen, Yahya, Melewar, & Chen, 2016), and as one of dimensions for destination images (e.g. Kayat and Hai, 2014; Mohamed, 2002). In this vein, tourism and hospitality attributes coupled with national identity attributes are not use as predictors for NBI formation and BI. There seems to be lack of research that examine the influence tourism and hospitality attributes, coupled with national identity attributes on NBI formation and BI. Consequently, this research intends to contributes to the understanding of NBI and how tourism and hospitality attributes, coupled with national identity attributes play influential role on NBI and BI.

A common problem in emerging nations is their less-favourable NBI and weak positioning, requiring scrutinising the practical issue of managerial contribution. The contributions of this study are in terms of the conceptual and empirical, as well as the managerial. For the conceptual and empirical contribution, this study develops the brand image theory of Keller (1993) and expands the domain of nation-branding that Anholt (2007), Dinnie (2008) and Olins (2002, 2014) suggested; and considers the domains of place marketing (Keller, 2008); place branding (Kotler et al., 1993; Keller, 1993, 2003; Gold and Ward, 1994; Ward, 1998); and nation marketing that

alluded by Rendon (2003) and Quelch and Jocz (2005). This research also offers a working definition of NBI in the place-branding domain and the expanding multidisciplinary domain tourism and hospitality attributes as an experience-based industry and supports the zeitgeist on superior positioning of experiential consumption that suggested by other research domain (e.g. Gilovich and Kumar, 2015; Gilovich et al., 2015; Nicolao et al., 2009; Dunn et al., 2011; Peng and Ye, 2015; Kumar and Gilovich, 2014). In this case, the multidisciplinary nature of tourism and hospitality as a national sector is intertwined with the establishment of NBI. Thus, this research contributes to the enrichment of the body of knowledge of tourism and hospitality studies and place branding.

At the same time, the empirical finding of this research are useful for practitioners in understanding the pull factors for international tourists and their BI in visiting a foreign place for leisure. In addition, the framework of NBI establishment is beneficial for practitioners and tourism boards in planning, executing, and analysing the strategic marketing and service evaluation of their industry.

Particularly within the context of Indonesia, study variables i.e. service and hospitality, natural attractions, and heritage, which indicate its significance in the model can be used for developing strategic blueprint in managing the desired images that potentially useful to be national-brand identity as core elements; along with authenticity principles i.e national identity attributes (as the essence of shared values which denotes the existence of stands out from the crowd and stands for authentic identity), dan balance it with sustainable performance to frame NBI and elevate BI.

Particulary, this study significance indicates the importance of tourism and hospitality attributes (i.e. natural attractions, man-made attractions, infrastructure,

superstructure, service and hospitality) on Indonesia's nation brand image and BI. This study findings reveals that development of infrastructure on tourism and hospitality sector may influence the personification of Indonesian as a nation and may accelerate tourist BI. Other than that, this study findings that suggests development of infrastructure on tourism and hospitality sector could also strengthen the urge for implementing information communication technology (ICT) as part of Smartness philosophy which is coined by Smart tourism domain of study (i.e. the study of Gretzel, Sigala, Xiang & Koo, 2015), especially for planning and developing of established destinations and/or designing tourist's sites.

In terms of development packaging of attractions (i.e. heritage, service and hospitality, and natural attractions are significant on BI) and development packaging of service & hospitality and natural attractions which are significant on NBI formation indicating that personification of Indonesia NBI formation only be appeared as it in line with the philosophy of Slowness which coined by Slow tourism domain of study. In this vein, attractions attributes in this study context needs to be designed strategically in line with its socio-cultural and topography. Slowness in a sense that touristic cultural-heritage activities as primary market offerings that offered by these attributes must be in tune with the "rightness" speed, coupled with the unique and emotional selling propositions. With this viewpoint, following the idea of Inversini, Cantoni & De Pietro (2014), paradigm is shifted from focus more on contents and functionalities that would provide goal-driven consumption more relevant and may enrich authentic experience, which at the end it would indicates the effectiveness word-of-mouth (WOM). In this vein, Slowness denotes the right tempo/rhythm to get to experience the authenticity of the touristic attributes. Importantly, adapting the philosophy of Schwartz (2003), Slowness indicates the

shift characteristics demand on convenient into more on authenticity, fast mode of travel into less fast/not instant, mass-produced into customised, season focussed into seasonless, focus on uniqueness/distinctiveness into “shared values”, business focussed into sustainability focussed. Detail discussion of this issue are provided in the section 7.3. discussion of the study findings.

1.6 Operational Definitions

Definitions and terms that are used throughout this thesis highlights a number of variables that derived from review of literature. For an understanding of the use of each term, the operational definitions on the study variables are outlined in table 1.1.

Table 1.1
Operational Definition and Study Variables

Study Variables	Definitions	Questions used to measure variables
Behavioural Intention (BI)	Consumers responds in terms of repeat purchase, WOM publicity, and loyalty. Tourists’ BI in this research is defined as post-visit reaction in terms of willingness to mention positive things, intention to revisit and to recommend the destination to others is measured by five questions.	1.Likelihood to mention positive things about Indonesia to others? 2.Likelihood to select Indonesia to be your tourist destination in future? 3.Likelihood to encourage other people to visit Indonesia? 4.If the opportunities arise, likelihood to revisit Indonesia in the future? 5.Likelihood to recommend Indonesia to others?
NBI	The idea of giving a brand image to a nation, is defined as any kinds of associations between a nation’s name and a brand or product offering that may trigger overseas tourists ‘behavioural intentions and elevate a nation’s positioning in the global market.	Based on words associations i.e. international tourists’ level of awareness and familiarity about a nation’s profile which derived from visitation i.e. a framework of experience and a frame of reference in the mind of global consumers.
Tourism and Hospitality	The tangible and intangible elements that derived from experience-based industry and may	Five attributes of tourism and hospitality are used as determinants i.e. natural

Attributes	generate satisfaction and happiness to people' lives. Generally, it is grouped into attractions (i.e. natural beauties and man-made), infrastructure and superstructure, service and hospitality.	attractions, man-made attractions, infrastructure, superstructure, service and hospitality.
National Identity (NI)	Authentic characteristics and/or shared values that signify a nation's profile and unite a nation's population which at the same time also differentiate them over other nations. It consists of belief structures, national heritage, and cultural homogeneity.	Likelihood of international tourists to link their perception of a nation's profile with attributes of national identity, which may assist NBI formation.

1.7 The Outline of the Thesis

This thesis consists of seven chapters, each providing justification and a conclusion to its content. Chapter 1 introduces the background of the study, the statement of the problem, research objectives, research questions, research scope, research context, research methodology and the significance of the research. The literature review is presented in chapters 2, while chapter 3 outlines the research framework and hypotheses. The research methodology is described in greater details and the preliminary study reported on in chapters 4 and 5 respectively. The research findings and analysis are outlined in chapter 6, followed by conclusions and recommendations in chapter 7.

1.8 Conclusion

This chapter outlines the background of the research and its justification for selecting the intertwined variables of tourism and hospitality and national identity in the study of NBI and BI. The tourism and hospitality dimension is proposed as the most national of the dimensions forming NBI, not only because tourism and hospitality is considered as a front-door to non-tourism economic development, but also because

international travellers' perceptions of a nation are shaped by the totality of their experiences in visiting a travel destination. In other words, tourism and hospitality as an experience-based industry is believed to have the strongest impact on establishing NBI and BI. In addition, national identity is proposed as the dimension that mediates tourism and hospitality and NBI, and it is therefore used as a variable within the research framework.



CHAPTER TWO

CONCEPTUALISATION OF NATION-BRAND IMAGE

2.0 Introduction

Nations which have a brand image shape global consumers' behaviour and may realise more value from any attributes attached to their name (Olins, 2014; Anholt, 2007). However, there seem to be few studies measuring nation brand image. To date, the research has focused on characteristics of the attributes and measurement of a country's brand and country's image as nation-branding (e.g. Fetscherin, 2010; Hakaka, Lemmetyinen, & Kantola, 2013; Che-Ha, Nguyen, Yahya, Melewar, & Chen, 2016). Within the Southeast Asia region, research has focused on integrated Marketing Communication as tool for branding the nation (Dinnie, Melewar, Seidenfuss & Musa, 2010) and negative image of sex tourism as predictors of Thailand branding (Nuttavuthisit, 2007). Specific research within Indonesia has focused on the attributes of national products as predictors for competitive advantage of a nation (Irwansyah, 2013). Therefore, this chapter aims to explore the development of the image of a nation and identify the elements for nation-brand image formation (NBI).

NBI in this research refers to the brand image of a nation derived from a set of associations with that nation's name as a brand or a product (Handayani and Rashid, 2013). Arguably, the NBI plays an important role, not only triggering behavioural intention (BI) and accelerating a nation's positioning but also able to stimulate other national dimensions such as exports and foreign direct investment (FDI) (Kotler and Gertner, 2002; O'Shaughnessy and O' Shaughnessy, 2000; Olins, 2002 & 2014; Anholt, 2007; Dinnie, 2008; Fanning, 2011; Ashworth et al., 2015).

Authentic brand differentiation in the branding (Keller, 1993, 2003) and the national domains (Olins, 2014; Anholt, 2007; Dinnie, 2008) is considered as one of the elements that assists NBI. Within a research framework, brand differentiation is the attributes embedded in national identity attributes, such as belief structures, national heritage and cultural homogeneity (Keillor and Hult, 1999). Thus, national identity is defined as national authentic characteristics and/or shared values that signify a nation's profile and unite its people, while at the same time differentiating them from other nations (Keillor et al., 1996; Smith (1991).

This chapter consists of two parts i.e. part one reviews conceptualisation of NBI and part two scrutinises tourism and hospitality attributes. First reviews contemporary theory of brand, brand image and branding as the underpinning theory in developing NBI. Subsequently, in order to conceptualise and develop a theoretical framework of NBI, the literature of nation-branding is reviewed. The aim is to identify the position of NBI within the realm of branding the nation specifically, and of marketing in general. In addition, the issue of authenticity in conjunction with national characteristics as brand differentiation for NBI, and attitude theory for measuring development are outlined as part of the research framework. Finally, the experience-based industry which highlights attributes of tourism and hospitality and its relationships with post-consumption evaluation domain are reviewed.

2.1 Part One: Brand, Brand Image and Branding

The American Marketing Association (AMA) denotes brand as the existence of a name, term, symbol or design or a combination of these that can be used for identification; The Oxford Dictionary (2006) and Longman Dictionary of Contemporary English (2003), however, define it as a type of product made by a

particular company. Brand in both of these dictionaries is identified as a noun and a verb, which means a brand can be a product (an entity, noun) or a description (verb) which normally has certain attributes. Interestingly, nouns come to be used as verbs, here indicating that a brand is attached to a brand image. For instance, when people say, 'Google it!', Google as a brand is associated with a prominent online search engine in which the brand name is a substitute for the verb 'search'. This indicates the power of brand image to a product.

Branding, on the other hand, is the process of presenting an entity as a brand, a product or a service (Olins, 2014; Oxford Dictionary, 2006; Longman Dictionary of Contemporary English, 2003). In this sense, it is the action of a particular identity becoming well known, and it involves a set of promises that the producer makes to consumers (Knapp, 2008).

As it is implicit that branding generates a brand, consequently brand is defined as the perceived attributes of an entity which has an identity and signifies a set of promises. In other words, brand is the perceived identity that consumers have in mind. Consequently it is uncontrollable. On the other hand, identity in this sense signifies a set of attributes that differentiate the brand. Identity is the attributes that the producer would like to aspire to and, unlike brand, it can be controlled by the producer.

In general, identity shapes the types of association with its attached benefits, attributes and attitudes. The type of association involves favourability, strength and uniqueness (Keller, 1993, 2003; Aaker, 1991; Korcia, 1999, 2004). When these benefits, attributes, and attitudes are exposed to consumers, the projected image is processed in their minds, and it becomes a set of perceived images.

Image, according to the Longman Dictionary of Contemporary English (2003) and the Oxford Dictionary (2006) signifies the existence of impressions that are projected as opinions, ideas, pictures and descriptions that form or shape an entity. These definitions also imply that image exists in people's minds. Thus, image can be defined as a set perception about a brand, acquired after exposure to the brand and/or experiencing it, directly or indirectly.

When the image of the brand is strong and positive in the minds of consumers, it shifts into a set of associations about the brand's benefits, attributes and attitudes. According to Keller (1993), this set of associations is part of brand image. It is the deep final impact of images (either positive or negative) that generate the brand image of a product or service (Temporal, 2011). According to Gardner and Levy (1955), a product's brand image is most likely attached psychologically and associated with expectations of the value of that product, service or company. If identity is a fundamental state of being and image is the state of perception, the brand image of a product offering is the collection of largely uncontrollable perceptions of the brand's strengths and weaknesses (Perry and Wisnom, 2003). In other words, brand image can be defined as a set of associations attached to the brand which signify promises (of the brand's benefits, attributes and attitudes), authenticity and the brand's performances.

Promises are designed by the producer to signify the assurances and commitment to deliver the brand as intended. When the brand is delivered as it is promised, this gradually strengthens the brand image. This might make it a market leader, and signifies its strong positioning in the market. A true branded product in which the brand image is embedded is verified by post-delivery of the promises, *not* by what

the producer intends it to be (Buckingham, 2008). In other words, performance is delivered to the consumer as promised.

A promise influences the vision and missions of the brand, but a product attached to a brand image highlights the committed promise and the promise post-delivery. A promise is something that consumers can rely on and is relevant to them. Relevant in this case involves functionality, usefulness and fulfilling the user's needs and requirements. On the other hand, authenticity is the reason for the brand, why the brand is as it is, and where and how the brand is manufactured. Essentially, it is reflected in the philosophy of certain shared values, and it stands out from the crowd (Olins, 2014).

According to Cian (2011), use of the terms 'brand' and 'image' signifies the cognitive representation and a cultural synthesis of emotional and functional elements. Although there is a thin line between brand image as defined by Aaker (1991), that is how the brand is currently perceived by consumers, brand image does not equal reputation, although it may lead to it; Upshaw (1995) points out that the brand image of a product is the reputation of the brand in the market place. In other words, reputation is better defined as perceived feedback of a product offering's promised features ; brand image is conceptualised as those associations attached to a brand's name that global consumers have in their mind, derived from their experience and frame of reference. These associations are not always personally experienced; hearsay and consistent feedback from the segmented target market may influence the brand image if the product matches the profile of a set of associations promoted by the producer. Accordingly, brand image not only emphasises the fundamental aspect

of promised performance (e.g. functional, experienced or symbolic benefits) but must also be authentic in all respects, as explained above.

According to Berthon et al. (1999), a strong brand image may speed identification, assure quality, and reduce psychological risk. In addition, Saaksjarvi and Samiee (2011) point out that credibility, character and overall attitude toward its identity form the brand image of a product. This indicates a set of associations about the product's profile, how consumers see that profile, quality, and its prestige benefits (Hossain, 2007; Baloglu and McCleary, 1999; Park and Srinivisan, 1994; Dobni and Ziinkhan, 1990; Bearden and Etzen, 1982). Hence, brand image can be defined as any kind of set of associations about the brand attached to premium authentic performance. This concept of brand, branding and brand image is summarised in Figure 21 below.

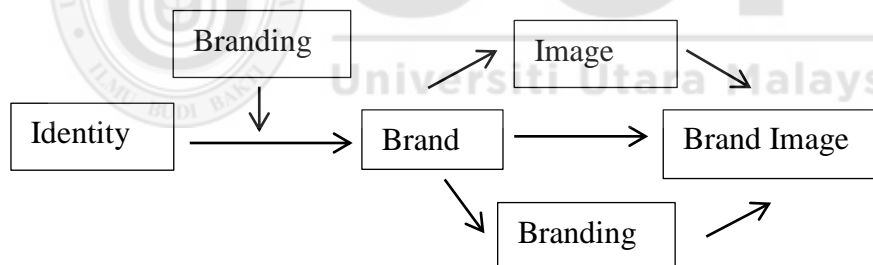


Figure 2.1. Summary of brand image development

Adapting the above conceptualisation of brand image, it can be inferred that establishment of brand image may be derived directly from branding as a moderator of identity (as predictor) for generating a brand into a brand image. The indirect flow suggests that the development of brand image can be derived from either image (which presumably is identified as a set of perceptions about a brand after exposure

to it) or based on branding as a mediator that assists the shape of the brand which subsequently emerges as brand image.

2.2 Branding a Nation

In general, branding a nation (also known as nation branding) may be defined as presenting a nation as a brand or product to the global market (O'Shaughnessy & O'Shaughnessy, 2000; Olins, 2002; Kotler and Gertner, 2002; Anholt, 2002, 2007; Dinnie, 2008; Kaneva, 2011). To date, nation-branding has generated a mainstream image, whose elements are perceived not only to accelerate a nation's positioning in the global market but, most importantly, to form a brand image of the nation. However, inconsistent terminology is used in the literature for conceptualising nation branding. For example, several studies use 'country', and others 'nation' or 'destination'. 'Country of origin (COO)' and 'reputation' make even more daunting the development of a NBI perspective. However, COO information on brand image appears to reflect the degree fragmentation and composition of brand image (Koubaa, 2008). It also indicates an intertwining variable and signifies that brand image and COO are predictors of behavioural intention (Fischer et al., 2012; Haubl, 1996; Manrai et al., 1998). From this perspective, it can be inferred that COO is not the same as NBI, although COO information may lead to NBI formation. The relationship between reputation and NBI is also considered to be unequal. Reputation is defined as a proven quality that consumers recognise post-consumption (Upshaw, 1995; Schultz and Werner, 2004). In other words, reputation (which may be positive or negative) may lead to NBI. For this reason, it is deemed appropriate to examine the distinction between these working terms and to critically review the arguments which may signify contradictions in branding the national perspective.

2.2.1 Contradiction of Nation Image and Country Image

As already explained, there is inconsistency in the definitions, domains and terms used for establishing the brand image of a nation. Terms such as country image and country brand (Jenes, 2012; Wang et al., 2012; Papadopoulos and Heslop, 2002; Pappu et al., 2007; Szondi, 2007; Roth and Diamantopoulos, 2009; Pasquier, 2008; Gilmore, 2002a; Verlegh, 2001; Verlegh et al., 1999; Allred et al., 2000; Askegaard et al., 1998; Kotler et al., 1993; Martin et al., 1993; Desborde, 1990; Bannister and Saunders, 1978) and nation image and nation brand are used interchangeably (Kaneva, 2011; Anholt, 2002, 2007; Dinnie, 2008; Szondi, 2008; Fan, 2006, 2010; Olins, 2002; Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000). Product country image has also been recorded. Specifically, Fan (2006) argues that while product country image focuses on a niche national product category that is relatively close to country product origin, nation-branding focuses on a country's whole image, covering socio-economic, historical and cultural dimensions.

As discussed in the previous section, the terms image and brand have different meanings, although both are interconnected in the realm of branding. In this sense, the main differences between country image and nation image are basically in the unit of analysis. While country image refers to the formal institution of governmental system, ideology, and territory acknowledged by the global community (Roth and Diamantopoulos, 2009), nation image refers to the culture and people who live there (Fan, 2006; Kaneva, 2011). Nevertheless, both country image and nation image are from the same root, the perceived image held in the international mind of the multifaceted overall characteristics of a country or nation.

In most cases, country brand reflects a national product category with tangible exports such as cars, information technology (gadgets), fashion (textiles) and electronics; while nation image considers more intangible facets such as culture and people, which in this case is relatively close to tourism as a national industry (d'Astous and Li, 2009).

Research into perceptions about nations has been reported in the literature since the 1930's (Child and Doob, 1943; Katz and Braly, 1933; Klingberg, 1941), while research into country image begins in the 1960's, derived from COO. Both measurements seem to be relatively close to attitude theory.

Attitude is built on a framework of experience and frame of reference of people towards objects or phenomena (Alcock et al., 1997). A number of authors, such as Papadopoulos et al., (1990), Parameswaran et al., (1994), Alcock et al., (1997) and Laroche (2005) suggest that attitude consists of cognition (beliefs), affect (emotions), and conation (actions) which signify how people interact with their surroundings (Zanna and Rempel, 1988). Roth and Diamantopoulos (2009) argue that the conative facet (intended/actual behaviour) is considered as an outcome of the cognitive and affective. In this sense, the global perception of a nation as a brand is influenced by cognitive and affective qualities.

In addition, country-related norms (normative norms) are considered as distinct constructs that consist of consumer ethnocentrism (Shimp et al., 1987), patriotism (Schatts et al., 1999) and nationalism (Kosterman and Feshbach, 1989). However, these are not considered as part of establishing NBI because this is perceived and assessed by outsiders, i.e. the international public (Anholt, 2006; Fan, 2006). Moreover, perceived image is not only related to product quality, but also involves

emotions, identity and autobiographical memories (Verlegh et al., 1999). Therefore, attitude theory considers an accumulation of cognitions and affects which influence the conative behaviour of individuals, which in this case may also be influenced by country norms (Roth and Diamantopoulos, 2009; Ajzen and Fishman, 1980).

The conceptual model of country image offered by Roth and Diamantopoulos (2009) is derived from cognitive, affective, and country norms. It highlights the four-components view: conative (derived from cognitions and affect); high-involvement hierarchy (the sequential process of knowing-feeling-doing); low-involvement (knowing-doing-feeling); and experiential hierarchy (feeling-doing-knowing). This four-components view can be used as a basis to measure and analyse the cognitive and affective aspects of international tourists' perceptions, which lead to the actual behavioural intention. Presumably, this cognitive and affective level can also be adapted to identify the NBI, derived from visitors' experience of a country (Roth and Diamantopoulos, 2009). From this point of view, it is sufficient to say that establishing NBI also involves an attitude theory framework. Therefore, the cognitive, affective and conative aspects of attitude theory can be used for questionnaire development and measurement.

As the NBI perceived by the international public is based not only on what a nation has revealed about its products (from publicity campaigns) but also on public assessment of the nation and how relevant it is as part of the global community (Anholt, 2007; Olins, 2014), the exposure to public opinion would seem to personalise a nation's profile. In this case, assessed NBI relates to a national personality trait. Unfortunately, there is limited evidence in the literature of the existence of a national personality, although country personality is discussed. Hence,

for the purpose of this research, the personality traits of a nation are adapted from a country/place personality scale (d'Astous and Boujbel, 2007; d'Astous and Li, 2009; Kapferer, 1992). Discussion of this scale will be detailed in section 5.5.2, the measurement of NBI.

To sum up, the contradiction in the literature about nation image and country image can usefully be adapted for NBI measurement. Specifically, NBI measurement in this research is based on attitude theory to analyse the cognitive and affective aspects of international tourists' experience, leading to actual behavioural intention and to mapping the NBI derived from their experiences in visiting the country (Roth and Diamantopoulos, 2009).

2.2.2 Contradiction of Nation Brand and Nation Brand Image

In general, most studies highlight national brands as part of a strategy to establish a nation's image and reputation (Anholt, 2002, 2007; Fan, 2006; Olins, 2002). Subsequently, branding the nation expands this notion by aiming not only to build a positive image and reputation but also to strengthen the nation's positioning on the international stage. The main purpose is to gain a greater international market share. However, how to establish the brand image of a nation seems to be limited and vague, requiring further exploration.

One of the arguments for revisiting this issue is that a nation builds a brand image with or without a nation-branding technique (Fan, 2006). This is partly because most studies focus on how to brand a nation without specifically defining nation brand or NBI. If it is argued that nation-branding aims at developing a nation's image and reputation, the philosophy of nation-branding focuses on creating a campaign that simply involves advertising techniques and perspectives; Anholt (2010) points out

that this is a dysfunctional strategy that may not achieve improvement. In this sense, it is contrary to the idea of branding the nation; Kaneva (2011) argues that nation-branding is not only aimed at improving the nation's image and reputation but also involves nationhood (national identity). Further, nation-branding focuses on authenticity (Olins, 2014) and aims to accelerate positioning (Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000; Porter, 1990).

While several authors argue that a nation brand can exist without branding techniques, others assert that the act of branding is important because of globalisation (Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000; Ollins, 2014). However, Fan's (2006) argument that the existence of a nation brand is naturally constructed can be considered in line with the proposition that nations have historically branded themselves through icons and symbols such as flags, military uniforms, currencies, anthems and ideology, through regime or ideology changes and stereotypes (Dinnie, 2008; Fan, 2006; Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000; Olins, 2002).

On the contrary, the idea of establishing a brand image for a nation makes sense and is possible to be implemented. Although Dinnie (2008) has implicitly conceptualised NBI formation, there is still confusion because the arguments are vague. The conceptual model shows that establishing NBI is derived from nation brand identity, which must be executed by proper key communicators (Dinnie, 2008). In addition, the conceptual model illustrates the diverse range of audiences that a nation brand must address, and emphasises the need to seek a certain identity to develop NBI. However, the conceptual model does not clearly define (or differentiate between) its concepts, which generates confusion about nation brand and establishing a NBI

(Anholt, 2002, 2007; Dinnie, 2008). Unfortunately, only few studies clarify nation brand and establishing NBI (e.g. Hanna and Rowley, 2008; Herstein, 2011; Caldwell and Freire, 2004). Therefore it is necessary to review the brand image of a nation from a marketing perspective.

Nation as brand indicates the nation's name as a brand and/or as products (Porter, 1990; Kotler and Gertner, 2002). In this sense, the nation's name covers national dimensions and national activities as elements of establishing brand image. Most studies in this area are basically derived from COO, which evolved from the country of origin image (CoI). Aside from this, the literature acknowledges that products' country's image (PCI) and/or country-related product image (PI) are the initial stage in establishing a brand image for a nation (Roth and Diamantopoulos, 2009).

Kotler and Gertner (2002) argue that the nation brand concept is derived from strategic image management (SIM) which aims to attract inward investment, foreign tourists, students, etc. The nation brand is derived from a nation's image, which can be defined as the total perception of the nation's name as a brand as perceived by the international public and becomes the overall image of a nation (Fan, 2010). While a nation's image is constructed to develop brand awareness, NBI aims to establish a brand image. Both of these two principles are basically an application of the nation-branding strategy (Olins, 2014).

Looking at contemporary branding theory, establishing brand image for a nation can be derived from strategic brand management (SBM), which Keller (2003) points out as part of the brand knowledge of segmented target audiences. Keller's brand knowledge theory argues that brand image is closely related to the level of familiarisation of target audiences about products, influencing purchase decisions. In

addition, brand image refers to rational measurement such as quality, strength and flavour (Sengupta, 1990). It not only indicates clues (brand re-calling and/or brand recognition) but also signifies a list of considerations that consumers have in mind.

Brand image generates types of brand association, the favourability of brand associations, their strength and their uniqueness (Keller, 2008). In addition, the brand image of products not only becomes an asset of the company (Aaker, 1991) but also shapes the prestige of consumers (Berthon, 1999).

Consumer prestige is developed from the favourability, strength and uniqueness of the brand associations. These brand associations imply not only consumers' cognitive but also their affective aspects. In this sense, the objective of establishing a brand image for a product is not only to build brand awareness (through a symbolic-oriented process) but also to generate a positive brand image (through the favourability, strength and uniqueness of the brand associations) in the consumer's mind, which leads to positioning on a shortlist (Brandt, de Mortanges, Bluemelhuber, & van Riel, 2011).

The same applies in the national context. The idea of the brand image of a nation is not only to develop nation brand awareness (the nation's image focusing on establishing the nation as brand), but also to give a positive brand image to a nation (reputation, positioning which may lead to becoming market leader). In the end, the brand image of a nation emerges only if it is recognised as a product offering that is favourable, attractive and competitive for global consumers. Johnson (1995) and Agrawal and Kamakura (1999) argue that the favourable image attached to a place (the nation) can be competitively advantageous in winning an international market share. It is also argued that besides being a brand name, a nation's name can be the

product itself. This is due to competition in attracting tourists, factories, business, faces (i.e. very important people), foreign students and talented skilful people (Kotler and Gertner, 2002). These international target audiences are similar to those for conventional product offerings, who will purchase goods or services not only based on physical functions but also on prestige.

Generally, national dimensions are managed under a nation's name as a brand. National dimensions are grouped into tourism, exports, government, culture, people, and investment & immigration. They signify socio-cultural, economic, and political features (O'Shaughnessy & O'Shaughnessy, 2000; Kotler and Gertner, 2002; Gilmore, 2002; Anholt, 2002, 2007; Dinnie, 2008). The multifaceted entity of a nation attaches it to multiple images which might be positive or negative. Arguably, these are constraints on branding a nation.

According to Keller's brand knowledge theory, which argues that brand image is closely related to the level of familiarisation of target audiences, it is believed that establishing a brand image for a nation is related to national activities performed through national dimensions. This aims to make the international public familiar with a nation so that it can become a market leader in certain categories. In this sense, developing the set of associations with a nation brand means designing a nation's image that incorporates the multifaceted nature of the nation. According to Fan (2010), this can be based on self-perception (considered as national identity) and the desired images (visionary perception) by which a nation wants to be perceived by the international public.

While national image is defined as the impression of outsiders towards a nation, nation brand is the output of branding the nation. Arguably, a nation's image is

essentially linked to a nation's people and culture (O'Shaughnessy & O'Shaughnessy, 2000). This indicates that its image is presumably in essence the set of multifaceted associations with the nation's characteristics, translated into NBI and formed according to the nation's people and culture.

To sum up, the difference between nation brand and NBI is when a nation as a brand (or product) becomes a 'verb' and is shortlisted in the mind of the international public. It is the first choice and is normally a market leader in a certain category. Unlike NBI, which is a guarantee of quality, evokes desire and prestige, and signifies provenance and authenticity, a nation brand merely indicates the 'identity' of a nation to which the producer aspires to (Handayani and Rashid, 2013). In other words, nation brand focuses on symbols oriented by designing a single image to represent the nation through advertising and public relations; NBI covers the multifaceted nature of a nation through managing the potency of national dimensions authentically. Media and symbols are merely part of the strategy of NBI, not the main focus. However, both nation brand and NBI are produced by branding the nation.

As it can be inferred that nation-branding may generate both a nation brand and NBI, it is appropriate to review nation-branding further. In addition, as past studies also mentioned destination-branding together with place branding, the following section explores nation-branding and its links with destination branding.

2.2.3 Contradiction of Destination-branding and Nation-branding

Destination, according to the handbook on tourism destination-branding published by the World Tourism Organisation and European Travel Commissions (2009), refers to a country, region or city specifically as a tourist destination. The term destination may also be defined as the place that someone or something is going to (Longman

Dictionary of Contemporary English, 2003; the Oxford Dictionary, 2006). The dictionary definitions imply that the term destination is popularly used along with the word holiday or leisure activity. Destination-branding is therefore a process of presenting a destination as a brand or product, attached to a place for leisure purposes and tourism (Hanna and Rowley, 2008; Handbook on Tourism Destination Branding, 2009). In view of this, the destination brand may be defined as the perceived opinion about a place attached to leisure or holidays in a certain country, region or city. Therefore, it can be said that the word destination, in the context of branding, most likely means a place where people go for leisure.

The contradiction of destination-branding and nation-branding is essentially due to the early development of nation branding, indicating that the number of national dimensions can be grouped into three (FDI, export and tourism) or six (tourism, export, governance, investment & immigration, culture & heritage, people), which should be marketed separately (de Chernatony, 2008). Dinnie (2008) also suggests that the dimensions of nation-branding be marketed to specific target audience(s). This generates various technical terms in the realm of nation-branding and destination branding, resulting in overlapping terms such as nation brand and destination brand. Unfortunately, the concept appears to be limited and vague, from the nation-branding perspective and currently many scholars (e.g. Olins, 2002; Anholt, 2007; Kotler and Gertner, 2002; O'Shaughnessy and O' Shaughnessy, 2000; Asworth and Kavartzis, 2010) agree that the nation-branding perspective calls for deeper inquiry.

This vagueness can be traced to how governments claim a tourism brand as the nation brand and vice versa. However, considering tourism in the context of nation-

branding is one dimension of a nation, that the tourism brand becomes a destination brand is acknowledged as part of branding the nation. Presumably, from this perspective, the tourism dimension may contribute to the idea of giving a brand image to a nation (Dinnie, 2008; Anholt, 2007; Kotler and Gertner, 2002; O' Shaughnessy and O' Shaughnessy, 2000). This perspective ensures that Anholt's model of a nation-brand hexagon is relevant.

As it is applied in the realm of contemporary brand image development, the brand image of a nation is identified as NBI. In this sense, NBI is defined as the collection of associations about a nation (or its name) in the mind of the international public. Accordingly, nation-branding is the idea of presenting a nation's name as a product, service or brand. The main aim is not a commercial function which sells tangible products (e.g. the export dimension) but is more likely to offer experience of the shared values of a nation (Olins, 2014) and its competitive identity (Anholt, 2007). From the nation-branding perspective, the shared values of a nation and its competitive identity are grouped into the three national dimensions (Olins, 2014) or six national dimensions (Anholt, 2007) outlined above. Some prominent scholars argue that the tourism dimension is the most influential, giving a brand image to a nation (e.g. Brooks, 2003; Hankinson, 2005; Anholt, 2007; Kotler and Gertner, 2002; O'Shaughnessy and O' Shaughnessy, 2000).

However, this does not mean that NBI is produced through the destination image (already defined as perceptions about a destination for leisure). If this were so, then the brand image of a nation would be assessed by image constructed through destination branding, not according to the traveller's experiences. As already mentioned, branding the nation aims to offer the international public the experience

of a nation's shared values as represented by the national dimensions. For this reason, the tourism dimension in this context essentially relies on the traveller's experience of its attributes. This post-experience form the traveller's perceived identity of the nation (a nation as a brand). In other words, tourism attributes give a brand image to a nation. It is the tourism's authentic attributes and performance that persuade tourists to travel. These authentic tourism attributes and performance (i.e. involving not only what the tourist destination offers, but also, and more importantly, why the tourist destination is embedded with its authenticity) are what form the brand image. In this vein, brand image derived from tourism attributes may also trigger other national dimensions, considering that after their visit, travellers tend to relate their experience, regardless of whether this is for prestige or for self-actualisation.

To sum up, the distinction between destination-branding and nation-branding (branding the nation) lies on the focus of unit analysis. Similarly to destination-branding in which the outcomes are either destination brand or destination brand image (e.g. Quintal et al., 2014), nation-branding also may generate nation brand or nation-brand image. As discussed, nation brand seems to focusses on symbolisation as a primary strategy to brand a nation's profile which relies on marketing communication perspective. Most likely, nation brand perspective attempts to develop a single brand (or image) to represent a nation' profile, while on the other hand, NBI attempts to not diminish the multifaceted nature of a nation's profile. What is more, the primary aimed of NBI perspective is to accommodate the multifaceted nature of a nation's profile as market offerings in which could be classified into product-related and non-product related. Consequently, NBI attempts to identify the magnitude of international tourist's post consumption experience in

influencing NBI formation and BI. Again, the difference between the two mainstreams of destination-branding and NBI is due to the characteristics that embedded with its strategies. While destination-branding through its destination management organisation focusses on the supply side (destination competitiveness) in forming its competitiveness, NBI highlights the experience-based consumption based on demand side. Through experience consumption, attractiveness in which derived from authenticity as core essence may not only lead to competitiveness but more importantly it is believed it may signifies a nation's positioning. Symbolisation in this sense is used for backing up the core essence of attractiveness characteristics that attached with shared values as market offerings.

Having reviewed the technical terms and their contradictions in the literature from the place-branding perspective, we now turn to a literature review of NBI in the realm of branding the nation

2.3 NBI in the Realm of Branding the Nation

As can be inferred from the discussion and contradictions of branding the nation, it is wholly appropriate for a nation to have a brand image. In addition, NBI is considered especially appropriate in a nation with a multifaceted nature. Adapting Keller's theory of brand image, NBI is conceptualised as a set of associations about a nation as a brand or as a product. In this sense, in order to introduce the position of NBI into the realm of branding, it is appropriate to examine the domain's origins, and its increasing depth and breadth, from the place-branding perspective. Therefore, a discussion of the evolution of place branding, place brand, and the proposed NBI framework and its conceptualisation is presented next.

2.3.1 Genealogy of Place Branding, Place Brand, and NBI

In order to conceptualise establishing a NBI, it is essential to examine the literature on the evolution of place branding. The term appears to be derived from the place marketing (Kotler et al., 1993) and marketing and place promotion domains (Ashworth and Voogd, 1994), which essentially aim to market a country or its name as a brand or product, as a destination for leisure, study, to live in, for work or for investment and business. This can be traced through studies examining the nation as a brand or product (e.g. Porter, 1990; Kotler and Gertner, 2002; O' Shaughnessy and O' Shaughnessy, 2000; Fan, 2006, 2010) and an application of marketing in a national context (Rendon, 2003). This section aims to distinguish between mainstream place branding and conceptualising NBI.

According to the literature, place branding is derived from three domains: product branding, urban branding, and marketing. From the perspective of marketing, place branding is derived from place marketing (Kotler and Levy, 1969; Keller, 2008), which considers that place or geographical area can be marketed through branding (Keller, 1998; Kotler et al., 1999; Hankinson, 2001). Product branding, however, aims to establish a brand image (Gardner and Levy, 1955; Boulding, 1956) and to establish positioning (Ries and Trout, 1972). Urban policy examines the urban image (Pocock and Hudson, 1978; Burgess, 1982) and investigates tourism as a destination image (Hunt, 1975; Pearce, 1982). From these perspectives, most schools of thought on place-brand management are rooted in management and business studies, attached to subjects such as Socio-Economics, Geography and Sociology, and Environmental Psychology. These subjects specifically examine the relationship of a place (i.e social and physical features) with people and place identity (i.e. giving the environment its appropriate place in theorising about identity formation). Majority of the research

e.g. in the Environmental Psychology revolves around place attachment, i.e. relationship of people with environment and the meaning of place e.g. the studies of Lewicka, 2005, 2008, 2011; Canter, 1977; Devine-Wright & Lyons, 1997; Gustafson, 2001; Tuan, 1977; Relph, 1976; Scannell & Gifford, (2010a, 2010b). In addition, place attachment domain in relation which authenticity is examined with place satisfaction (e.g. the studies of Ramkissoon, 2015; Ramkissoon & Mavondo, 2015; Ramkissoon & Mavondo, 2014). In this vein, most place-brand management involves Geography, Architecture, Marketing and Tourism Studies.

While place-brand management tends to refer to cities, regions and destinations, the idea of nation-branding seems to have evolved from aspects which encourage travellers to visit (Ashworth and Kavaratzis, 2010), gaining the trust of the international public. To date, the national dimensions emphasised are tourism (e.g. Hankinson, 2010; Fanning, 2011; Gonzalez and Falcon, 2003; Brooks, 2004; Nadeau et al., 2008) and exports (e.g. Porter, 1990; Roth and Diamantopoulos, 2009; Lee and Lockshin, 2012; Florek and Conejo, 2007). These two national dimensions have been extensively studied from Economic, Political, Communication Studies and International Marketing (Kaneva, 2011) and Marketing Communication approaches. In addition, the practitioners' perspective suggests that the nature of national governance may also contribute to a nation's brand image (Anholt, 2007; Ahn & Wu, 2015).

These principles indicate that national policy and social regulation (Porter's social progress index of 2014) and involvement towards global sustainability (Anholt's good country index of 2014) have a strong impact on NBI. This increases a nation's attractiveness and strengthens its positioning (Olins, 2014). Accordingly, the national

dimensions that may play a role in NBI are tourism, exports, and the nature of government. NBI performance develops directly or through authenticity, derived from national identity attributes as the core essence of a nation's profile (Keilor et al., 1996; Keilor and Hult, 1999).

The literature indicates increasing interest in place branding, expanding into brand as an asset in topical areas such as brand endorsement (Aaker and Keller, 1990); brand extensions (Park et al., 1991); brand equity (Keller, 1993, 2003); brand architecture (Aaker and Joachimsthaler, 2000); and brand identity (Kapferer, 1997). This brand equity which indicates the values of brand, in the context of nation branding is examined by Song and Sung (2013). Song and Sung (2013) suggest government competencies, people/events, natural features, pop culture and arts/history as antecedents of nation brand personality that can be used as core essence for symbolisation through media i.e. Public Relations and/or Advertising. In the urban area policy domain, Gold and Ward (1994) examined place promotion and destination branding, as did Morgan and Pritchard (1999). Furthermore, domain brand as asset is expanded as corporate branding (Balmer, 1995; Ind, 1997); as services branding (de Chernatony and Segal-Horn, 2001); as non-profit branding (Hankinson 2000); and as internal branding (Ind, 2001) as the domain widens. These topical areas emerged and are acknowledged as place branding, specifically as destination-branding (Morgan et al., 2002); nation-branding (Dinnie, 2008); regional branding (Caldwell and Freire, 2004); and city branding (Kavaratzis, 2005).

In terms of economic and political approaches to nation branding, the domain has similarly expanded to include Public Diplomacy (Szondi, 2008) which involves Public Relations techniques as a tool for nation building and developing reputation or

impression management (Szondi, 2010; Nuttavuthisit, 2007), and in Management and Communication Studies (Fan, 2010; Kaneva, 2011; Sevin, 2011; Jordan, 2014).

Just as the place-branding domain evolved from multi- and inter-disciplinary areas, so NBI as an extension of place branding has emerged from specific relationships between marketing and brand image, and tourism (examined by Hankinson, 2005); the identity-based approach to place-branding theory is offered by Kavaratzis and Hatch (2013); specific topical examining business that doing well by doing good in marketing, retail indicate its potency in improving better environment and inhabitants (e.g. the study of Parker et al., 2015; Roper and Parker, 2013). With the combination of these two perspectives, NBI conceptualised as the process of giving a brand image to a nation is considered relatively close to the application of branding the nation, through identifying the self-perception discussed by Fan (2006) or the identity-based approach to place branding that Kavaratzis and Hatch (2013) offered. Place branding and the extension of the domain are summarised in Table 2.1.

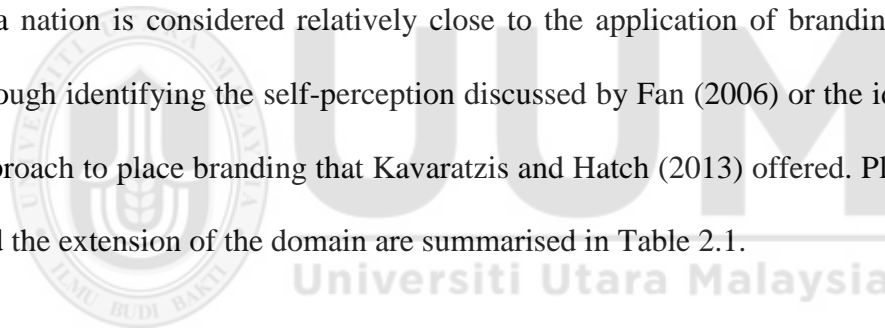


Table 2.1

Place-Branding Origin Domain, Deepening Domain and Widening Domain

	Domain origins	Domain deepening	Domain widening
PRODUCT BRANDING			PLACE BRANDING
- Brand image (Gardner and Levy, 1955; Boulding, 1956).	- Brand as assets (Aaker and Joachimsthaler, 2000)	- Corporate branding (Balmer, 1995; Ind, 1997; (Melewar and Alwi, 2015).	- Destination-branding (Morgan et al., 2002; Hankinson, 2004a; Hankinson, 2004b; Quintal et al., 2014).
- Brand image theory (Keller, 1993, 2003)	- Brand endorsement (Aaker and Keller, 1990).	- Services branding (de Chematony and Slegel-Hom, 2001).	- Corporate branding/destination-branding (Ind and Mariussen, 2015).
- Positioning (Rios and Trout, 1972).	- Brand extensions (Park et al., 1991).	-Non-profit branding (Hankinson, P., 2000)	- Nation branding/Branding the Nation (Dinnie, 2008; Olins, 2014).
		- Internal branding (Ind, 2001).	- Regional branding (Caldwell and Freire, 2004; Boschma and Frenken, 2011; Boschma, 2014;Oliveira, 2015).
		- Branding Governance (Ind and Bjerke, 2007).	- City branding (Kavaratzis, 2005);
	- Brand equity (Keller, 1993, 2003).	- Nation brand equity (Buttle, 2008).	Ashworh and Kavaratzis, 2010; Moilanen and Rainisto, 2012; Braun et al, 2013; Florek, 2013; Hall, 2013).
	- Brand architecture (Aaker, 1997).	- Antecedents of nation brand personality (Song and Sung, 2013).	- Cities for sale: Public relations and marketing perspective (Zavattaro, 2013).
	- Brand identity (Kapferer, 1997).		- Citizen participation in place branding (Zenker and Seigis, 2012).
			- Public Relations approach to nation-branding (Szondi, 2010).
			- Communication approach in nation-branding (Anholt, 2007; Kaneva, 2011; Sevin, 2011; Nuttavuthisit, 2007; Alvarez and Campo, 2014).

- International political action in conjunction with NBI

(Kemming and Sandikci, 2007).

- Development of NBI through national valuable assets e.g. tourism (Fanning, 2011).

-Nation-brand image (Handayani & Rashid, 2013).

Urban policy

-Urban image (Pocock and Hudson, 1978; Burgess, 1982).

-Place promotion

(Gold and Ward, 1994; Morgan and Pritchard, 1999; Hankinson, 2004b; Hankinson, 2005).

-Tourism as destination image (Hunt, 1975; Pearce, 1982; Hall, 2008).

Marketing (Kotler and Levy, 1969):

-Place Marketing (Kotler et al., 1993; Govers, 2011; Zenker and Martin, 2011; Warnaby and Medway, 2013; Parker et al., 2015; Roper and Parker, 2013).

-The competitive advantage of nations (Porter, 1990).

-When nations need a little marketing (Rendon, 2003).

-Place-branding theory: a cross domain literature review from marketing perspective (Hanna and Rowley, 2008; Govers and Go, 2009; Kavaratzis, 2009; Chatzidakis et al., 2013; Hankinson, 2010; Caldwell and Friere, 2004; Herstein, 2011; Warnaby and Medway, 2013).

-Marketing and Place Promotion (Ashworth and Voogd, 1994).

-City Branding (Kavaratzis 2004; Parkerson and Saunders, 2005; Zenker and Sigis, 2012; Inch and Florek, 2010; Zenker et al., 2013).

Economic and political approaches (Kaneva, 2011; Fan, 2010; Fan, 2006).	-Public diplomacy and nation-branding (Szondi, 2008). -The political nature of brand governance (Lucarelli and Giovanardi, 2014).	-Nation branding: A tool for nationalism (Skinner and Kubacki, 2007; Jordan, 2014).	Living the brand: Nationality, globality, and identity strategies of branding consultants (Aronczyk, 2008).
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One of the most significant studies is illustrated in the brand genealogy box (Kornberger, 2010) shown in Table 2.2. The first quadrant argues that brand is considered as the extension of a management tool. This is built on Aaker's work (1996), which highlights the organisation and production as the unit of analysis. Specifically, Aaker points out the function of brand as a strategic management tool for organisations, which focuses not only on the external short-term orientation but also on developing brand leadership. On the other hand, Hatch and Schultz (2008) highlight the function of brand as a new paradigm to manage corporations, referring to it as a corporate catalyst.

In the second quadrant, society and consumption as the level of analysis are suggested by Danesi (2006) and Lury (2004). This theme sees brand as a sign and the medium which highlights how brand performs in society and how it is a new interface re-structuring interaction between stakeholders. The third quadrant signifies extension of the pervasiveness of brand in other contexts, such as the lifestyle of a society and of a nation. This emphasis on the implications of brand and management for society's lifestyle and brand as a competitive identity (for a nation or a city) was also offered by Anholt (2007). Both imply the importance of prestige and authenticity attached to NBI.

While brand as society's lifestyle is a strong trigger for global consumers to experience foreign products, brand as competitive identity relies on the mediated effect of corporate social responsibility (CSR) applied by management strategists to a nation or city. CSR, in developing a competitive identity of a nation, involves the extent to which a nation or city contributes to global sustainability and humankind. Presumably, application of CSR principles and programme (Friedman, 1970; Carroll, 1979; Wood, 1991; Carroll, 1999; Moir, 2001) would associate company with certain target market. Adapting this point of view, hence place identity attraction and visitor-place identification would be established through shared value that normally derived from the shared values e.g. CSR programme that associate with certain place (e.g. city, nation, region, or destination). Particularly, Anholt (2007) suggests for place to earn competitive identity, place should have bonded actively with global responsibility e.g. actively involves with the issues of humanity, gender gap and equality, preservation and conservation. Related studies have indicated this mainstream to be applied as strategy to win global market shares. E.g. Ireland has acknowledged same sex marriage. Brand as competitive identity is expected to gain favour and a positive reputation to encourage foreign visitors. Overall, NBI offers global consumers a good place for FDI, tourism, and talented personnel and foreign students.

Table 2.2
The Brand Box

	Focus on agency	Focus on structure
Organisation & production as level of analysis.	<p>Thesis: brand as management tool.</p> <p>Question: how can we use brand as a management tool?</p> <p>Exemplary theorist: Aaker (1996).</p>	<p>Thesis: brand as corporate catalyst</p> <p>Question: how can we use the brand as a new paradigm to manage corporations?</p> <p>Exemplary theorists: Hatch and Schultz (2008).</p>
Society & consumption as level of analysis.	<p>Thesis: brand as sign.</p> <p>Question: how do brands perform as signs, symbols, and icons in society?</p> <p>Exemplary theorist: Danesi (2006).</p>	<p>Thesis: brand as media.</p> <p>Question: how do brands as new interface re-structure intersection between stakeholders?</p> <p>Exemplary theorist: Lury (2004).</p>
Nation Brand and consumption as level of analysis.	<p>Thesis: brand as lifestyle of society.</p> <p>Question: how do brands signify society's lifestyle?</p> <p>Exemplary theorist: Kornberger (2010).</p>	<p>Thesis: brand as competitive identity.</p> <p>Question: how do brands through corporate social responsibility (CSR) establish favourable reputation and image to a nation (or city)?</p> <p>Exemplary theorist: Anholt (2007); Dinnie (2008).</p>
(NBI and experience-based consumption as level of analysis .		<p>Thesis: brand image as a nation's catalyst.</p> <p>Questions: (1) how can we use brand image of a nation through tourism & hospitality attributes as paradigm to accelerate a nation's positioning in the global market?</p> <p>Exemplary theorist: Handayani and Rashid (2013)</p> <p>(2) how can we use brand image of a nation through tourism & hospitality attributes as paradigm to accelerate a nation's patriotism?</p> <p>Exemplary theorist: Taylor and Botan (1997); Adams (1998); Taylor (2000); Taylor and Kent (2006); Scott et al., (2011); Jordan (2014).</p>

Adapted from De Chernatony and McDonald (2001); Kornberger (2010)

It therefore seems that brands' pervasive characteristics have extended the unit of analysis from organising the production and consumption of goods and services to experience-based industry. The thesis of NBI offers national and experience-based consumption as the level of analysis, proposing brand image as a national catalyst. The main question is how NBI as paradigm accelerates a nation's positioning in the global market and gains its people's support. Specifically, it highlights the possibility of a nation building a favourable brand image through tourism and hospitality attributes.

The main aim is to examine how tourism establishes NBI. As we refer to the contemporary concepts of brand, branding and brand image and link these to NBI (Handayani and Rashid, 2013), a nation's brand image can be considered as a catalyst which is beneficial both domestically and internationally.

This is because several domains support the concept of NBI: place-branding, urban and spatial planning (e.g. the work of the Groningen school of thought; Ashworth & Kavaratzis, 2010) and nation-branding itself. Urban and spatial planning aims to develop a better environment which may attract foreign visitors and also gain the support of the local people, which may accelerate patriotism. Scott et al. (2011) indicate the fact that the process of nation-branding seeks a single image of a nation, which is only achievable with political support. Indeed, political support for nation-branding may be a valuable tool in building soft nationalism (Jordan, 2014).

Adams (1998) points out that domestic tourism in Indonesia is essentially mediated by the national government, which emphasises tourism as a nation-building strategy. In this sense, the philosophy of NBI should not only focus on market preference, meaning competitiveness and recognition of attractiveness internationally, but also

on the needs of the local population; Zenker (2009) suggests that nation building may involve both place branding and clear identification of domestic targets. This intertwining of market preference and nation building should be the essence of NBI development. From this perspective, it is sufficient to propose that NBI can be a national catalyst, both externally and internally.

In proposing NBI as a national catalyst, the questions raised include: (1) how can we use NBI through tourism as a paradigm to accelerate a nation's positioning in the global market? and (2) how can we use NBI through tourism as a paradigm to accelerate a nation's patriotism? While the first question refers to a favourable NBI seen internationally, the second focuses on NBI gaining the support of the local population (Schatz et al., 1999; Kosterman and Feshbach, 1989). Acceleration of patriotism in this sense is through the government's programmes for NBI and the involvement of the population (Zenker, 2009; Zenker and Seigis, 2012; Zenker et al., 2013). However, this research considers only the first question.

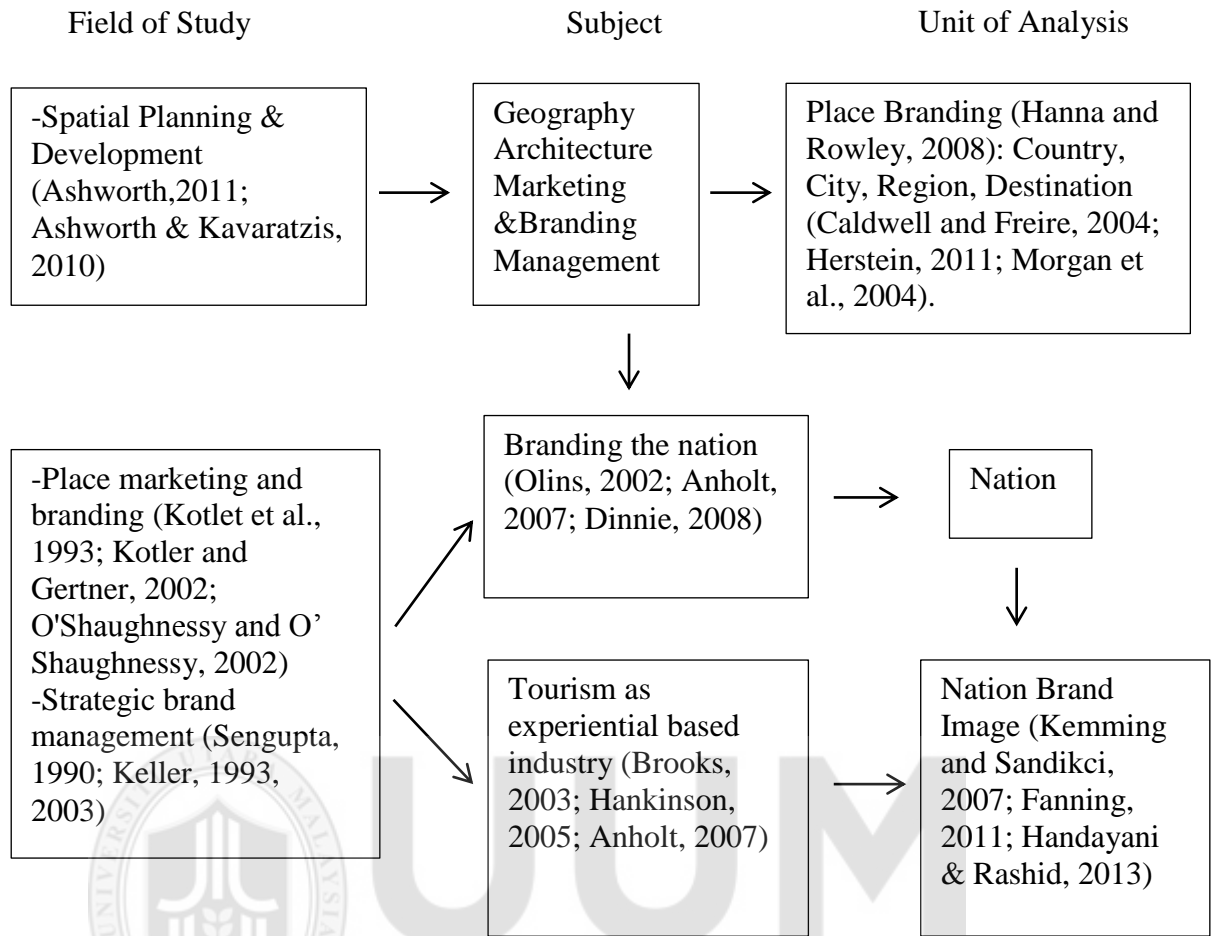


Figure 2.2. The evolution of nation branding

The reviewed literature suggests that strengthening nation-branding (considered as part of place marketing), viewing brand image as a national catalyst and developing the tourism domain have not yet been examined. This confirms the need to examine and demystify the establishment of NBI through tourism, not only developing Keller's (1993) brand image theory and Hankinson's tourism perspective (2010) but also enriching the domain of nation-branding (Dinnie, 2008; Olins, 2014).

2.3.2 Key Perspectives in Establishing NBI

The critical question is how to brand the multifaceted nature of a nation, which is difficult but not impossible. Overall national images are too nebulous to be solved by applying a simple strategic brand-image management approach. The multifaceted nature of a national image is managed through strong affect-driven associations, while knowledge of the actual choice processes might be as a guide to the influence of the imaginary versus reputation capital (O'Shaughnessy & O'Shaughnessy, 2000; Fan, 2008; Handayani & Rashid, 2013).

Fan's (2006) argument that a nation brand can exist with or without nation-branding is acknowledged, considering that a nation brand focuses on the actual image held in the consumer's mind without needing a branding technique. This tends to be a symbolic-oriented process perceived by outsiders (based on symbols such as geography, the flag, the people, ideology and political systems, history, language, and socio-cultural and economic activities).

However, establishing NBI goes beyond actual national images, and may include constructed images developed by government based on the desired image (Gioia et al., 2000; Fan, 2008), on national identity and other projected images. In this sense, the distinction between nation brand and establishing NBI is in the process of applying the branding. In other words, nation brand focuses on the symbolic-oriented nation's name as identity and ignores the image perceived by outsiders, as explained above. This means that there is no further effort by the producer (the government) to control the brand (the nation's image); it is a one-way communication, broadcasting extensive exposure of the nation's desired image(s) to outsiders. Even though both nation brand and NBI perspectives seem to be in control of national identity as the

essence of nation brand associations, nation brand markets communication without any follow-up programme for either insiders or outsiders, and establishes sophisticated authenticity (Anholt, 2007; Olins, 2014). On the other hand, NBI highlights the brand associations that need to be exposed in order to establish the brand image. It is based on their self-perceived identity which, according to Olins (2014), implies authenticity and the desired future image or global positioning that a nation wants to project. NBI is nevertheless the first choice in working towards becoming market leader in a certain category.

In this sense, referring to Keller's (2003) theory of brand image, the problem of the nation as a multifaceted entity can be solved by establishing the nation as a brand, as NBI. From this perspective, a nation's multifaceted nature can be useful as developing a brand image produces brand associations without dismissing the multifaceted nature of the nation. Establishing NBI seems to be more plausible than adapting contemporary branding theory which states explicitly that a nation's image can be constructed but is difficult to control. Although image is difficult to control, identity is not. Establishment of the NBI should therefore focus on managing the national identity in the difficult task of constructing a national image.

This constructed national image emerges as the nation brand or perceived national image. Sequential perception, identified as the set of promises that global consumers expect from a national brand, drives consumer behaviour. According to Ogilvy (1985) image is perceived personality, which is an amalgam of a product's attributes, such as its brand name, packaging and price. In this sense, image exists in the consumers' minds (Keller, 1993, 2003). When the perception is proven to be as promised and meets global consumers' expectations, it emerges as the brand image

of a nation. Adapting Newman's (1957) definition of brand image, NBI can be seen as any kind of association that the international public have in mind about a nation's name as brand, difficult to be control although the NBI is relatively controllable.

2.3.2.1 Self Perception (Identity)

In general, the key perspective of brand in the national image consists of constructs such as identity, image and reputation that refer to mental associations that generate a framework of the experiences and frame of reference of the international public. Identity here is thus self-belief in a nation's characteristics. While the image is a collection of identities projected to others, reputation is the feedback received about the projected images (Whetten and Mackey, 2002; Fan, 2010).

The key perspectives of national image illustrate the need to identify self-perception, i.e. who we are as a nation. Self-perception and desired images are an important part of the national image, denoting the process of forming NBI. In other words, establishing NBI is through these key perspectives of the national image (Brown et al., 2006; Fan, 2010).

The first perspective, that is the initial phase, leads to what others, perhaps at the regional level, think about us; then as a nation (second phase). The third phase is related to constructing the national image, which implies establishing a brand image for national development. This constructed image is related to the question of what we believe our image to be in front of the world. In the fourth stage, the constructed image establishes the actual image that shapes the reputation and stereotype. At this stage, government analyses how the national image is actually perceived by others. The fifth stage is the projected image, which defined as a constructed image that may not reflect the reality of the nation but leads a need to forming the desired image (the

sixth perspective). The desired image must be developed in order to distribute the visionary self-perception (identity) that a nation would like other nations to hold about it in the future.

2.3.2.2 Positioning

While NBI focuses on people and their culture (O'Shaughnessy & O'Shaughnessy, 2000), place identity is based in place development (Kavaratzis and Hatch, 2013). Place identity may accelerate positioning. Positioning in general is the process of managing place identity, which leads to market segmentation and product differentiation (Maggard, 1976). In this sense, positioning in nation-branding is considered important as brand differentiation. Details of the structure of brand differentiation are discussed in section 2.3.3 This section aims to highlight the importance of positioning in the domain of nation branding.

To Fan (2006), Olins (2014) and Dinnie (2008), NBI can be derived from place: geography, natural resources, tourist attractions, racial and ethnic groups, history, culture, languages, political and economic systems, social institutions, infrastructure, celebrities, pictures or images. Porter (1990), however, argues that NBI can be derived from the export dimension which both benefits the domestic economy and also indicates a nation's positioning in the global market. The entities attached to a nation's profile can be categorised into product-related and non-product related (people and culture). Strong associations with the people and culture in the mind of observers give rise to NBI. In other words, NBI comprises multiple images which can be perceived according to their type, favourability, strength and uniqueness.

Having nation brand associations enables accommodation of the multifaceted nature of a nation as a large, and is also useful in highlighting the nation's identity. This

means that Keller's theory of brand image can be used to settle the problematic notion of national brands. The theory emphasises the idea of developing brand associations from of product-related and non-product-related entities. In this case, national dimensions that are grouped in the Anholt nation brand hexagon model i.e. tourism, exports, government, culture, people and investment and immigration can be considered as product-related and non-product-related. On the other hand, national identity is useful for brand differentiation. In this sense, national identity is defined as self-perception of a nation, while NBI is the selected dimension that is chosen to be highlighted as an umbrella brand in establishing it (Fan, 2010).

The study of national identity in conjunction with globalisation and establishing NBI normally take an international marketing perspective. Although empirical studies examining the relationship between national identity and establishing NBI are few in number, some conceptual papers do mention national identity as NBI (Fan, 2006, 2008, 2010). Most of the nation-branding studies indicate the importance of national identity as the essence of establishing NBI (Dinnie, 2008; Fan, 2010; Kaneva, 2011).

It is also argued that national identity is relatively close to the cultural figures and events that influence a nation's profile, this 'sense of culture' generating national characteristics (Keilor and Hult, 1999). Nation refers to people who live together in a certain geographical area, ruled by government and sharing similarities in background, race, language, history, heritage and beliefs (Longman Dictionary of Contemporary English, 1995; Oxford Dictionary, 2005). While this definition tries to explain why a certain group of people becomes a nation, it is the national identity attributes that connect members of society with the sense of belonging to a large group called the nation (Fan, 2006).

In particular, several prominent scholars from the place-marketing and nation-branding disciplines have defined national identity as the self-perception of a nation which differentiates nations and can be used as a predictor of nation-branding (Kaveva, 2011, Fan, 2010; Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000; Anholt, 2002, 2007; Gilmore, 2002; Olins, 1999). Thus, national identity refers to the overall unique characteristics (people and culture) which differentiate one nation from another.

The elements of national identity have been classified by Keilor and Hult (1999) into cultural homogeneity, belief structure, national heritage and ethnocentrism. Belief structure is identified as the collection of religions or cults of a country, whereas cultural homogeneity implies the number of sub-cultures which strengthen national identity. Belief structure also implies that a dominant religion generates a national label because it is attached to peoples' beliefs and daily practice. For instance, Middle East countries are known as Islamic nations because they embrace Islam. On the other hand, cultural homogeneity builds a nation's image from attributes such as traditional clothes, foods, languages and sub-cultures. Thirdly, national heritage is related to history, where major events such as of colonisation produce different national identities. For instance, the label Commonwealth of Nations has been adopted by countries once colonised by the British and adapting Britain systems. Ethnocentrism is defined as cultural evaluation, with attributes based on a nation's own cultural perspectives as the baseline criteria. Ethnocentrism is included in national identity specifically to examine consumer behaviour which might determine product choices (Samice, 1994).

Together, cultural homogeneity, belief structure, national heritage and ethnocentrism generate nation brand identity. Nation brand identity is defined as a specific set of associations that brand strategists seek to NBI (Fan, 2010). The association includes identity which is classified into design aspects such as natural beauty, historical sites, culture, ethnic groups, infrastructure, etc. and a less tangible aspect refers to the behaviour of the people, including culture, values and mission (Wood, 1979). In this sense, NBI is symbolic oriented branding that highlights the multifaceted nature of national identity as perceived by both insiders and outsiders. It reflects the characteristics, traits and personality of a nation such as the people, system of government, ideology, and socio-cultural, economic and political activities that are promoted as brand images. Explicitly, this can be seen through endorsed brands that signify national dimensions. For citizens, national identity and NBI connect people and generate nationalism, while for foreigners they are used as a shortcut that influences purchase decisions.

2.3.3 Brand Differentiation from NBI Perspective

In most contemporary brand-image theories, authenticity plays a significant role in purchase consumption and BI (Olins, 2014; Buckingham, 2008; Moore, 2003). This leads to branding as a process of presenting the brand and emphasising its differentiation. Sadly, the interpretation of brand differentiation also encourages a cynical perspective of branding. It is inevitably difficult to draw a fine line between what is right or wrong. Some branding strategists seem to apply authenticity in differentiating products; as a result, their brand simply emerges as an artificial representation. Others concentrate on developing what the producer intends (Moore, 2003), but with no evidence that shared value is implemented fairly. In this context, the issue of authenticity and its role in establishing NBI is profoundly important.

2.3.3.1 Authenticity and Brand Differentiation

Authenticity is described as the reason for what a brand is, why it is as it is, and where or how the product is manufactured. Moore (2003) and Olins (2014) argue that authenticity signifies willingness to be true to its identity. Keller's theory of brand image (1993) requires a brand to be true as its attributes, the benefits that are promised, and attitudes. However, authenticity does not equal goodness (Moore, 2003) but is simply an attitude that directs an organisation to offer promises that it can commit to deliver. The promises are derived from brand individuality, brand consistency and brand continuity (Schallehn et al., 2014). Particular research into consistency is alluded by Romaniuk et al., (2007); they suggest that consistency may build the distinctiveness of a brand.

As already mentioned, misleading conceptualisation has given rise to a cynical perspective of branding. Working too hard in order to gain a market share results in typical marketing shibboleths (Moore, 2003). The most typical misleading marketing shibboleth is 'put the consumers first'; however, business is not about single relationships but about those between producer and consumer mediated by the product, which must be delivered as promised with both parties treated equally. When business merely wants to please only consumers, the other party must be unhappy, generating an inauthentic relationship.

Secondly, 'differentiate or die'. Too much emphasis is placed on standing out from the crowd, rather than standing for shared values. There is a thin line between the two. With little competition, the former might be useful, but it is difficult in the case of the free market, possibly indicating inefficiency. Instead, standing for shared values genuinely implies a niche market that needs to be filled; competitive tension is

overcome by commitment to a specific segment and being true to shared values. From this perspective, brand image is much more achievable and efficient. Brand image is shared by a group of consumers (Riezebos, 2003), and the branded product limited to a certain target market. The reason why a target market voluntarily engages with a branded product is the shared values that consumers believe can fulfil their needs, offering functional, experiential or symbolic benefits.

Brand image also signifies the willingness of the target market to pay the price asked. For example, if two years ago the price was US\$ 200, a year ago US\$ 250 and is currently US\$ 300, the target market is still willing to experience or purchase it (Olins, 2014).

The third marketing shibboleth is 'we listen' and/or 'consistency of presentation is vital'. This appears self-obsessed. Manuals to control interaction between stakeholders, contact personnel and consumers are reducing shared values and trust, and may generate inconsistency indicating confusion between fantasy and reality. In other words, there is no difference between 'we listen' and 'we like to think we listen' (Braun, 2004).

In the context of constructivism in tourism experience, Wang (1999) argues that quest for perceived authenticity which resulted from social construction is the reason for visitation. In this sense, the perceived authenticity is because visitors perceive tourist attractions as signs and symbols of authenticity (Culler, 1981). In other words, perceived authenticity could also be constructed by projection of stereotyped images that exposed by promotional campaign and exposure mass media. However, authenticity in this study focuses on authenticity from the perspective of utilitarian, in which highlights the importance of genuine as core essence for fulfilling the

tourist' needs and want on experience consumption (Lew, 1989; Tsai, 2005; Terziyska, 2012; Gilmore and Pine, 2007; Grayson and Martinec, 2004). Arguably, this would assist brand differentiation of the experience-based industry.

2.3.3.2 National Identity Attributes as Brand Differentiation

National identity is recognised in international marketing literature (Roth and Diamantopoulos, 2009). This indicates the existence of national identity attributes in the development of country-image, halo effects on exports and how it contributes to NBI (e.g. Porter, 1990; Rendon, 2003). Skinner and Kubacki (2007) point out that a nation characterised by its people and culture can be considered as a political and cultural entity which shapes identities that emerge as national identity.

National identity can be defined as the core component that differentiates one nation from all others, not only because it generates nationhood in its people, but also because it is attached to a nation's profile. Its distinctiveness assists the international public in identifying the national profile according to the belief system, historical figures and events, ideology, geography and landscape which make up its vision of the nation. This is in line with conventional branding theory which suggests that in order to create a brand image; a product must have a brand personality that differentiates it from other products (Keller, 1993, 2003).

National identity is also defined as a 'sense' of culture (Keillor and Hult, 1999). Smith (1991) describes national identity as a set of features which consist of a historical territory or homeland, common myths and historical memories, a common mass public culture, common legal rights and duties of all members and a common economy with territorial mobility for members (Keillor et al., 1996). In this sense, national identity is a set of attributes owned by a given culture that sets it apart from

other cultures. To sum up, national identity is considered as the self-perception of a nation derived from its belief structure, national heritage, cultural homogeneity, and consumer ethnocentrism (Herskovits, 1948; Huntington, 1996; 1993; Keilor and Hult, 1999).

Most empirical studies use national identity to examine the relationship between COO products and national brands in the global market (Keillor et al., 1996; Keilor and Hult, 1999; Cui et al., 2002; Ludviga, 2012). Their findings show consumer ethnocentrism influences patriotism, or self-identification in relation to global consumers (Keillor et al., 2001), world mindedness (Rawas et al., 1996) and internationalism (Balabanis et al., 2001). In this sense, ethnocentrism significantly affects the product choice (Samice, 1994) of certain groups of people and signifies usefulness in establishing patriotism and nationalism towards their own national products. Consequently, it is inappropriate for inclusion as a dimension in this research.

Conversely, belief structures, cultural homogeneity and national heritage refer to similarities and differences which make up a nation. Even though several western nations claim to be atheistic or non-believers as formally described in their national constitutions, the fact that their people are attached to a particular worldview may indicate existence in a belief structure. In fact, according to Bandyopadhyay et al., (2008), religion in India is used by government to shape the national identity, and is arguably useful for tourism. From this perspective, it can be inferred that belief structure is as crucial and attribute as cultural homogeneity and national heritage in forming national identity.

Several studies indicate the intertwining of variables of the tourism dimension and national identities. Frew and White (2011) argue that the domain of national identities and tourism overlap, if not intertwined. In particular, attractions such as museums and heritage sites can represent national identity (Wheeler et al., 2011).

This basically implies that national identity and tourism attributes are interrelated because the former are derived from some of the latter. Goulding and Domic (2009) argue that heritage is more than a means of cultural or national identification, carrying ideology and rooted in a selective version of history. For instance, heritage tourism is considered important in creating national identity (Ashworth, 1994; Johnson, 1995; O' Connor, 1993; Palmer 1999; Pretes, 2003; Bandyopadhyay et al., 2008). According to Bossen (2000), the Singapore and Malaysian governments have applied touristic representations to foster nationalism which at the same time are used internationally as identification attributes of the national profile.

Previous studies have suggested examining how the favourable evaluation of a foreign country by consumers with a strong sense of ethnocentrism outweigh the domestic country bias expected to be exhibited by such consumers in terms of product evaluation (e.g. Roth and Diamantopoulos, 2009). This issue is related to the experiential hierarchy of an individual towards international products. Evaluation by an individual is made through country-related norms and national-identity dimensions. The sequence of experience is from consumer ethnocentrism (doing) through cognition (knowing) to affect (feeling). However, in proposing this construct, it is appropriate to examine the features of national identity that match the present research objectives.

As mentioned in the introductory section, the research aims to assess national identity attributes in relation to NBI and BI. The study by Bandyopadhyay et al. (2008) indicates that national religious identity, elsewhere identified as belief structure (Keilor and Hult, 1999) is reflected in cultural heritage and architectural splendour. Hence, religious heritage sites become tourist attractions. However, belief structure can be considered as inextricably related to the national identity. Meanwhile, of the other three features of national identity, ethnocentrism has already been ruled out as irrelevant to the study context.

National identity, which draws out differences similarities with other nations, is strongly with the national authenticity that gives it brand differentiation. Authenticity indicates unique attributes and originality derived from elements of national identity.

According to Olins (2014), the homogeneous nature of the world is being suppressed by globalisation, which forces global market players to be not only competitive, but also authentic. Authenticity in this case refers to differentiation, uniqueness, relevance and provenance, and globalised society essentially demands authenticity in national identity, strengthening the argument for its attributes of belief structure, cultural homogeneity and national heritage.

2.3.3.3 Overview of National Identity Attributes as Desired Future Image of a Nation

In the context of key perspectives of nation image, desired future image signifies positioning (Fan, 2008a; Gioia, Schultz, & Corley, 2000). A nation positioning is developed based on the perception of internal and external publics (Zenker, 2009). Among techniques that past studies recommend, a nation's positioning can be achieved through offerings shared values to publics and its stakeholders (Olins,

2014) and/or involvement on global issues (Anholt, 2014). Arguably, shared values that could be derived from national identity attributes (Kaneva, 2011) may not only plays role as brand differentiation (Handayani and Rashid, 2013, 2015) but more importantly it may be emerge as the essence for desired future image of a nation (Temporal, 2015). Even though the studies from other domain e.g. Brown, Dacin, Pratt, and Whetten (2006) can be adapted and is useful in mapping the spectrum of branding the nation (and/or nation branding perspectives), to date, research into national identity in relation with desired future image of a nation received scant attention. In this vein, past studies indicate the conceptual exploration on the intertwining variables of national identity attributes, in which is part of shared values in the branding the nation domain with the desired future image of a nation (e.g. Fan, 2008a, 2008b; Handayani and Rashid, 2013; Mearns, 2007; Skinner and Kubacki, 2007; Thompson, 2001). Therefore, we posit that national identity attributes as the key essence of developing the desired future image of a nation.

2.3.4 Attitude Theory for Measuring Development of NBI

Specific studies indicate techniques to measure brand image, implemented in the context of brand corporate and product image (e.g. Aaker, 1996; Aaker, 1997; Sohier et al., 2005). However, as literature has provided studies that relatively close to NBI perspective e.g. studies that involve perception of countries based on personality traits; positioning countries on personality traits, or destination in country image context, therefore adaptation for NBI measurement is based on these kinds of relevant studies. They include the Likert-type attitude scale and the Kelly repertory grid (Cian, 2011). As few specific studies examine exact measurements of NBI, it is necessary to look for related studies. The following section reviews the literature on measurement studies relatively close to NBI.

As already acknowledged, there are inconsistencies in the definitions, domains and terms used for establishing NBI (Roth and Diamantopoulos, 2009). Terms such as country image and country brand (Roth and Diamantopoulos, 2009; Szondi, 2007; Velegh and Steenkamp, 1999; Allred et al., 2000; Kotler et al., 1993; Martin and Eroglu, 1993; Bannister and Saunders, 1978), national image and nation brand are used interchangeably (Kaneva, 2011; Anholt, 2002, 2007; Dinnie, 2008; Szondi, 2008; Fan, 2006, 2010; Olins, 2002; Kotler and Gertner, 2002; O'Shaughnessy & O'Shaughnessy, 2000).

The main differences between country and national images are the unit of analysis. While the former refers to the formal institutions of government, ideology and territory acknowledged by the global community (Roth and Diamantopoulos, 2009), the latter refers to culture and population (Fan, 2006; Kaneva, 2011). Nevertheless, both country and nation image have the same root which assesses the perceived image held in the international mind towards the overall multifaceted image attached to country or nation. In most cases, the country brand image assesses national product categories with tangible goods such as exports, while establishing NBI involves more intangible assets such as culture and people (Hakaka and Lemmetyinen, 2011), which in this case is relatively close to tourism as a national industry (d'Astous and Li, 2009).

To date, literature merely provides country personality. For the purpose of this research, personality traits of a nation to be used is by adapting from country / place personality scale (Azoulay and Kapferer, 2003; d'Astous and Boujbel, 2007; d'Astous and Li, 2009; Kapferer, 1992 in Kaplan et al., 2010). However, it has to be noted that these personality scale that is proposed as tool to translate the associations on a

nation's name as a brand and/or as product offerings is to merge dimensions of a nation's name as identity for it becomes brand image to a nation's name as Azoulay and Kapferer (2003) points out that brand personality scales merge a number of dimensions of the identity of an entity. In other words, this number of dimensions of the identity of an entity would be formed as associations about a nation's name as a brand and/or as product offerings in which in this sense is believed as brand image to a nation.

Country/place personality scale consists of 6 personality dimensions (agreeableness, wickedness, snobbism, assiduousness, conformity, and unobtrusiveness) with 37 items of adjectives. However, out of the 6th dimensions of personality traits that seem to be useful to be adapted is only the positive one, namely agreeableness, assiduousness, conformity, and unobtrusiveness. The other two is not used as questionnaire design that needed to be developed requires positive statements (Hair et al., 2007).

It is important to highlight the country personally in order to re-check consumer perception (nation image) in relation to the nation brand associations (which in this case could be from a selected national dimension that being exposed by government). Technically, selected national dimension; e.g. tourism and hospitality attributes as experiential based industry that would form nation brand image(s) is identified by brand concept maps that derived from associations' networks that John et al., (2006), Brandt et al., (2011) and Low and Lamb (2000) suggested. Presumably, as it discussed that NBI is considered as less-explored phenomena, hence this associations networks would be produced from the exploratory study in which is employing depth interview. Subsequently, the result of exploratory study is analysed and tested for

pilot study of questionnaire development. Once it is finalised through pilot test, it is used for survey. Detail report is discussed in section 5.5 measurement of variables.

To sum up, measurement of establishing brand image to a nation in this research context is derived from the attitude theory that Roth and Diamantopoulos (2009) suggested. In particular, the conceptual model that they offer is highlighting the two component view (conative is derived from cognitions and affect), high-involvement hierarchy (the sequential process of knowing- feeling-doing), low-involvement (knowing-doing-feeling), and experiential hierarchy (feeling-doing-knowing). In this sense, nation brand image establishment is derived from experiential hierarchy in which appointed tourism as experiential based industry to generate the experience(s) as tourist in visiting foreign country's destination for leisure is presumably generated a set of associations about a nation's name as a brand and/or as product offerings.

These four conceptual models can be used as a basis to measure analyses the cognitive and affective of international tourists' perception which leads to the actual behavioural intention. At the same time, this cognitive and affective level also is used to identify the nation brand associations that derived from their experiences visiting a country. Detail variables measurement of nation brand image and national identity with its dimensions are presented in section 5.5.2 and 5.5.3.

2.4 Concluding Remarks

By adapting contemporary brand, branding and brand image theories, this chapter scrutinises the conceptualisation of NBI. The relationship of NBI and national identity are also reviewed. As a result, this chapter positions the NBI perspective in the domain of nation branding. The discussions, contradictions, and key perspectives in establishing NBI, and brand differentiation are presented.

Based on the literature review, NBI can be defined as a set of associations in the mind of the international public about a nation's name as a brand or product. Attitude theory is adapted to measure the dimensions of the set of associations, which is categorised by personality traits into a nation-people and a nation-culture (d'Astous and Boujbel, 2007; d'Astous and Li, 2009; Roth and Diamantopoulos, 2009; Kapferer, 1992 in Kaplan et al., 2010).

As the branding realm points out the importance of brand differentiation and authenticity, this review infers the need to investigate national identity. The national identity attributes measured for this research are belief structures, national heritage and cultural homogeneity (Keilor and Hult, 1999) and they are examined as brand differentiation to establish NBI.

As the main aims of this research are to examine variables leading to NBI, potential variable(s) that may trigger the formation of NBI are reviewed, identifying tourism and hospitality dimensions (Olins, 2014), Ashworth and Kavaratzis (2010) and nation-branding (Dinnie, 2008; Anholt, 2007); Hankinson (2004b) as the most important. The tourism and hospitality attributes are reviewed in the next section.

2.5 Part Two: Experience-based Industry

While BI to visit a foreign country is profoundly influenced by the perceived performance of NBI, tourism as a national industry may also establish brand image for a nation (Brooks, 2004; Anholt, 2010; Fetscherin, 2010; Handayani and Rashid, 2013). This chapter scrutinises tourism attractiveness and competitiveness, tourism dimensions that can be useful in establishing NBI and BI. Therefore, this literature review starts by examining the tourist's post-visit assessment. The next section reviews tourism attractiveness and competitiveness and other hospitality attributes,

followed by the intertwining of the research variables. Measurement of variables is discussed at the close of the chapter.

2.6 Tourists' Post-Consumption Evaluation

Tourists' repeat visits and recommendations rely on post-consumption evaluation (Kozak and Rimmington, 2000; Bigne et al., 2001; Naoi, 2003; Petrick et al., 2001; Petrick, 2004; Stepchenkova and Morrison, 2008; Baloglu, 1999). In this sense, it revolves around BI. Ryu, Han and Kim (2007) defined BI as likelihood to return to the restaurant and to recommend it to family, friends, and other in the future. Likewise, Olorunniwo, Hsu, and Udo (2006) and Rashid (2013) suggest that intention to recommend and intention to revisit again if there is chance in the future as part of BI. Further Hellier, Geursen, Carr, and Rickard (2003) indicate that intention to revisit revolves around a person's judgement about re-purchasing the tourism market offerings from the same service provider, be a hotel, a travel agency, or an airline company. With this viewpoint, it is necessary to clarify the elements of post-consumption evaluation.

The evaluation is based on satisfaction, service quality and perceived value (Baker and Crompton, 2000; Murphy et al., 2000; Weaver, 2007; Kayat and Hai, 2014). More specifically, the literature points out that tourism attributes such as attractions, services and hospitality, infrastructure and superstructure are considered as fundamental aspects for satisfaction, service quality and perceived value (Bigne et al., 2001; Chadee and Mattson, 1996; Weaver et al., 2007). In addition, affect (emotion) is found to influence post-visit judgements, especially in conjunction with the level of tourist satisfaction (Oliver, 1997; Westbrook and Oliver, 1991; Williams and Soutar, 2000; Rashid, 2013). It is noted that post-consumption

evaluation leads to tourist's intention to recommend and revisit (Weber, 1997; Kozak and Rimmington, 2000, Hui et al., 2007).

Despite positive evaluation of satisfaction, service quality and perceived value, tourists may prefer to explore other destinations for future holidays (e.g. Antón, Camarero & Carrero, 2007; Kaur, Sharma & Mahajan, 2012; Truong and Foster, 2006; Stauss and Neuhaus, 1997), although they will still recommend the original destination to others; this is strengthened by the effect of prestige. However, Few studies indicate that satisfaction and loyalty is neither linear nor simple (e.g. Jones and Sasser, 1995; Boohene and Agyapong, 2011). Hence, satisfied tourist would not always emerge as indicator for future intention to revisit. This is in line with Kotler et al., (2006) argument which distinguished the term of a "satisfied customer" and a "delighted customer". A "satisfied customer" is not always associated with retention as the normative definition of customer satisfaction lies on the likeness to produce information on service attributes that are considered important by customers, the magnitude of importance of certain attributes on decision making or the level of producer' performance in meeting the customers needs and want (Yuksel and Yuksel, 2002). On the contrary, a "delighted customer" shows positive behavioural intention which indicates more loyalty and retention. As a result, word-of-mouth may indirectly signify the intention to encourage others to visit, the intention to revisit if the opportunities arise, and the intention to mention positive aspects to others (e.g. Litvin et al., 2008; Cheung and Thadani, 2010; Lovett et al., 2013). In sum, BI may appear in the form of intention to revisit and/or intention to recommend.

Cronin et al. (2000) and Petrick (2004) suggest that service quality, perceived value and satisfaction are antecedents of BI. In this sense, the affect (emotion/feeling)

towards destination performance influences the level of satisfaction. Hence, it is sufficient to say that destination performance involves service quality, perceived value and satisfaction.

In the broader context of tourism as a national industry, these three destination performance indicators may form the brand image of a nation (Prayag, 2009; Ryan and Ninov, 2011), because the tourist industry is based on experience. Each encounter with the destination attributes strengthens the NBI. Moreover, in the context of global marketing, experience as a core product generates a tendency of preference is essentially derived from brand image and the authenticity of the tourist attraction. Brand image and authenticity are regarded as product offerings attached to both natural and man-made attractions. Therefore, tourists consider not only the competitiveness of potential destinations but also destination attractiveness.

2.7 Tourism Destination Competitiveness and Attractiveness

As an industry, tourism is a unique business. The experiences it offers are the production, reproduction, and reinforcement of images (Hall, 1998; Prayag, 2009), so tourism products emerge with an accumulation of activities, attractions and support elements.

To evoke and stimulate tourist perception, the uniqueness and high quality of competitiveness and attractiveness are required (Mayo and Jarvis, 1981; Dwyer et al., 2003; Enright and Newton, 2004; Qu et al., 2011). While destination competitiveness is defined as the ability of destination organisation to deliver its promises to potential visitors, destination attractiveness is a trigger for tourist arrival (Kresic and Prebezac, 2011) e.g. transport performance which involves soft and hard services are considered crucial as element of destination competitiveness (Pulen,

1991; Harrison et al., 1998; Thompson , 2001; Ralahalu and Jinca, 2013). Destination competitiveness is seen as an engine for societal prosperity (Crouch and Ritchie, 1999) that relies on performance (Enright and Newton, 2004; Beerli and Martin, 2004; Kozak and Rammington, 1999; Gomezelj and Mihalic, 2008) in is derived from destination attractiveness.

The unique aspect of a developed geographic place (destination) may come from attributes such as attractions, transport, accommodation, facilities and hospitality services, and more specifically from natural beauty, historic sites, climate, demographics and cultural aspects. These attributes make up the whole package of tourist products to be experienced and form an overall image of the destination, playing a critical role in tourist choice. Overall, as Gonzalez and Falcon (2003) point out, the competitive potential of a tourism destination may shape the tourism types as product offerings to tourists.

2.8 Tourism and Hospitality Attributes

Tourism attributes as products have been defined differently by authors from various perspectives and disciplines. Several authors have defined it as features (Cooper et al., 2005); components (Rowe et al., 2002) or products (Weaver and Lawton, 2006). In general, these terms are used interchangeably and refer to the supply side of the tourism system (Gunn, 1997; Gunn and Var, 2002; Mill and Morrison, 2002; Weaver and Lawton, 2006).

Tourism activity is defined as the movement of people from the generating region to the destination region, involving socio-cultural, economic, technological, physical, political and legal aspects (Leiper, 1990). It is well known as an experience-based industry that has positive or negative socio-economic consequences at national and

international levels (Song et al., 2012). It offers destination attractions as products and as a field of study (Tribe, 1997).

In most cases, the study of tourism is attached to the development of the destination, a place visited by tourists for leisure, business, pilgrimage or study (Leiper, 1990; Cooper et al., 2005; Gunn, 1994; Carlsen, 1999). Buhalis (2000) points out that tourism destination could be defined as a geographical unit which is perceived by tourists as a unique entity. In this vein, a destination normally requires access, infrastructure and transport, and comprises natural beauty, man-made or historical sites, etc. which are considered worth experiencing. Destination can thus be identified as the attractions.

According to Lew (1987) and MacCannell (1976), attractions include not only the historical sites, amusement parks and spectacular scenery but also the services and facilities to meet the tourists' needs and requirements. While several authors have categorised natural and man-made attractions together, Rashid (2013) separates them. Infrastructure and superstructure may be categorised together (Formica, 2002) or separately (Rashid, 2013). Hospitality is defined as a service or individual characteristic and is also considered as part of the tourist product. Rowe et al., (2002) group tourism components into transport, attractions, accommodation and catering, information and guiding services, tour operators and travel agents; Gun and Var (2002) view them from the supply side of the functioning tourism system: attractions, transport, services and information; and Nickerson (1996) identifies transport, accommodation, land management agencies, attractions, travel distribution, tourism promoters and food services.

These components, which support the movement of people from the generating region to the destination region (Leiper, 1990) must work as an integrated system in order to ensure the tourist receives a meaningful experience. Elements that make a destination attractive and unique can be classified into natural and cultural primary features such as climate, ecology, cultural traditions, traditional architecture, and land forms; the secondary features are developed to meet the tourists' needs, such as hotels, catering, transport, activities, and amusements (Laws, 1995; Rashid, 2013). The primary features are the reason tourists visit the destination, while the secondary features are the amenities that must be provided during their trip.

Despite some differences in detail, there is consensus that the components are either primary or support elements, as explained above, although authors place different emphasis on individual details. For example, regarding infrastructure and superstructure, transport, by sea, land or air, requires the commitment of the tourist board in providing access to the destination (Mill and Morrison, 2002; Weaver and Lawton, 2006). At a more specific level, bus and train stations and airports are considered as first-hand interaction between tourists and the destination image, and should be maintained in line with the characteristics of the attractions. Signage, for roads and places of interests, are further elements that create an overall image of the destination (Prayag, 2009).

Accommodation, restaurants and other facilities are another integral part of the support system, and again imply the readiness and commitment of government to develop the tourism industry (Prayag, 2009). One aspect of hospitality which crucially influences tourists' perception is the attitude, personality and competence of the people who provide the services.

Indeed, the friendliness of people as services providers, host community, local governments, NGOs and pressure groups is part of the overall hospitality in interacting with tourists, and part of the assessment tourists make in forming the overall image of the destination (Prayag, 2009). This is in line with the philosophy which sees the tourism business as basically selling dreams, by developing the image of the destination and converting the overall image in the tourist's mind to NBI.

In this research context, the attributes of tourism and hospitality are grouped into attractions (natural and man-made), infrastructure, superstructure, and services and hospitality. As for the assessment, this research generally adapts Prayag (2009) attributes that are considered relevant. In this sense, attributes such as the level of service, accessibility of the destination, reputation compared to competitors, ease of communication (language), how exotic the destination is, friendliness of the people, scenery and natural attractions, cultural and historical attractions, cultural diversity, towns and cities, the variety and quality of accommodation, signage, and shopping facilities are deemed useful to be adapted.

2.9 The Relationship Variables of Tourism and Hospitality Attributes on NBI and BI

Image formation has many implications in human behaviour, viewed from the disciplines of anthropology (Selwyn, 1996), sociology (Meetha, 1996), geography (Gould and White, 1992; Draper and Minca, 1997), semiotics (Stenberg, 1997) and tourism marketing (Gunn, 1997). Researchers commonly examine attributes of effective destination positioning or the destination selection process (Gallarza et al., 2002).

Gallarza et al. (2002) offer a comprehensive classification of the attributes of TDI, from the functional (primary) to the physiological (secondary or supportive): landscape, surroundings, nature, cultural attractions, nightlife and entertainment, shopping facilities, information availability, sports facilities, transport, accommodation, gastronomy, price, value, cost, climate, relaxation vs extreme sports, accessibility, safety, social interaction, residents' receptiveness, originality and service quality.

Prayag (2009) classification of images of tourism destination corresponds to the tourism attributes outlined in the previous section. The literature on the role of tourism and hospitality in determining future BI (Kozak and Rimmington, 2000; Bigne et al., 2001; Kozak, 2001, 2003; Petrick, 2004; O'Leary and Deegan, 2005; Chen and Tsai, 2007; Bigne et al., 2008; Prayag, 2009; Qu et al., 2011) suggests that first-hand experience, supported by a positive brand image of a nation (Qu et al., 2011), are the antecedents of intentions to revisit and recommend. Various authors (e.g. Hunt, 1975; Crompton, 1979; Chon, 1990; Prayag, 2009) agree that tourist satisfaction influences the level of re-visiting and recommendations. Similarly, Weaver et al. (2007) argue that the tourists' evaluation of a destination has a critical effect on behaviour, such as word-of-mouth recommendations, intention to revisit and loyalty in consuming destination products. Furthermore, the Anholt GfK Roper Nation Brand Index (Anholt, 2002; 2007) argues that tourism is the most visible national dimension in establishing NBI, because first-hand experience in visiting a country involves socio-politics, economics and cultural dimensions. Prayag's (2009) examination of tourists' evaluation of destination image, satisfaction and future BI underlines that the destination image creates an overall national image and is related to BI. On the other hand, Qu et al. (2011) come down in favour of the overall

destination image. Figure 2.3 outlines the link between tourism dimensions, NBI and BI.

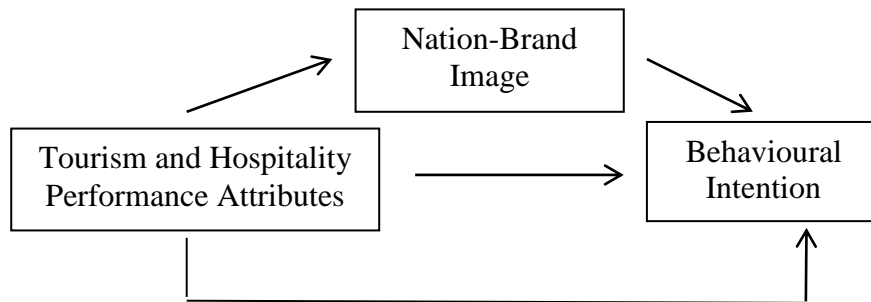


Figure 2.3. The link between NBI, tourism dimensions and BI

Notably, the success of tourism and hospitality attributes has a relationship with tourist future intention (Qu et al., 2011) and future behaviour (Prayag, 2009). In addition, positive performance is also a predictor of NBI. Accordingly, the components that make up the research framework are illustrated in Figure 2.4.

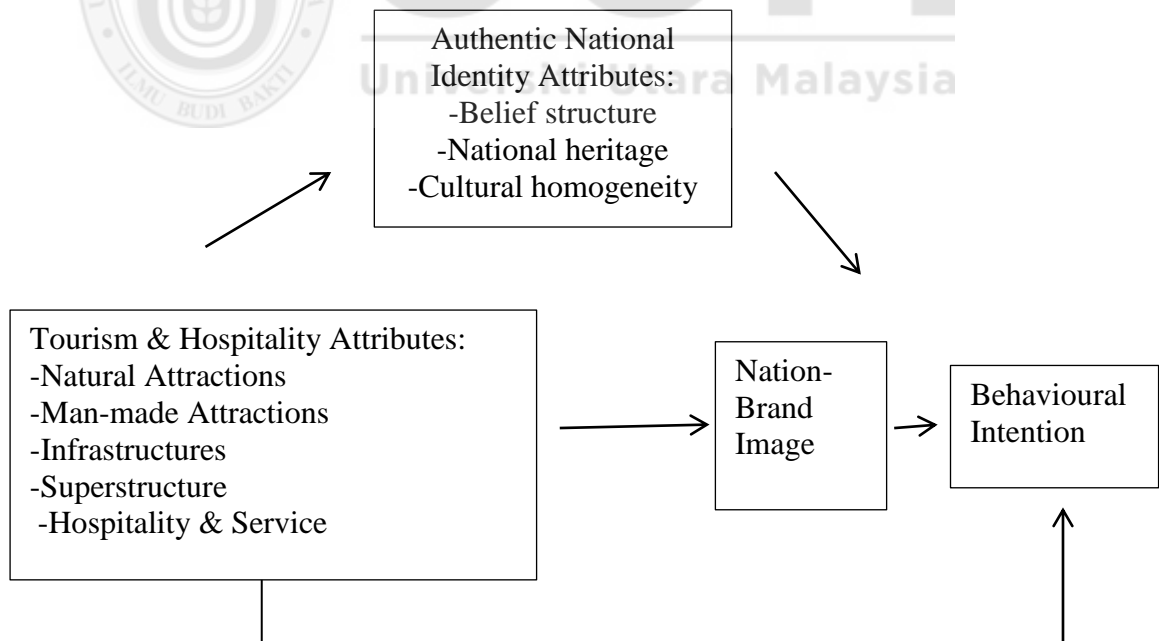


Figure 2.4. Proposed research framework

The direct flow shows the relationship between tourism and hospitality attributes and BI. It is also predicted that tourists' BI can be derived from NBI. Similarly, NBI can assist the relationship between tourism and BI. Emari et al. (2012), indeed, suggest that brand image may also become a mediator variable. Therefore, it is proposed that the attributes of tourism and hospitality performance can not only directly predict tourists' BI (research objective number 1) but can also form NBI (research objective number 2).

2.10 Underpinning Theory

Contemporary brand image theory (Keller, 1993) signifies not only market leader and indicates premium product but also most importantly suggests strong and favourable positioning. Brand image in this vein involves not only functional and experiential attributes but also denotes prestige benefits. These functional, experiential and prestige benefits influence consumers' attitudes, which can be derived from a set of associations embedded in the consumer's mind which are awakened whenever a product's name is mentioned. Further, while a set of associations is derived from types of brand associations, favorability brand associations, strength brand associations, uniqueness of brand associations, types of brand associations (appendix G) consists of attributes, benefits, and attitude. On the other hand, attributes revolves around non-product-related and product-related. Specifically, non-product-related involves price, user & usage imagery, brand personality, feelings and experiences.

This set of associations is considered strong and favourable when it reaches more than brand recall and brand recognition. In other words, a strong and favourable brand image indicates a premium product and/or brand leader in a certain category.

However, it is believed that positive or negative experience can be attributed to brand image of market offerings. Consequently, the magnitude of spreading post-consumption may strengthen brand image formation, which in the end would accelerate its positioning and behavioural intention.

2.11 Conclusion

The scrutiny of the literature has shown that the attractiveness and competitiveness of tourism, and tourism as a national dimension, may establish not only BI but also NBI. Consequently, the tourism dimension will be included in the research framework. The tourism and hospitality attributes to be tested are grouped into attractions (natural and man-made), infrastructure, superstructure, and hospitality and services.

It is proposed that successful performance of these attributes will not only trigger BI but also, more importantly, will contribute to the establishment of NBI and national identity; national identity is proposed as brand differentiation for a nation, not only considering authenticity but also driving BI.

These distinct characteristics are essentially associated by the international public with personality traits in establishing NBI. For instance, the image that comes to mind for the international public may be of a religious nation, a high-tech nation, or a friendly nation, encountering, pre- or post-visit a nation's name as a brand or product. These adjectives are used to personalise or represent the profile of a nation, including its people and its culture. As for BI to revisit or recommend, measurement is assessed by post-consumption evaluation. Figure 3.2 depicts the research framework for testing the relationships between tourism attributes, national identity, NBI and BI.

CHAPTER THREE

RESEARCH FRAMEWORK AND HYPOTHESES

3.0 Introduction

In the proposed research framework (Figure 3.2) tourism and hospitality is treated as a predictor of both NBI and BI. Specifically, while national identity is proposed as a variable that may contribute to the relationship between tourism and hospitality and NBI, NBI itself may mediate the relationship between tourism and hospitality attributes and BI. Accordingly, this chapter outlines the research framework and hypotheses. First, an overview of the problem statement is given, followed by a discussion of the research model. The research hypotheses and conclusion are then presented.

3.1 The Research Model

Guided by the research objectives, research questions and the model shown in Figure 2.4, the attribute of tourism and hospitality (defined in chapter 2, section 2.8) are established as the independent variables.

NBI is treated as the dependent variable, focusing on people and culture. Establishing NBI is defined as a construction process of giving the international public strong familiarity and associations with a nation's name as a brand.

Impressions, familiarity and associations denote belief (cognitive aspect) of establishing NBI (Kotler et al., 1993; Martin et al., 1993; Roth and Diamantopoulos, 2009). It is proposed that establishing NBI will positively or negatively influence tourist's future intentions (Qu et al., 2011) and behaviour (Prayag, 2009). Again, first-hand experience is recognised as the antecedent of revisit and recommendation

BI. Hence, it is proposed that tourism and hospitality attributes has a direct relationship with tourists' BI.

Previous studies also indicated that attributes of a nation's tourism indicate the essence of that nation, representing nationhood (Kaneva, 2011) and national identity (Kotler&Gertner, 2002; Anholt, 2007; Dinnie, 2008). National identity, an important element that differentiates one nation from another, is recommended as a mediator variable (Herskovits, 1948; Huntington, 1996; 1993; Keilor and Hult, 1999; Kotler and Gertner, 2002; Anholt, 2011, 2002, 2007, and 2010; Fan, 2006, 2008, 2010; Kaneva, 2011). Comprising belief structure, national heritage, cultural homogeneity and consumer ethnocentrism (Herskovits, 1948; Huntington, 1993; Keilor and Hult, 1999), national identity indicates nationhood in relation to global consumers (Keillor et al., 2001), world-mindedness (Rawas et al., 1996), internationalism (Balabanis et al., 2001) and an opportunity for business (Ludviga, 2012). Therefore, it is proposed that national identity mediates attributes of tourism and hospitality and NBI formation, and is a predictor for BI (Frew and White, 2011).

It is sufficient to see tourism and hospitality independently in the development of NBI, given that the Anholt competitive identity is considered problematic and the subject of a long-standing debate. Instead of treating tourism as a national dimension indicator, coined by Anholt in establishing a NBI hexagon-competitive identity (1996, 2002, 2007, 2010), for this research it is proposed as a trigger to strengthen tourism and hospitality attributes as an independent variable.

The attributes of tourism for this research are grouped into attractions, infrastructure and superstructure, service and hospitality. Attraction is classified into natural and man-made, while facilities consist of lodging, food and beverage, and superstructure.

Infrastructure comprises communication networks, water systems, healthcare facilities, power sources, sewage/drainage areas, and security systems. Transport systems are divided into land, sea, air . Hospitality refers to people who play a role as service providers, and local community and residents. Hospitality also denotes the degree of openness and character which supports tourism as an industry.

National identity is used as a mediator variable for tourism attributes and NBI formation; and NBI mediate the relationship of tourism and hospitality attributes and BI. Through a direct relationship, tourism is also postulated to influence travel BI (Prayag, 2009; Qu et al., 2011) and NBI. Therefore, it can be said that tourism and hospitality performance indicators are the antecedent of NBI and BI.

3.3 Hypotheses

The main aim of this research is to examine the attributes of tourism and hospitality attributes that lead to establishing NBI as perceived by international tourists. As review of literature indicates four or five attributes as core elements that framed the tourism and hospitality as experience-based industry, and clarified by the preliminary study, therefore this research employs five attributes of tourism and hospitality that deemed appropriate to be tested as predictor for BI, NBI, and NI. The five attributes of tourism and hospitality are named as natural attractions, man-made attractions, hospitality and service, infrastructure, and superstructure. Accordingly, hypothesis one is proposed as followed. **Hypothesis 1:** tourism and hospitality attributes influence BI (figure 3.1).

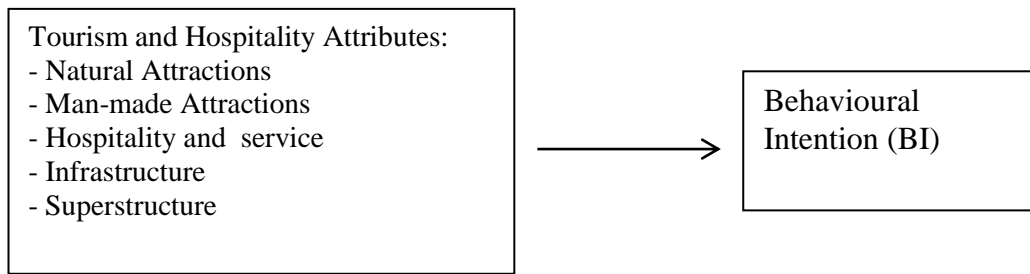


Figure 3.1. Direct relationship of perceived performance of tourism and hospitality attributes and BI.

Hypothesis number two aims to answer research question number two, examining the influence of tourism and hospitality attributes on NBI. The detailed relationship is demonstrated in Figure 3.2. **Hypothesis 2:** Tourism and hospitality attributes influences NBI.

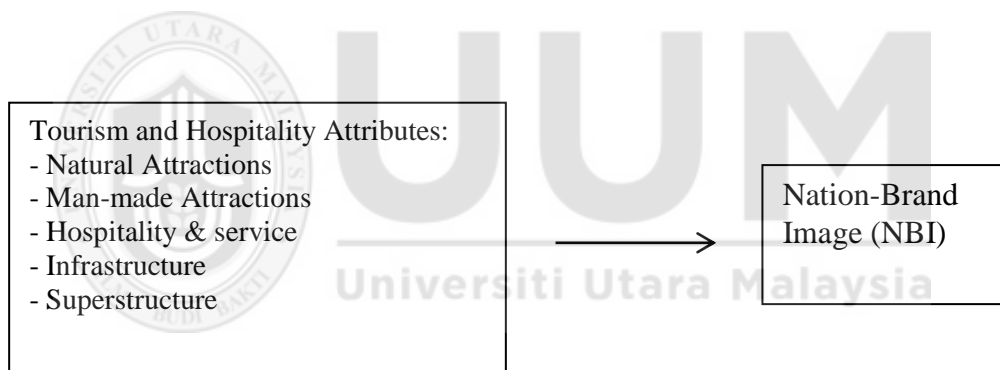


Figure 3.2. Direct relationship of perceived performance of tourism and hospitality attributes and NBI

Hypotesis number three aimed to examine the influence of tourism and hospitality attributes on NI. As depicted in figure 3.3, it is hypothesised that tourism and hospitality attributes influences NI. Therefore, **Hypothesis 3:** Tourism and hospitality attributes influences NI.

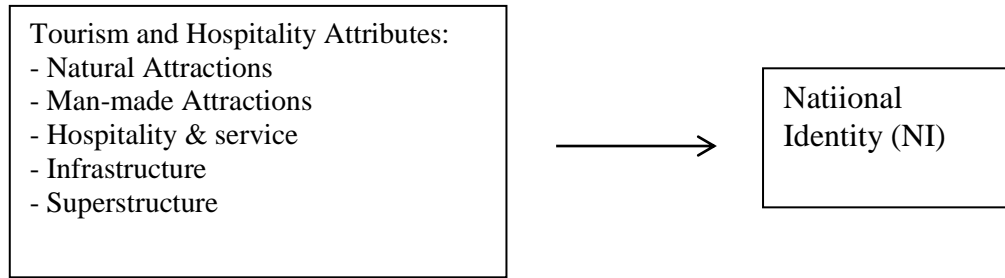


Figure 3.3. Direct relationship of perceived performance of tourism and hospitality attributes and NI

The mediated effect of national identity as brand differentiation on the relationship of and NBI follows. As guided by research objective number three, the variable that needs to be tested is illustrated in Figure 3.4. **Hypothesis 4:** National identity mediates the relationship of tourism and hospitality attributes performance and NBI.

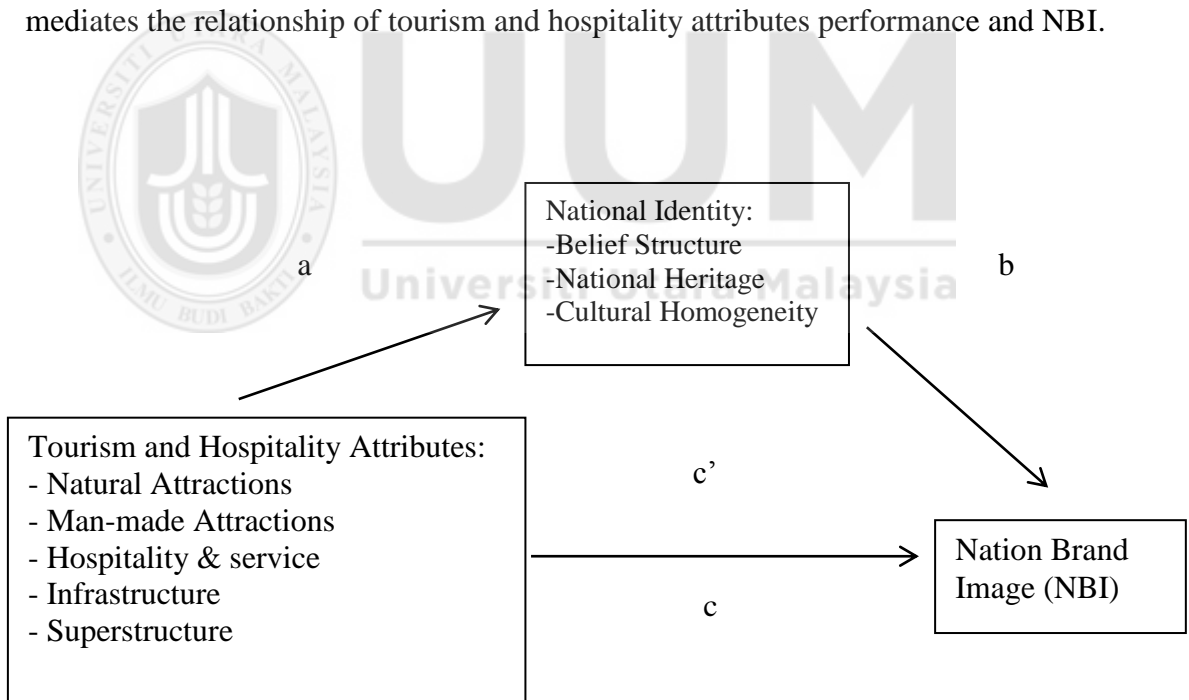


Figure 3.4. The mediation effect of national identity on the relationship of perceived performance of tourism and NBI.

Hypothesis number four relates to research question number four (Figure 3.5).

Hypothesis 5: NBI mediates the relationship of tourism and hospitality attributes and BI.

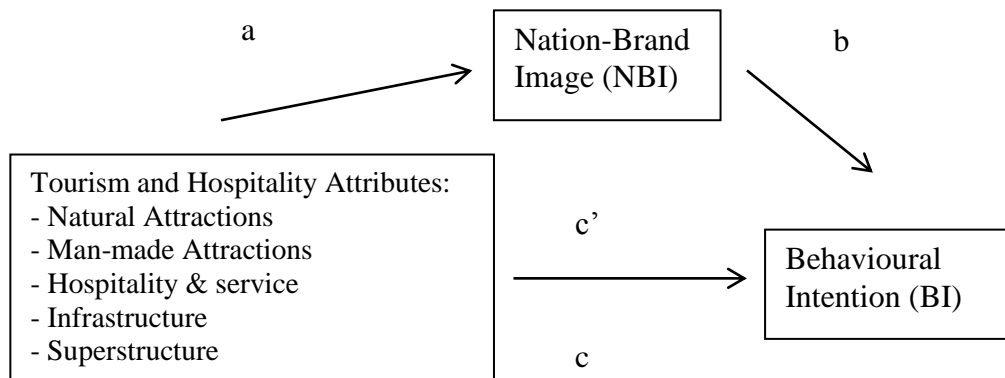


Figure 3.5. The mediation effect of NBI on the relationship of perceived performance of tourism and BI.

Research question number five examines how could the attributes in tourism and national identity can be used in a model to demonstrate NBI and BI, and hypothesis number 5 is analysed accordingly and based on the results of hypotheses numbers 1, 2, 3 and 4. **Hypothesis 6:** the relationships of research variables depicted in the research framework demonstrates significant relationships as a research model.

3.3 Conclusion

This chapter has identified five hypotheses and presents the research model, developed from the reviewed literature, research objectives and research questions. In order to test these hypotheses, the methodology applied in this study is presented.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

This chapter provides detailed explanations of the research design, population, survey location and sample size, and the data analysis techniques used to answer the research objectives and research questions. The first section discusses the philosophical assumptions of the research, the second describes the research design and measurement of the research variables, and finally, the reliability and validity of the research and data collection methods are discussed.

4.1 Research Methodology

Academic research involves studying phenomena objectively, according to certain philosophical assumptions (Creswell, 2009). Philosophical assumptions are grouped into ontology, epistemology, and methodology. Ontology indicates the nature of the phenomena, while epistemology denotes the knowledge exists autonomously according to human interpretations. Methodology signifies the approaches or ways of examining the phenomena (Burrell and Morgan, 1979; Denzin and Lincoln, 2000). More specifically, methodology refers to the method of inquiry, which consists of a specific process and procedures that need to be performed by the researcher (Creswell, 2009).

Of these procedures, the quantitative and qualitative approaches are the most recognised in social science enquiry. The quantitative method is used according to objective assumptions, while the qualitative is subjective. In this study, research begins from assumptions about what can be studied of phenomena that exist in reality. In the tourism research context, Walle (1997) suggests a trade-offs between

quantitative or qualitative methods justified according to the research subject. This assumption influences the research philosophy in terms of observing phenomena as a problem to be studied. For instance, objectivists believe that social phenomena exist in reality and are waiting to be studied, while subjectivists assume that phenomena are formed from multiple constructions and social interactions. The social science researcher may be an objectivist or a subjectivist, depending on the phenomena to be studied (Ratner, 2002).

As both methods have limitations, the emergence of mixed methods is inevitable. Mixed methods combine observation and interview techniques to achieve a more comprehensive and better understanding than objectivism and subjectivism alone (Creswell, 2009). Similarly, Jogulu and Pansiri (2011) argue that mixed methods research design strengthens the findings and inferences for understanding social phenomenon, especially in management context.

The philosophical world views can also be divided into post-positive, social construction, advocacy/participatory, and pragmatic (Creswell, 2009). Post-positivism and interpretivism are implemented to explain social science phenomena. Generally, post-positivism tests or modifies a theory, whereas interpretivism develops the theory. Interpretive philosophy indicates that the meaning of the truth is relative.

Pragmatism is problem-centred, which denotes how to find what works and offers solutions to problems. As the pragmatist does not see the world as an absolute unity, the methods used are less important, which opens the door to combining quantitative and qualitative methods (Patton, 1990; Murphy, 1990; Cherryholmes, 1992; Creswell, 2009). Investigation is done to understand the specific context of the

phenomenon by using mixed methods, different world views and assumptions. Pansiri (2005) suggests that the pragmatic approach of mixed methods in tourism research may yield better insights.

In this research context, the variables are attributes of tourism and hospitality, NBI formation and travellers' BI. As discussed in the literature review, having tourism and hospitality as an independent variable is due to the findings of previous studies that emphasised export and tourism as the most national dimensions as assessed by the international public (Nadeau, 2008; Roth and Diamantopoulos, 2009; Olins, 2014). Brooks (2004) proposes that tourism is a visible dimension that not only boosts the national economy but can also improve the national image and reputation (Anholt, 2002, 2007) and build a strong position in the international market (Kotler and Gerbner, 2002; O'Shaughnessy and O'Shaughnessy, 2000). In this sense, attributes of tourism and hospitality are postulated as establishing NBI, while they can also influence international travellers' future BI. BI signifies attitude theory, which connects variables in this research context denoting its multi-disciplinary perspectives, such as psychology, international studies and strategic brand management sciences (Nadeau et al., 2008).

Given the fact that NBI is a relatively unexplored phenomenon, it is necessary to conduct exploratory research, and adapting contemporary brand image theory (Keller, 2008) seems to be useful in conceptualising establishment of NBI. Specifically, in terms of method, brand image is normally investigated qualitatively, because perceived brand associations and brand awareness are assessed using free association and open-ended questions. However, recent studies on establishing country image in conjunction with other variables, namely international crisis,

destination in a national context, or specific studies advancing a country image construct, have applied a quantitative approach with structural equation model (SEM) testing (Heslop et al., 2008; Nadeau et al., 2008; Roth and Diamantopoulos, 2009; Prayag, 2009; Qu et al., 2011). Unfortunately, it is inappropriate to adapt SEM to test NBI formation, as NBI is not a theory-driven phenomenon compared to country image, which is considered to be more established. That is, utilising a quantitative approach with a SEM strategy is considered inappropriate.

This research therefore employs a pragmatism philosophy (Pansiri, 2005) which indicates a consecutive mode (Creswell, 2009; Jogulu and Pansiri, 2011) in answering research questions. Consecutive mode approaches in tourism studies have specifically been encouraged for the rigour of their perspective (e.g. Pansiri, 2005), which matches the multi- and interdisciplinary nature of tourism studies. Initially, this research applies a preliminary study to investigate in greater detail the construct of NBI formation and followed by field research to test the framework and hypothesis. A preliminary study which applies qualitative approach is considered beneficial in understanding relatively unknown and less-explored issues. It is also strongly recommended as a pilot for large-scale quantitative studies and exploratory study (Cooper and Schindler, 2006). Technically, the preliminary study in this research utilises in-depth interviews to obtain the respondents' perceptions of Bali, Yogyakarta and Jakarta as samples of visiting Indonesia (Walmsley and Jenkins, 1993; Coshall, 2000; Hankinson, 2004b). With these strategies, Indonesia, NBI combines the population and culture with a personality scale (d'Astous and Boujbel, 2007; d'Astous and Li, 2009). The findings of the preliminary study are also useful in the development of the questionnaire for the subsequent field survey.

The post-positivist paradigm with a survey strategy is used to verify the findings established by the exploratory survey. The post-positivist paradigm is concerned with determination, reductionism, empirical observations, measurements and theory verification. Determination in this sense is to identify or assess the cause that affects the outcome, and reductionism aims to reduce the ideas to small and separate units to test and verify the hypotheses of the research questions (Creswell, 2009). In other words, theory verification means testing, verifying and refining theories that govern the world to gain a better understanding.

The pragmatism philosophy with consecutive approaches is therefore considered as the most suitable in this research context. Specifically, this illustrates research question number five, how the attributes of tourism and hospitality can be used in a model for establishing NBI. This research question indicates the need to settle the problems identified in the research background and problem statement. The deductive approach is used to test the hypothesis and validate the attributes of tourism and hospitality (variable X) on variables establishing NBI (Y1 and BI (Y2).

4.2 Research Design

Saunders et al. (2007) explain research strategy as a general plan of how the research will go about addressing the research questions already framed. To examine the attributes of tourism and hospitality in establishing NBI and BI, this thesis has already articulated the research objectives and research questions.

The deductive approach is complemented by a theoretical framework and proposed model, because of the need to adapt theories from other relevant and related literature; given the relatively unexplored nature of the research topic. It is similarly appropriate to adapt a relevant model and its conceptualisation from the related

literature, e.g. on place marketing (Kotler and Gertner, 2002; Keller, 1993, 2003), and contemporary brand image theories (i.e. Keller, 2008) as discussed in the scope of the research and is presented in the review of the literature (part one section 2.2 & section 2.3).

The deductive approach is relevant in modifying existing conceptual models as they provide a rich set of material and sequential stages: posing a hypothesis or research model, collecting and analysing the data to test it, and if necessary modifying the model in the light of findings (Hair et al., 2007; Saunders et al., 2007).

As depicted in Figure 4.1, the stages of the research design start with reviewing the existing literature and developing the proposed research model and research protocol. The next stage is collecting data according to the chosen methodology, followed by data analysis. The findings are then presented along with concluding remarks and research recommendations.

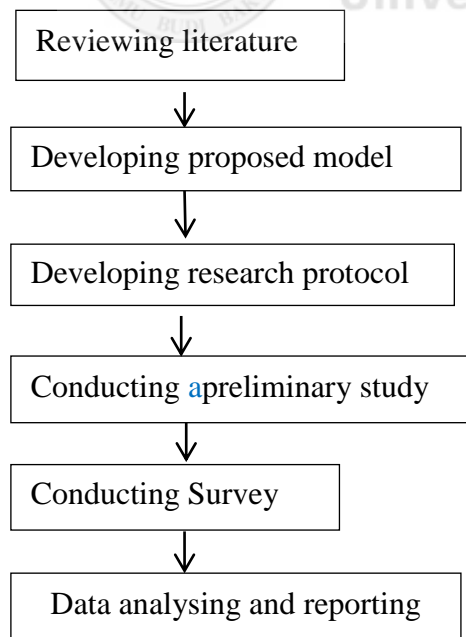


Figure 4.1. Research strategy

(Adapted from Saunders et al., 2007; Hair et al., 2007)

4.3 Research Methods

This section discusses the procedure of data collection, describing the population, respondents, sample size and location and their justification. To recap, the quantitative method is used to examine the role of attributes of tourism and hospitality (natural and man-made attractions, hospitality and services, infrastructure and superstructure) in establishing NBI through national identity (belief structure, national heritage, cultural homogeneity), and travellers' BI to revisit and recommend.

The quantitative approach is useful in testing theories and hypotheses, identifying the variables crucial for further research and linking them by validity and reliability standards and statistical procedures (Creswell, 2009). Quantitative methods are also useful to test the developed concept across a wider sample of the population (Deshpande, 1983), although for this less-explored topic exploratory interviews are also used to identify the greater detail of establishing NBI (Cooper and Schindler, 2006). The exploratory study followed by a survey thus represents a sequential mixed methods approach.

Having selected and justified the methods to be used, this section moves on to discuss instrumentation, measurement, reliability and validity, and data analysis.

4.4 Instrumentation

This section describes the questionnaire design, which consists of questionnaire development, measurement of variables and procedure of the pilot test.

4.4.1 Type of Questionnaire

Dichotomous close-ended questions assessed on a Likert scale are used here. The items to be included in the questionnaires were selected with reference to previous

studies. Despite the popularity of a 7-point scale, a 5-point scale is appropriate for this research, offering more positive feedback (Felix, 2011).

Tourism and hospitality attributes account for 30 questions, national identity 11, NBI 18, and BI 5. Within each group, the individual questions follow the sequence outlined above in section 5.3.

4.4.2 Questionnaire Design

Questions are designed to capture tourists' cognitive and affective aspects, to measure dependent variables NBI formation and tourists' BI. The content of this set is related to the level of tourists' familiarity with the touristic products experienced in the nation as a whole. This set of questions is expected to identify the terms used by tourists to associate the tourism attributes the nation's image as a whole. The second set of questions determines the level of tourists' satisfaction and how they describe their positive or negative experiences to other people, i.e. their BI to revisit or recommend.

The set of questions about national identity examines the uniqueness of the study context in increasing national positioning in the global market. They were adapted from previous studies (Qu et al., 2011; Ryan and Ninov, 2011; Prayag, 2009, 2010; Nadeau et al., 2008, Anholt, 2007). Attitude theory (Ajzen and Fishbein, 1977) is used to determine how international tourists' perceived image of the destination and familiarity with touristic products lead to NBI formation.

4.4.3 Questionnaire Development

As mentioned in the literature review, tourism and hospitality attributes is considered as a control variable in building a country image which can be adapted for establishing NBI (Nadeau et al., 2008). In addition, attitude theory can link the

relationships among tourism attributes in establishing NBI and BI. The literature also indicates national identity as not only a potential brand personality which can mediate the independent and dependent variables but also as a predictor for BI, so national identity, too, is examined.

Attitude theory, explained above in section 2.5 also forms a basis for development of the questionnaire, to explain how tourism and hospitality performance influences NBI and BI and how national identity mediates between tourism and NBI and how NBI mediates between tourism and BI.

4.5 Measurement of Variables

Measurement of the study variables are adapted from the past research which indicates good reliability and validity. Accordingly, details of the measurement of variables and their dimensions are outlined as follows.

4.5.1 Behavioural Intention

As noted in the review of literature, Tourists' BI, defined as post-visit reaction in terms of willingness to mention positive things, intention to revisit and to recommend the destination to others (Ryu et al., 2007). In this vein, intention revisit indicates re-purchasing the tourism market offerings from the same service provider, be a hotel, a travel agency, or an airline company is measured by five questions (Hellier et al., 2003; Olorunniwo et al., 2006; Rashid, 2013). Adapting Ryu et al., (2007), Olorunniwo et al., (2006), and Rashid's (2013) questionnaire design, the future intention variables measured are positive words, intention to select a similar destination for the next trip, encourage others to visit, probability of revisiting and probability of recommending the destination to others. The three items of evaluation of destination are quality of experiences, cultural traditions and

receptivity, as the essence of tourist intention, so tourist post-visit evaluation is triggered by these three items.

In addition, tourists' BI in this research, which takes Indonesia as a case study, is defined as post-visit reaction in terms of willingness to revisit and willingness to recommend adapted from previous studies i.e. Kozak and Rimmington (2000); Bigne, Sanchez, and Sanchez (2001); Petrick, Morais, and Norman (2001). It is measured by five questions: (1) Likelihood of mentioning positive things about Indonesia to others?; (2) Likelihood of selecting Indonesia as your tourist destination in future?; (3) Likelihood of encouraging other people to visit Indonesia?; (4) Likelihood of revisiting Indonesia in the future, given the opportunity?; (5) Likelihood of recommending Indonesia to others?

Question number 1 signifies intention to talk about the visit experience to others; questions number 2, 3, 4 and 5 denote intention to revisit and encourage others. All questions are measured on the scale not likely at all (1) to most likely (5). Table 4.1 summarises related works on BI that could be adapted for questionnaire development.

Table 4.1
Related Works on Behavioural Intention

Variable	Item	Sources
Tourists' BI	Evaluation of destination: Quality of experience: a) Tourist attractions b) Environment & infrastructure. c) Entertainment/outdoor activities.	Kozak and Rimmington, 2000; Bigne, Sanchez, and Sanchez, 2001; Petrick, Morais, and Norman, 2001; Kozak, 2001; Kozak, 2002; Kozak, 2003; Kozak et al., 2007; Prayag, 2009; Kozinets et al., 2010; Elliot et al., 2010; Qu et al., 2011; Horng et al., 2012; Prayag and Ryan, 2011; Rashid, 2013.
	Cultural traditions: a) Proud to visit. b) Memorability of experiences.	

-
- c) Relative to expectation.
 - d) Originality of experiences.
 - e) Overall satisfaction.
 - f) Value for money.
 - g) Knowledge of destination.
 - h) Overall rating.

Receptivity:

- a) Pride in product ownership.
 - b) Willingness to travel.
-

4.5.2 Nation Brand Image

The establishment of NBI is discussed in detail in chapter 2, section 2.5. This study adopts the work of several authors (Nadeau et al. 2008; Elliot et al., 2006; Hakala et al., 2013) which identified country variables and factor dimensions in the cognitive country image, affective country image, product beliefs, destination belief and receptivity. In particular, Hakala et al.'s, (2013) questionnaire design is considered relatively close to this research , but only 14 of their 23 questions are appropriate in representing—the nation-people and nation-culture which refer to NBI conceptualisation. These 14 questions and four further ones are included, based on the pilot study, and considered appropriate.

Technically, these constructs are proposed as the essence in developing NBI. As these borrowed constructs will be processed by factor analysis, the results will re-check validity according to the personality scale suggested in the literature. Table 4.2 shows the related works that could be adapted for NBI measurement. Specifically, the studies of Nadeau et al. (2008), Elliot et al. (2006) and Hakala et al. (2013) are adapted for developing a set of associations about a nation's name. The selected items from these studies are translated into personality traits recommended

by d'Astous and Boujbel (2007); d'Astous and Li (2009); Gertner (2011); Hakala et al. (2013); Kapferer (1992) and Hankinson (2004). In this vein, elements image(s) of NBI-people and NBI-culture (O'Shaughnessy & O'Shaughnessy, 2000) that may establish a nation's profile and a nation's positioning are developed based on adaptation of relevant literature of personality traits (e.g.d'Astous and Boujbel, 2007; d'Astous and Li, 2009); Gertner, 2011; Hakala et al. 2013). In short, any associations about a nation's perceived image(s) as core elements that establish NBI is formed according to NBI-people and NBI-culture, which translated by personality traits of a nation's multifaceted profile.

Table 4.2
Related Works on NBI

Variable	Item	Sources
NBI Formation	<p>COGNITIVE COUNTRY IMAGE :</p> <p>-People competences: Work ethic Industriousness Individualism Education level</p> <p>-Country competences: Workers' skill level Availability of skilled workers Technology level Stability of economy</p> <p>-Country character: Quality of life Rights and freedom Wealth Environment/pollution controls Rule in world politics Political stability.</p> <p>-People character: Trustworthy Courteous Honest</p> <p>AFFECTIVE BELIEFS: Quality. Reliability. Workmanship. Innovativeness.</p>	Nadeau et al, (2008); Elliot et al., (2006); Hakala et al., (2013).

	Satisfaction.	
	Value for money.	
	Good overall products.	
	DESTINATION BELIEFS:	
	Scenery.	
	Accommodation.	
	Attractions.	
	Activities.	
	Value for money.	
	Good overall destination.	
	DESIRED ASSOCIATION (WOULD LIKE):	
	Economic/politic.	
	Immigration.	
	Exports to.	
	Investment.	
	Visitors from.	
Personality Dimensions: Scale For Country Marketing	Agreeableness: bon-vivant, amusing, agreeable, reveller, romantic, generous, cooperative, accommodating, accepting (NBI-people). Assiduousness: organised, hard work, rigorous, serious, flourishing, important, firm (NBI-people) Conformity: spiritual, ceremonious, religious, conventional, traditionalist, mysterious (NBI-culture).	d'Astous and Boujbel (2007); d'Astous and Li (2009); Gertner (2011);
Brand Personality Concept of a City.	Peacefulness (calm, domestic), conservatism (religious, uneducated).	Kapferer (1992); Hankinson (2004).

4.5.3 National Identity

Identity precedes image (Kapferer, 1992). In this research identity is derived from national identity in which crucial elements differentiate one nation from another. National identity in this research context is defined as brand personality, again differentiating a nation over (Keller, 1993, 2003). It influences consumer evaluation of brand choices which also affect individual feelings (Aaker, 1996; Low and Lamb, 2000; Woodside and Lysonski, 1989; Um and Crompton, 1990).

We posit three of the four variables mentioned in the literature review as relevant to this research; ethnocentrism is eliminated as it is measures only domestic perceptions

of NBI. Belief structure, national heritage, and cultural homogeneity remain (Herskovits, 1948; Huntington, 1996; 1993; Keilor and Hult, 1999; Keilor et al., 1996; Smith, 1991; Spieberger and Urgersbock, 2005; Ludviga, 2012). Table 4.3 shows the measurement items for national identity, appropriate in the pilot test.

Table 4.3
Related Works on National Identity

Variable	Item	Sources
National Identity	Belief structures:	Herskovits, 1948; Huntington, 1996; Huntington, 1993; Keilor and Hult, 1999; Keilor et al., 1996; Smith, 1991; Spieberger and Urgersbock, 2005; Ludviga, 2012; Frew and White, 2011.
	a) Religion	
	b) Belief system	
	c) Rituals	
	National heritage:	
	a) A core of shared memories	
	b) History of colonisation	
	c) Historic territory	
	d) Homeland	
	e) Legal rights	
f) Linguistics		
g) Myths		
	Cultural homogeneity:	
	a) Common ethnicity	
	b) Traditions	
	c) Values	
	d) Symbols	
	e) Norms	

4.5.4 Tourism and Hospitality Attributes

The attributes of tourism and hospitality have been categorised as attractions, transport, accommodation, facilities and services. It has been argued that tourism is a useful control variable in product-country image (PCI) which refers to export dimension in establishing NBI (Prayag, 2010; Nadeau et al., 2008; Anholt, 2007). In

addition to contributing to NBI, these attributes may also stimulate other national dimensions (Brooks, 2004; Gnoth, 2002).

Measurements of these attributes signify conative and evaluation aspects which imply belief in the features that attached to the destination as a whole package. The attractions include natural environment (natural attractions, scenery, climate) and built environment (Echtner and Ritchie, 1993); culture (Baloglu and McCleary, 1999); modern society (Tapachai and Waryszak, 2000); friendliness (Trauer and Ryan, 2005); evaluation of the destination as touristic products signifying feelings such as arousal, excitement, relaxation (Baloglu and McCleary, 1999); satisfaction (Chon, 1990); and quality of services (Reilly, 1990). Conative aspects also influence the decision to visit a destination or recommend it, indicating future BI (Chon, 1991; Prayag, 2009; Qu et al., 2011).

In this study, operationalisation of attributes of tourism and hospitality are based on two items adapted from the literature (Echtner and Ritchie, 1993; Baloglu and McCleary, 1999; Prayag, 2009; ; Stylos and Andronikidis, 2013), resulting in 30 questions grouped into five components. These five components represent the destination elements of service and hospitality, natural attractions, man-made attractions, infrastructure, and superstructure, measured on the Likert scale from strongly disagree (1) to strongly agree (5). The reliability and validity of these 30 questions were tested through the pilot test and found to be appropriate. Table 4.4 outlines related works on tourism and hospitality attributes.

Table 4.4
Related Works on Tourism and Hospitality Attributes

Constructs' features	Item	Sources		
Attributes of Tourism and Hospitality	ATTRACTIONS: 1. Natural environment beliefs: a) Cultural diversity b) Attractive scenery c) Wilderness d) Exoticness of the place e) Climate/weather f) Variety of activities g) Peaceful/quiet h) Beaches and water sports	Echtner and Ritchie, 1993; Smith, 1994; Baloglu and McCleary, 1999; Andreu et al., 2000; Beerli and Martin, 2004; Prayag, 2009; Hankinson, 2010; Ryan and Ninov, 2011; Stylos and Andronikidis, 2013.		
	2. Built environments beliefs: a) Historical sites b) Towns and cities c) Shopping facilities d) Culturally interesting e) Profile attractions f) Ease of finding interesting places g) Selection of restaurant h) Safety and security i) For the whole family j) Sports facilities k) Nightlife/entertainment			
	3.Reputation		4. Suitable for family holidays: a) Value for money b) Friendliness of people c) Opportunity for adventure and new experiences d) Cleanliness and pollution-free e) Activities	
	5. People's character:		a) Likeability b) Friendliness c) Helpful d) Courteous e) Trustworthy and honest	
	TRANSPORT		a) Accessibility of the destination b) Local transport c) Signage (roads and places of	-Page, 2004; Yuksel and Yuksel, 2001; Tang and Rochananond, 1990;

-
- interest)
d) A variety of restaurants and bars

Kozak, 2002;
Rittichainuwat et al.,
2001.

ACCOMMODATION

- a) Variety of lodgings
b) Quality of lodgings
c) Physical condition
d) Comfort
e) Cleanliness

-Murphy et al., 2000;
Pizam et al., 1978;
Rittichainuwat et al.,
2001.

FACILITIES

- a) Water and electricity
b) Accessibility to
c) communication network
d) Tourist information and
signposting

Otto and Ritchie,
1996; Kozak and
Rimington,
1999;Pizam et al,
1978; Tang and
Rochananond, 1990;
Rittichainuwat et al.,
2001; Murphy et
al.,2000; Yuksel and
Yuksel, 2001

SERVICES & HOSPITALITY:

- a) Quality of service
b) Attitude of the staff
c) Attitude of local services/products
d) Attitude of local people

4.6 Reliability and Validity

Generally, reliability evaluates the stability of the scale based on an evaluation of the internal consistency of the items measuring the construct, while validity evaluates the degree to which the items measure the theoretical construct.

Reliability refers to the consistency of the measures (Bryman & Bell, 2011). In order to forecast scale reliability for each factor, the recommended measure of the internal consistency of a set of items in Cronbach's alpha coefficient must be counted for each indicated factor (Churchill, 1979). The more consistent in answering among items for each factor, means its Cronbach's alpha coefficient is higher.

Nunnally and Bernstein's (1994) and Sekaran and Bougie's (2010) value of the alpha coefficient of 0.70 is considered good, but a value of more than 0.60 is acceptable. In

other words, the value of alpha increases with an increase in correlation between items and the number of items, hence a high alpha denotes the level of items correlating well with the true scores, whereas a low alpha indicates that the items perform poorly on the construct of interest (Nunnally and Bernstein, 1994). The literature recommends three approaches to assessing reliability: test-retest, equivalent forms and internal consistency (Churchill, 1979; McDaniel and Gates, 1999; Hair et al., 2007), as discussed below.

4.6.1 Test-Retest Reliability

According to McDaniel and Gates (1999), measurement instruments aimed to produce consistent results when repeated under similar circumstances are assessed. In this way, data is collected from individuals at two points in time in order to ensure the respondents do not differ across time periods. In this sense, data taken at any point in time is considered reliable. For this study context, it is difficult to apply this approach as the respondents are international tourists, who may only be present once occasion. Even a second visit might be different due to changes affecting the surroundings and services. This approach to reliability testing is therefore not suitable here.

4.6.1.1 Equivalent form Reliability

This approach uses two different instruments to measure the same object. The reliability is considered good if the scales used produce similar results. However, McDaniel and Gates (1999) stated this approach generates problems (time and cost) as developing similar but not identical items to measure the same construct is problematic. Further, the tourist experience of a destination is multi-dimensional and depends on the tourist's motives, types of activity, and the characteristic of the

destination. As developing a similar but different set of measurements is impractical, this approach to reliability testing is also unsuitable here.

4.6.1.2 Internal Consistency Reliability

Internal consistency reliability is the most common approach to measuring reliability. It measures the inter-correlation of variables on the basis that those variables measuring the same construct should be closely interrelated (Hair et al, 2007). It is suggested that an item-to-total inter-correlation of 0.5 and above is acceptable, while inter-item correlation above 0.3 is considered satisfactory. To measure the consistency of the entire scale, Cronbach's alpha is commonly used, 0.7 considered generally acceptable, and 0.6 in cases of exploratory research. In addition, Hair et al. (2007) and Field (2009) argue that a construct with a higher number of items may generate a higher level of Cronbach's alpha, and fewer items a lower level. Therefore, these factors should be considered when assessing the level of Cronbach's alpha.

4.6.2 Content Validity

According to Hair et al. (2007), validity is the extent to which a construct measures what it is supposed to measure. It denotes a scale free from systematic and random error (Diamantopoulos and Schlegelmilch, 2000). This means that a measure is valid when it actually measures what it is intended to measure. The three most commonly used validity analyses are content, construct, and criterion validity (Hair et al., 2007), involving a systematic but subjective assessment.

Although developing a scale of content validity is subjective, it is needed to fulfil certain criteria. The most important one is to specify or determine what the construct is and what it is not. This means defining the construct with reference to the literature

in terms of what and how the variables have been defined and used. The definition of a variable is normally followed by the items (dimensions) attached to measure it. This study referred to various past studies and exploratory interviews as guidelines for the scale design of the questionnaire. In addition, the questionnaire was reviewed by several academics and modified according to the feedback received during the pilot study.

4.6.3 Construct Validity

Construct validity requires a sound theoretical knowledge of the construct that is to be measured and how it relates to other constructs. The theory is used to explain why the scale works and how the results of its application can be interpreted. In doing so, it is necessary to perform convergent validity and discriminant validity. Convergent validity indicates to extent to which the construct is positively correlated with other measures of the same construct. Discriminant validity is the extent to which the construct is not correlated with other measures that are different from it.

Assessment of construct validity can be done through factor analysis (Iacobucci, 2001; Gorsuch, 1983; Iacobucci, 1994), which provides information about unobserved constructs (construct validity) and groups the factor items that do not differ from each other (discriminant validity). In sum, factor analysis is used in this research context to examine the variables and their items in order to estimate the pattern of the model and test the hypothesis and its sub-hypotheses.

4.6.4 Criterion Validity

Criterion validity denotes the validity of a construct's performance in relation to other variables identified as meaningful criteria. To establish the criterion validity, variables must be assessed based on concurrent and predictive validity. This involves

the predicted and actual outcomes (Hair et al., 2007). Concurrent validity refers to the accuracy of the predictor to explain the criterion. In relation to this study, concurrent validity is the extent to which a tourist is happy and satisfied, tells his experience to others and is willing to recommend it. On the other hand, predictive validity is related to the ability of a construct measured at one point to predict another criterion at a future point in time. For instance, whether destination performance is a valid predictor of a tourist's revisit and recommendation.

4.7 Data Collection

This section discusses the individuals, location, and sample size taken as the object to be studied. Justification for the sampling techniques, limited by budget and time constraints, is given.

4.7.1 Population

Population can be defined as individuals or groups of people, or any objects considered as the main focus of the study. Normally, the population has common characteristics. The international public is grouped into travellers who go abroad for various purposes such as holiday, business, study, or work (Fan, 2006, 2010; Anholt, 2002, 2007; Kotler and Gerbner, 2002; O'Shaughnessy and O'Shaughnessy, 2000; Dinnie, 2008), and these groups of people are considered as the population of the study. Although the term traveller is used in a variety of contexts, for this study it includes tourists. Business travellers and foreign students may additionally engage in tourist activities.

The international public are people who might assess a foreign country even if they have not visited it; while international travellers and tourists do travel to foreign

countries and consume the touristic products. For this research, travellers are considered within the study population if the stay at least two days in the country.

The data was collected 2013 and based on the figures from the previous year.

According to Indonesia's Ministry of Tourism and Creative Economy (2012), the number of tourist arrivals in 2012 was 7,277,496 through 19 international airports.

Figure 4.2 shows monthly figures.

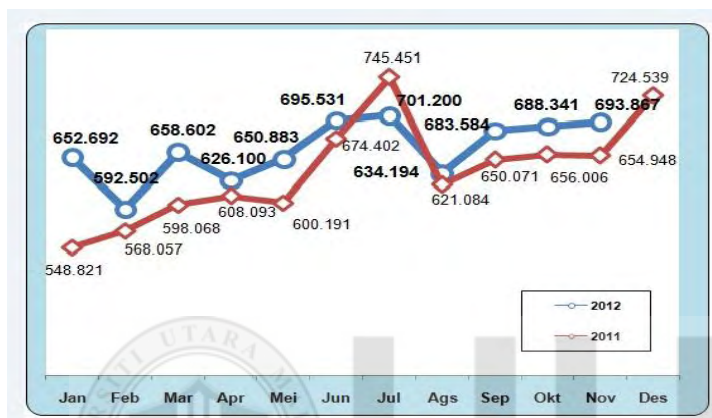


Figure 4.2. Monthly arrivals of international visitors in year 2011 and 2012

Source: Central Bureau of Statistics Republic Indonesia.

4.7.2 Sample Size

Hair et al. (2007) suggest that for a population over 10,000 the sample size should be 400. Krejcie and Morgan (1970) suggest a sample of 384 from a population over 1,000,000. Consequently, the appropriate sample for the present study survey is at least 384 international tourists (appendix C).

Specifically, this research takes 10% of the population, representing the number of tourist arrivals during the high season of 2012. The questionnaires were distributed at three locations: 70% at Ngurah Rai International Airport (Bali), 20% at Soekarno-Hatta International Airport (Jakarta), and 10% at the Asman Train Station in Yogyakarta. The main reason for this percentage is that the secondary data indicates

that up to June 2013, Bali was the first destination of international tourists for leisure (Farhan, 2014; Centre of Data and Information, Ministry of Tourism and Creative Economy; Central Bureau of Statistics Republic Indonesia; Indonesia-investments.com).

According to the Secretary of the Bali Government Tourism Office, Bali has direct flights from 19 countries, avoiding Jakarta (Farhan, 2014). Therefore, it is sufficient to distribute 70% of survey at Bali International Airport.

4.7.3 Survey Location

The data collection was undertaken at the Indonesian international airports that considered as the most popular entrance gates for international tourists to visit Indonesia for leisure. According to the Centre of Data and Information, Ministry of Tourism and Creative Economy, and Statistic Republic Indonesia (2013), the top five most visited entrance gates Ngurah Rai International Airport (Bali), Soekarno-Hatta International Airport (Jakarta), Batam, Tanjung Uban and Polonia International Airports (Medan). Unlike the first two, Batam, Tanjung Uban and Polonia International Airports are not specifically used for leisure purposes, but for business and trade.

Bali, Jakarta and Yogyakarta are the preferred destinations in Indonesia for international tourists, and therefore the most suitable locations for the survey (Farhan, 2014). Bali is recognised as the market leader for Indonesia's tourism products (Indonesia-investments.com), while Jakarta is well known as the main transit destination of international tourists before or after travelling around Indonesia for leisure.

Yogyakarta is recognised for its culture, heritage and its Borobudur and other temples. For time and budgetary constraints, it would be impractical to collect data from all the gates, so the survey was conducted in the departure halls of Ngurah Rai and Soekarno-Hatta International Airports, and Yogyakarta's Asman Train Station for visitors to places such as Yogyakarta, Bandung, Surabaya, Malang, etc. by train or bus.

4.7.4 Data Analysis

The mixed methods with sequential mode research involved collecting data in two phases: via an preliminary study which employed in-depth interviews, and then the field survey. Details of the preliminary study method are given in section 5.2 and its results in section 5.3. The results of the field survey are presented in chapter 6.

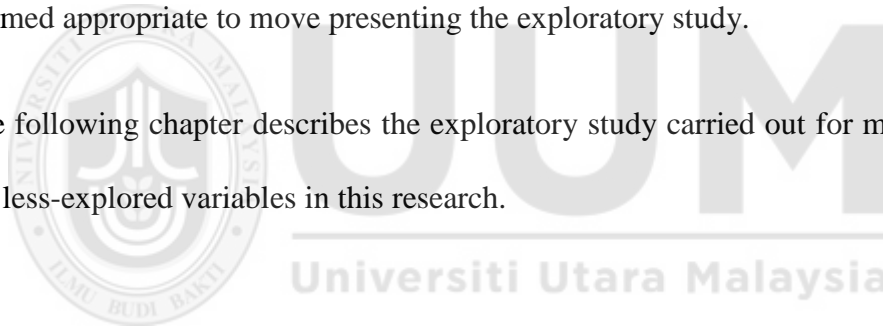
Technically, the in-depth interviews were conducted to map the respondents' set of associations on to Indonesia's NBI in the Bali, Yogyakarta and Jakarta research area. These associations were translated into the personality dimensions and traits suggested by past studies (e.g. adapting studies of d'Astous and Boujbel, 2007; d'Astous & Li, 2009) by content analysis. Subsequently, the transcribed interviews were sorted into relevant themes representing the perceived brand image of Indonesia (NBI-people and NBI-culture). For the field survey, SPSS was used for data analysis. For answering the research questions, factor analysis was conducted for data reduction to gather the number of items for each variable depicted in the research framework, and to reconfirm the reviewed literature recommendations. The results of the factor analysis were used for hypothesis testing involving analysis of the direct relationship of each variable and indirect relationship (via moderation variables) and model estimation.

The results of the in-depth interviews in the exploratory study were used to strengthen the questionnaire design. As the data analysis involves the research context, is appropriate to overview the three research areas.

4.8 Conclusion

This chapter has discussed the research methodology, identifying the research strategy and how it is implemented. A pragmatist philosophy with mixed methods is used to answer the research questions. In addition, instrumentation, measurement of variables, the issues of reliability and validity were outlined. Finally, detailed of data collection such as the unit analysis, the survey locations, pilot test, data analysis, and research areas were discussed. Having discussed the research methodology, it is deemed appropriate to move presenting the exploratory study.

The following chapter describes the exploratory study carried out for mapping on to the less-explored variables in this research.



CHAPTER FIVE

PRELIMINARY STUDY

5.0 Introduction

This chapter provides details of the exploratory study used to strengthen the proposed model. It not only provides evidence of the constructs of the research framework but also strengthens the conceptualisation of NBI.

The background and methodology of the study are outlined. The findings and interview feedback are discussed. A summary of the findings and concluding remarks close the chapter.

5.1 Background to the Exploratory Study

The goals of the exploratory study are not only to strengthen the proposition of tourism as the most powerful predictor of NBI formation but also to produce information to verify the development of the questionnaire and the research variables in general.

5.2 Methodology of the Exploratory Study

The exploratory study involved a combination of a semi-structured questionnaire and unstructured in-depth interview. Specifically, the questionnaire records basic data about the interviewees which can be mapped to their set of associations about the perceived NBI of Indonesia. Richards (2015) recommends that this saves the interviewees' time; a simple sheet of questions to fill before or after the interviewed is useful for exploratory research. The combination collect both facts and opinions from the respondents, which may reveal accurate answers (Cooper and Schindler, 2006).

The semi-structured questionnaire consists of three questions that denote the projective technique of word association (Cooper and Schindler, 2006), to reveal the suppressed attitudes, ideas, emotions, and motives of the participants. The three projective questions are: (1) think of the word 'Indonesia' and write three words that best describe its tourism; (2) think of the word 'Indonesia' and write the first three words that come to your mind about it; (3) think of the word 'Indonesia' and write three words that come into your mind to describe Indonesia's national identity. See appendix B.

Hair et al. (2007) and Cooper and Schindler (2006) suggest the use of unstructured interviews for a relatively unexplored area. The technique offers deeper understanding of the critical issues involved and an opportunity to explore in-depth issues raised during the interview; it also generates a better understanding in defining the research problem developing a conceptual framework. In this research context, it aims to gain greater detail of the relationship between tourism and NBI formation and BI.

Technically, the unstructured interview is a free and open discussion; open-ended questions produce more comprehensive information on individual perspectives. The researcher acquires in-depth information needed for the specific context (Hair et al., 2007). Details of the question development and interview procedure are discussed in sections 5.2.2 and 5.2.3 respectively.

5.2.1 Subjects to be interviewed

Judgemental sampling was employed to select the interviewees. In this case, postgraduate students who have travelled to Indonesia were chosen as subjects, being

a reliable source of travel information. They have more chance to explore and interact with the people and explore the culture.

The guidelines suggested by Guest et al., (2006) were applied to determine the sample size, using saturation as an indication for the interviews to be stopped, as the meta-themes of the research objective are already achieved and are ready to be analysed. The exploratory study collected 30 questionnaire sheets and identified 30 international students as subjects to be interviewed. Saturation occurred after the first 17 conversations.

5.2.2 Development of the Questions

Brand image has already been discussed in detail . It can be measured by examining people's level of awareness and familiarity with a product's brand name or the whole product itself. The questions in the exploratory study focused on how the international students perceived NBI through direct or indirect experience. How do they familiarise themselves with attributes of tourism and hospitality and how do they associate it with a nation? Do their visits influence their BI to revisit or recommend?

In terms of national identity, questions should establish whether the interviewees link their associations about a nation with national identity attributes such as the nations belief structures, cultural homogeneity and national heritage appeared (Keilor and Hult, 1999). Additionally, the studies of Fetscherin (2010) about determinants and measurement of a country brand and country image as a nation-branding tool (Hakala et al., 2013) are adapted in formulating the questions. The seven key areas to be covered in the unstructured in-depth interviews are:

(1) How do the tourists know about a nation's existence?

(2) How well do tourists know the nation and what it offers?

(3) What qualities come to mind about the nation? Do the attributes of tourism and hospitality dominate the answer? How likely are these attributes to dominate the answer? How likely are they to lead to the formation of national identity, and to NBI formation?

(4) How highly do travellers esteem and empathise with the nation? Do the national identity attributes dominate the answer?

(5) Is this a nation being thought about for visits?

(6) To what extent do the travellers make follow-through visits?

(7) How likely are travellers to recommend the nation to others? How likely does the intention to mention positive things about the nation appear? How likely is the intention to select again a foreign destination that has been visited? How likely is the intention to encourage others to visit? How likely is the intention to revisit, if the opportunity arises? How likely is the intention to recommend?

Accordingly, the seven key areas are translated into interview questions and modified as depicted in Table 5.1 part 2.

As the definition of brand image is everything that people associate with the brand (Newman, 1957), the main question to be asked in the semi-structured questionnaire is ‘what comes to your mind when you hear a nation’s name (e.g. Indonesia)? This type of question aims to identify the association network that someone has about a nation’s name as a brand or product (Cooper and Schindler, 2006). It is also useful in tracking the terms linked to a brand image. This question assists the researcher in

mapping the association of a nation's name as a brand and/or as product offerings. The sooner the association is mentioned, the stronger it is. When the association is mentioned as one of three words, it might indicate the association is relatively strong. Adapting brand image theory (Keller, 1993, 2003), association signifies the strength, favourability and uniqueness of the product, that is the nation, which can be positive or negative. Table 5.1 lists the questions to be put to the interviewees.

Table 5.1
Formulation of the Questions

Part 1: Semi-structured questionnaire					
	(1)	Think of the best words to describe INDONESIA's tourism. Write the first three words that come into your mind.			
	(2)	Think of the word of INDONESIA. Write the first three words that come into your mind.			
	(3)	How would you describe Indonesia's national identity? Write the first three words that best describe INDONESIA.			
Part 2: Unstructured in-depth interview					
Formulation of the questions	NBI	National Identity	Tourism & Hospitality Attributes	BI	
List of questions	(1)	How do tourists know about a nation's existence?	How do they familiarise themselves with national identity attributes?	How do they familiarise themselves with attributes of tourism and hospitality?	How likely are the visit experiences to influence their intention to recommend to others or to revisit?
	(2)	To what extent do tourists know the nation and what it offers?	Do they actually mention belief structure, cultural homogeneity, and national heritage?	How do they associate their visit experience with nation-people and nation-culture?	
	(3)	What tourist features come to mind about the nation? How likely are these attributes to			

dominate the answer? How likely are they to lead to formation of national identity? How likely are they to lead to NBI formation?

- (4) To what extent do tourists esteem and empathise with the nation? Do the national identity attributes dominate the answer?
- (5) Is this a nation being thought about for visits?
- (6) To what extent do tourists make follow-through visits?
- (7) To what extent do tourists recommend the nation to others?
-

5.2.3 Procedure of the Interviews

The interviews with international postgraduate students were conducted on campus, individually to encourage free and open discussion. The interviewees were Syrian, Jordanian, Yemeni, Kurdish, Thai, Malaysian and Pakistani students.

The interview time ranged from 14-56 minutes. The interviewees were not informed about the aims of the conversation. The conversation began when the interviewer asked the interviewee about his/her travel experiences and what kinds of places he/she had visited. In this way, the constructive sphere was built in order to make the interviewee give his/her complete insights without any filtering of the information. This was done to gain greater information of their perception of the host country's people and its culture. Most importantly, the interviewer wanted to gain in-depth opinions about how they familiarised and associated themselves with the culture and people of the host nation, to highlight the constructs that build the variables as depicted in the proposed research framework. In other words, the purpose of the interview was to gain in-depth information about the variables that make up the research framework.

5.2.4 Data Handling and Data Analysis

Richards (2015) points out ways of seeing data and testing synthesis and patterns: (1) via coding and category handling; (2) via modelling; (3) via writing; (4) via case study; (5) via typologies; (6) via matrices. Of these six ways, handling data via coding and category was selected, although checking the frequency of occurrences and the specific cases that occur (which denotes the matrices way of seeing data) is inevitably important and is also used in this exploratory study.

The interview responses were transcribed and analysed using content analysis. A list of themes was developed which explained how the attributes of NBI developed from the perceived performance of tourism and hospitality attributes experienced. The themes were grouped into several relevant constructs to use in the post-consumption evaluation (BI) and identify how the perceived brand differentiation of a nation

(national identity) is formed, as a variable that is proposed to assist the relationship between tourism dimensions and NBI.

Following the data handling and data analysis, the findings and the interview feedback are presented.

5.3 Findings and Discussion

This section describes the interview feedback relevant to each variable being explored. Specifically, each of the variables is presented according to the research framework: first the interview feedback about tourism and hospitality attributes in conjunction with NBI, then BI; next, national identity attributes followed by a discussion of validation and member checking. Finally, the outcomes of the preliminary study are scrutinised.

The pilot test was conducted during the cultural event attended by international students, conducted by the Indonesia Student Association at UUM on April 7th 2013. The respondents were approached to fill in a semi-structure questionnaire with three main questions about their perceptions regarding Indonesia in general, about Indonesian tourist features, their overall perceived image of Indonesia, and its national identity attributes. Most respondents completed this task in less than 15 minutes. Eight students were interviewed in depth. Most of the meta-themes inferred from this pilot concerned socio-economic and cultural aspects; for example, about the Indonesian personality which was identified as friendly, open-minded and attractive; about textile products; about Muslim fashion; Batik as a national identity attribute; about natural disasters (tsunamis); about the food (dendeng, a sort of cooked beef from West Sumatra); about tourist destinations (e.g. Bali, Jakarta,

Bandung, Padang, etc.). These findings are in line with the reviewed literature and the proposed research framework.

The full preliminary study was then conducted. The respondents were approached to fill in the same semi-structured questionnaire. in which has three main questions about their perceived associations regarding to Indonesia in general, about Indonesia touristic product, about Indonesia national identity and overall perceived nation brand image. 30 people were interviewed during lunch time at several locations within the university. The following details of the finding are based according to the intertwined relationships between the research variables in the research framework.

5.3.1. Tourism and Hospitality Attributes

Most of the interviewees had the same pattern of answers. Notably, tourist products were acknowledged by the interviewees either through hearsay or by travel experience(s) to certain destinations. Comments from the interviewees follow:

Indonesia is a good place for tourists because it has a lot of interesting places to experience. Indonesia has interesting **attractions** such as Tangkuban Perahu, Gunung Merapi, Danau Toba, etc. I love it. However, there are too many salesmen who I found not nice. I found a **access** little bit uncomfortable. I don't take the **public transport**. It's too crowded. I like to do shopping in Indonesia. I enjoy the food. **I love buying shoes and clothes. Things are cheaper.** (Respondent 24).

I love the **food** and the **things** are cheaper compared to my home country. (Respondent 11).

I love Pantai Kuta (Kuta beach). Enjoy **the view...** and **people are very friendly.** (Respondent 23).

I tasted the **food** and it is very spicy and it is a type of **food** that would let you try it again and again. (Respondents 2 and 18).

I like the **food**. I happened to experience eating fried tofu from Sumedang (‘Tahu Sumendang’) with cayenne pepper. Oh, it is very exotic and it has got a lot of **variety of food**. Overall, I love the food”. (Respondent 11).

When they were asked about tourism experiences, most of them said that the reason for travel is for natural attractions, culture and heritage, which indicates visiting established places such as cultural, artistic, preserved and historic sites, and seaside resorts. More specifically, the interviewees mentioned names such as Bali, Medan, Borobudur, Lake Toba, Rendang, Sumatera Island and Bandung. It can be inferred that these words signify tourist products which describe tourism attributes. In addition, the tendency to revisit is essentially in line with the literature (e.g. the study of Anton et al., 2007; Kaur et al., 2012) as the interviewees intend to explore other destination even though their previous experience was satisfactory. One of the interviewees noted;

I went to Medan to visit Lake Toba and the place is beautiful... I went for 10 days and I was very excited about **the environment, the weather**. I like **Soto**. I also miss **Rendang**, I think **the food** is delicious and tasty. I want to go to Bali someday". (Respondent 2).

Hospitality, local people as the host community and service providers, was associated with both positive and negative experiences. Encounters with service providers form their positive or negative associations and overall perceptions about a nation's people and culture. Interviewees also highlighted the destination performance, such as superstructure, infrastructure, and other support elements (transport, policy and regulations) which limit or allow them to explore more of the destination. Transport and regulations are seen as indicators of the degree of welcome or acceptance of the community about their presence as tourists. Moreover, it seems the tendency to associate a nation's name with their encounters is inevitable.

Specifically, the interviewees mentioned:

I have travelled a lot to Indonesia. I went to Solo, Yogyakarta, Bandung Surabaya, Bukit Tinggi, and Jakarta. However, **access** to destinations is poor. E.g. when I went to Bromo and to climb up, the **access** is very poor albeit **natural attractions** are very attractive. I love it. (Respondent 11).

I went to many places in Indonesia. I went to Bandung, Jakarta, Puncak, etc. It has got wonderful **natural attractions, delicious food, and interesting affordable shopping places**. However, **access and/or transportation** are rather inconvenient. And **local people** who do the business around the destination rather made me feel uncomfortable and interrupted my leisure time. In fact I feel insecure about that although I know Indonesia's **culture and its people**. But I **intend to re-visit** Jakarta. Especially to go to Istiqlal mosque and I **intend to go to Bali** as well. (Respondent 24).

In terms of answers indicating that the visit's experience leads to NBI formation:

Indonesia has very **diverse culture**. Even though their faces look similar they **embrace different religions**. They are very **hardworking people**; they can produce exotic food which has interesting packaging. They are **creative** in commercialising product offerings, e.g. Muslim clothes, food. Anything can be commercialised in Indonesia... of if you eat in certain restaurants (Rumah Makan Padang), the **service provider** would provide various food and will only charge the food that has been eaten. That really impressed me because it indicates Indonesia's philosophy and **culture**. I have also seen and experienced the fountain in Padang that is very beautiful, I love it. Also I experience eating fish that directly taken from the fishpond. (Respondent 10).

The above answer basically indicates that tourist experience leads to perception of NBI. The following statements specifically indicate how the post-visit experience frames of associations about a nation-culture and a nation's people that enable her to differentiate the nation from others: "...They are very **hardworking people**; they can produce exotic food which has interesting packaging. They are **creative** in commercialising product offerings e.g. Muslim clothes, food. Anything can be commercialised in Indonesia..." and "...That really impressed me because it indicates Indonesia's philosophy and **culture**".

The above feedback indicates that the variables that make up the research framework is in line with the literature. This is summarised in Table 5.2.

Table 5.2
Meta-Themes of Tourism and Hospitality Attributes

No.	Name of the Attributes mentioned	Remarks on the attributes	Respondent Number
1.	- Attractions such as Tangkuban Perahu, Gunung Merapi, Danau Toba, etc. --Public transport -Access - I love buying shoes and clothes. Things are cheaper.	-Indicates natural attractions and infrastructure. -Indicates shopping	Respondent 24
2.	Food and things are cheaper compared to my home country”.	-Indicates gastronomy (food) and shopping.	Respondent 11
3.	The view... and people are very friendly	-Indicates natural attractions and hospitality.	-Respondent 23 -Respondent 2 -- -Respondent 18 -Respondent 11
4.	Place is beautiful... the environment, the weather . I like Soto . I also miss Rendang , I think the food is delicious and tasty.	-Indicates gastronomy (food).	-Respondent 2
5.	Access to destinations is poor. E.g. when I went to Bromo and to climb up, the access is very poor albeit natural attractions are very attractive. I love it”.	-Indicates infrastructure and attractions.	-Respondent 11
6.	It has got wonderful natural attractions, delicious food, and interesting affordable shopping places . However, access and/or transportation are rather inconvenient. And local people ... culture and its people...	-Indicates infrastructure, food, shopping, access, local people (hospitality), and culture.	-Respondent 24
7.	Indonesia has very diverse culture.... embrace different religions... produce exotic food which has interesting packaging. ...the service provider would provide various food... culture . I experienced the fountain... I experienced eating fishes directly got from the fishpond”.	-Indicates culture tourism, local people (hospitality), food.	-Respondent 10

Overall, the tourism and hospitality attributes are classified into four: infrastructure, heritage, attractions, and hospitality and service.

5.3.2 Nation Brand Image

As mentioned in the methodology of the exploratory study section, in-depth interviews were conducted to uncover the tourist's associations with the nation's name as a brand or product. Hence, the in-depth interviews were used to map the set of associations which signify NBI. In other words, tourists' BI to these three samples is used to examine the NBI of Indonesia. Technically, as NBI is defined as a set of associations about the nation's name as a brand or product, the perceived images of the three destinations used to reveal Indonesia's NBI need to translate the set of associations into the nation's people and culture. In doing so, the perceived set of associations from the in-depth interviews are translated into the personality dimensions and traits mapped to the set of associations which signify NBI. In other words, tourists' BI in these three samples is used to examine the NBI of Indonesia.

A nation's name can be positioned on personality traits, which have six dimensions (agreeableness, wickedness, assiduousness, snobbism, conformity and unobtrusiveness) that represent 37 adjectives (d'Astous and Boujbel, 2007; d'Astous & Li, 2009). However, it is useful to adapted only the positive dimensions, namely agreeableness, assiduousness, conformity and unobtrusiveness,. The other two were not used as questionnaire design requires positive statements (Hair et al., 2007). Hence, the perceived set of associations from the in-depth interviews were subjected to content analysis and translated into the positive personality dimensions adapted from previous studies mentioned in chapter 2. The results of the interviews

concerning research variables in general and NBI in particular are used to strengthen the questionnaire design for the research framework.

Most interviewees mentioned Indonesians as hard working, friendly, open-minded, determined, generous and religious. Specifically:

Indonesians are **friendly, open-minded**, easy to make friends with, they are good people. (Respondent 2).

What comes to my mind when I hear the word Indonesian is **friendly**; they **have a good manner, open-minded, determined, generous**. (Respondents 8 and 21).

Indonesia **culturally is religious, hardworking people and very determined** in terms of improving their quality of life. (Respondent 11).

First thing that comes to my mind is that they are **religious**. (Respondent 5).

They are not aggressive. They are very quiet compared to our culture, Arab. They are organised, cooperative, and hardworking. (Respondent 16).

They have a **good manner and are ceremonious**. (Respondent 22).

Indonesians are very **creative** in terms of business. (Respondent 10).

These answers essentially refer to Indonesia as a nation-people, and it can be inferred that the perceived NBI which links a nation's people and its culture (O'Shaughnessy and O'Shaughnessy, 2000) is verified. In addition, the study of d'Astous and Boujbel (2009) which described a perception of countries based on personality traits is also clarified; foreign students associate Indonesia's name with the people's characteristics. Perceived NBI also appeared to be associated with socio-politics, economics and cultural aspects. This can be inferred from the respondents that noted:

My impression about Indonesia is the **economic development and agriculture**. (Respondent 3) .

Indonesians are **hardworking**; Indonesia has a **big population and many islands**. (Respondent 1).

This answer implied the aspect of prosperity (item number 15 in Table 6.3).

Indonesians are **religious** and **kind-hearted people**. (Respondent 5).

Indonesian **culture** seems to be still worshipping the **statuary**, as statuary exists in some parts of Java Island and Bali. (Respondent 17).

Indonesia is very **ceremonious**; I think it influences their **religious** side, they are **open-minded**... .. I think Indonesia is **traditionalist**, **very cooperative people**, **friendly**. (Respondent 22).

The best description I can tell, Indonesia... **amusing**, **open-minded**, they are **generous**, **accommodating**, hmm **romantic**, **hardworking**, **spiritual**, and as they are **ceremonious** of course they are **traditionalist**; they should become **ceremonious**; **sensitive**; **emotional**. (Respondent 18).

“Indonesia is a **big country**. I think Indonesia is **religious**... **traditional and natural**. (Respondent 19).

Besides **hardworking**, they are **religious**. (Respondent 15).

Indonesia has a **diverse culture**; somehow I think it's **romantic** as well. Indonesia I think is a growing **economy**. Anytime it will come up a popular country; expecting more popular. (Respondent 21).

With this insight and feedback, it can be inferred that each tourist encounter with service providers and natural beauty may influence the overall perception about a nation. This could be traced as a majority of the respondents perceived the leisure destination of Indonesia as having a religious population, which influences the Indonesian way of life and the culture that being practised.

In general, the findings of the exploratory study show saturation occurred within the semi-structured questionnaire and unstructured in-depth interviews, with the first 17 interviews identifying meta-themes of Indonesia's NBI as a religious, friendly, open-minded, ceremonious and syncretic nation. The meta-themes, modified according to interviews and literature review, are depicted in Table 5.3.

The content analysis 682 sets of associations signifying Indonesia as a nation are clustered into 33 adjectives and, after the pilot study, into 18 sets of adjectives that were predicted to form associations about a nation's name.

Table 5.3

Meta-themes of Personality Trait Elements for NBI

Brand image of Indonesia:

Religious nation.
Spiritual nation.
Syncretic nation (religiously diluted-all the religions in Indonesia live together peacefully).
Friendly nation.
Helpful nation.
Ceremonious nation.
Multi-cultural nation.
Hard working nation.
Determined (persevering) nation.
Romantic nation.
Virtuous (honest) nation.
Peaceful nation
Altruistic (polite) nation.
Traditional nation.
Prosperous (flourishing) nation.
Generous nation.
Artistic (creative/inventive) nation.
Jolly nation.

5.3.3 National Identity Attributes

The belief structure embraced by Indonesia as a nation is frequently mentioned as national identity. Among the comments were:

Indonesia is a **pluralistic nation**. The most interesting things for me are that they seem to mix the **religious** with their **heritage cultural** embedded with them. (Respondent 11).

Indonesia is an **Islamic country**. (Respondent 9).

Indonesia is the most **populous Muslim** country on earth. (Respondent 14).

Most of Indonesia is **Muslim**. (Respondent 5).

There are a lot of **Muslims** there, unlike China.... (Respondent 6).

It has a big population. Another thing, it has a lot of **Muslim population** and they also produce sarongs". (Respondent 12).

First of all, of course the Muslim population is the biggest in the world... they have **religious** characteristic. (Respondent 15).

Majority **Muslim population** country in the world. (Respondents: 15 and 16).

The above answers confirm Indonesia's national identity as belief structure, cultural homogeneity and national heritage.

In addition, an interesting meta-theme links syncretic with cultural rituals that emerge as ceremonies or cultural events where ethnic groups in some parts of Indonesia are acknowledged as the national identity of Indonesia. This aspect enabled respondents to differentiate between Indonesia identity and other nations:

Indonesia has rich culture. (Respondent 21).

Indonesia is **religious**. Although, I have some reservations about the word religious because I believe that the **religious lifestyle of Indonesians is more attached with culture**. But you would see some traits of religiosity in them. (Respondent 17)

The above comment indicates the syncretic nature as an as identity that makes Indonesia different. Furthermore, the diverse aspect of a nation is commented on by one of the respondents as follows:

I see this country is like **very diverse**. It **contains a lot of cultures, a lot of tribes, and a lot of people**. So what I am trying to say is, whenever there is **mixed cultures**, the general culture of the country or the overall culture of the country should be attractive. Why? because the result of mixing of many cultures together. And when the **cultures** talk together, it would be **very attractive, special and unique, because cultures come together**. (Respondent 18).

The above comment signifies the fact that the international public (foreign students) perceives Indonesia as a syncretic nation. This is partly because Indonesia acknowledges several religions whose practice is embedded in local geographical areas, ethnic groups, and its multifaceted elements. In other words, it appears that the fact that religion(s) are embraced by a nation, mixed with cultural attributes, and ethnic groups, denotes the saturation of responses, with the data following similar patterns.

The interviewees also indicated the originality of Indonesia's national identity formation. In this sense, the term 'originality' is in line with the essence of brand differentiation reviewed in chapter 2. Specifically, when the interviewer asked what comes to mind on hearing about Indonesia, one interviewee noted:

The originality of the culture and the language. (Respondent 7).

This comment implies that Indonesia's mix of cultures and languages is considered an element of originality and part of the national identity.

Buku-buku ber-bahasa Indonesia are really interesting and good. I like it. We have seen Indonesian musicians are very creative and nice. (Respondent 11).

Heritage attractions also influence a nation's identity. Monuments and historical sites are the most frequently mentioned attributes, and overlap. This corresponds to the literature which suggests that heritage attractions not only establish the national identity but could also be included among tourism and hospitality attributes (Palmer, 1999; Pretes, 2003 in Frew and White, 2011). The meta-themes of national identity attributes mentioned by respondents are summarised in Table 5.4.

Table 5.4
Meta-themes of Tourism and National Identity Attributes

No.	Name of the attributes mentioned	Remarks on the attributes	Respondent Number
1.	...they seem to mix the religious with their heritage culture embedded with them.	-Indicates belief structure	-Respondent 11
	...the most populated Muslim country on earth.	--Indicates belief structure	-Respondent 14
	...most of Indonesia is Muslim .	-Indicates belief structure	-Respondent 5
	...there are a lot of Muslims there, unlike China...	--Indicates belief structure	-Respondent 6
	...it is an Islamic country.	--Indicates belief structure	-Respondent 12
	...it has a big population . Another thing, it has a lot of Muslim population and they also produce sarong .	--Indicates belief structure and cultural homogeneity.	-Respondent 15
	... the Muslim population is the biggest in the world... they have religious characteristic.	--Indicates belief structure	-Respondents 16
	...majority Muslim population country in the world.	--Indicates belief structure	
2.	Indonesia has rich culture	--Indicates cultural homogeneity.	-Respondent 21
3.	Indonesia is religious . Although I have some reservations about the word religious because I believe that the religious lifestyle of Indonesians is more attached with culture . But you would see some traits of religiosity in them .	-Indicates belief structure and national heritage	-Respondent 17
4.	... very diverse . It contains a lot of cultures, a lot of tribes, and a	--Indicates belief structure and cultural	-Respondent 18

lot of people...mixed cultures. homogeneity.
Overall culture of the country should be attractive...and when the **cultures** talk together, it would be **very attractive, special and unique, because cultures come together.**

6. ...the originality of the culture and the language. --Indicates cultural homogeneity. -Respondent 7
7. ...buku-buku ber-bahasa Indonesia is really interesting and good. I like it. We have seen Indonesian musicians are very creative and nice". --Indicates cultural homogeneity. -Respondent 11
-

5.3.4 Behavioural Intention

Although some of interviewees had not visited Indonesia they had heard about it and intended to visit certain destinations such as Bali, Bandung, Jakarta, Medan, Palembang (Sumatera Island) and Makassar. On the other hand, those who have visited also intended to revisit or to explore other destination(s).

I have been in Jakarta. I have **heard about a city there called Makassar.**

One of my friends belongs there and he told me a lot about Makassar and that is **what made me eager to go there.** And I also **want to visit Bali.**

(Respondent 18).

Indonesia has many islands... beside nature, they practise their way of life. **That might be interesting and that is another factor which attracts me to visit Indonesia one day, hopefully.** (Respondent 21)

If I have chance, **I would like to visit Bandung;** my friends told me that Bali is a beautiful place and has a good environment. So, **I would like to visit Bali.** (Respondents: 8, 9 and 21).

I went to Bali, Jakarta, and Palembang. Went to cultural places, saw the dancing and enjoyed the sunset. Enjoyed the nice beach and **I would like to revisit Bali.** (Respondent 23).

I heard that the natural scenery is very beautiful. **I hope one day I could visit Bali.** (Respondent 6).

If I have chance, I would like to visit **Tanjung Pinang**. I heard Tanjung Pinang is beautiful place to be visited but not yet discovered (less-explored by tourists). **I also would like to visit Jakarta, Padang, Aceh and Bandung.** (Respondent 15).

Indonesia is **a very good place to visit**. The people are friendly; they have very good culture, music and entertainment. (Respondent 21).

One of the respondents mentioned that even though she had not yet been to Indonesia she associates Indonesia as religious, traditional and natural. Specifically, she noted that:

I want to know more about Jakarta, and Bali is a popular place for vacation so I want to go there too. **I want to visit Jakarta** for comparison of the **lifestyle** and **I want to visit Bali.** (Respondent 19).

I found some of **ceremonial cultures like bull race culture**. So, **I want to see more of the cultures** because I like learning about **culture**. (Respondent 17).

The above comments are summarised Table 5.5.

Table 5.5
Meta-themes of Behavioural Intention

No.	Name of the attributes mentioned	Remarks on the attributes	Respondent Number
1.	...I have heard about a city there called Makassar . One of my friends belongs there and he told me a lot about Makassar and that is what made me eager to go there . And I also want to visit Bali .	-Indicates intention to revisit but explore other destination.	-Respondent 18
2.	...that might be interesting and that is another factor which attracts me to visit Indonesia one day, hopefully.	-Indicates intention to visit	-Respondent 21

3.	If I have chance, I would like to visit Bandung ; my friends told me that Bali is a beautiful place and has a good environment. So, I would like to visit Bali .	-Indicates intention to revisit but explore another destination.	- Respondents: 8, 9, and 21
4.	...I went to cultural places, saw the dancing and enjoyed the sunset. Enjoyed the nice beach and I would like to revisit Bali .	--Indicates intention to revisit.	-Respondent to 23
6.	... I hope one day I could visit Bali .	--Indicates intention to visit.	-Respondent 6
7.	If I have chance, I would like to visit Tanjung Pinang . I heard Tanjung Pinang is a beautiful place to visit but not yet discovered (less-explored by tourists). I also would like to visit Jakarta, Padang, Aceh and Bandung .	-Indicates intention to visit.	-Respondent 15
8.	Indonesia is a very good place to visit.	-Indicates intention to visit.	-Respondent 21
9.	I want to know more about Jakarta; and Bali is a popular place for vacation so I want to go there too. I want to visit Jakarta for comparison of the lifestyle and I want to visit Bali .	-Indicates intention to visit.	-Respondent 19
10.	I found some ceremonial cultures like bull race culture . So, I want to see more of the cultures because I like learning about culture .		-Respondent 17

These findings are in line with the literature. Hence, it can be inferred that BI denotes intention to revisit and intention to recommend the destination to others.

5.3.5 Validation and member checking

Validation of member checking was done by re-confirming the outcomes of the exploratory study to several interviewees. The result indicates positive feedback

confirming that the meta-themes are accepted and ready to be used to questionnaire development and the pilot test (see section 4.7.4). Detailed of the final questionnaire is provided in appendix A.

5.4 Summary of the Findings

Based on the above findings, several important issues to be highlighted are as follows. Firstly, post-visit assessments of tourists encounters of tourism and hospitality attributes are essentially dependent on how memorable is each experience during the trip and overall in the post-visit evaluation. This experience has a strong influence on the number of tourists perceiving NBI formation. Secondly, based on the interviews, NBI formation seems to be established based on the people and culture. Therefore, a nation's culture and its people were confirmed to be the elements of association which emerge as perceived NBI.

Whether or not their experiences were positive or negative, international students seem to associate them with their knowledge of the nation's culture and people's characteristics. For instance, when one of the interviewees was asked of his experiences of interacting with staff of the hotel where he stayed, he firmly referred to his understanding of the last encounter as the assessment which indicated it to be based on how the service provider performed. This influences his affective domain. Having positive or negative experiences accordingly formed his cognitive belief and affect. Therefore, that individual attitudes are derived from cognitive belief and affect beliefs is clarified (Roth and Diamantopoulos, 2009).

Another issue is related to the fact that international students actually assessed the flexibility of the host nation in relation to the attributes of tourism and hospitality, in line with their culture and perspectives. This is relevant to the theory of national

identity. Implicitly, the hospitality and brand personality are confirmed as being important in developing tourists' positive cognitive domain. Specifically, the international students who had experienced foreign destinations seemed to be relying on constructive cognitive and positive affective domains. This means that they tend to relate memorable experiences, regardless of whether they were positive or negative. Most of the interviewees tell their foreign friends about the attractions and the overall expense, and whether their experiences gave value for money.

It was also found that international students tend to travel and explore a nation's culture and people where they are staying, and link their experiences to generating NBI and BI. When they were asked (1) what came into your mind the first time you arrived here?' they explained that their first impression was of the airport (flight attendants and immigration officers), restaurant staff, and drivers of transport services; and (2) what is the best word to reflect this nation? led to a conversation related to national identity attributes, such as belief structure, cultural homogeneity and national heritage. It is therefore recommended that national identity attributes be tested for further research. Therefore, the conceptualisation of NBI which postulates that the relationship between tourism and NBI can be mediated by national identity is confirmed.

The memorable experiences that form NBI are post-visit, from either tourism and hospitality attributes or elements of national identity. BI for recommendation or repeat visits essentially depends on constructive and positive experiences.

5.5 Concluding Remarks

In general, the results of the interviews support the conceptualisation of NBI and clarified the proposed research framework of post-visit assessment. National identity

attributes were also found to help in the formation of NBI, while encounters with tourism and hospitality attributes lead to national identity. In other words, the result of the study suggests that the tourism and hospitality attributes can be used as a predictor for NBI formation, national identity and BI. This finding is in line with the research framework, providing evidence that the research framework is applicable. From the exploratory study's findings, the next phase should focus upon variables depicted in the research framework for further testing. It is therefore appropriate to test it quantitatively. The following chapter presents the field survey findings and data analysis.



CHAPTER SIX

RESEARCH FINDINGS AND ANALYSIS

6.0 Introduction

This chapter presents the research findings and the data analysis. First, for the preliminary analysis, the statistical data screening is described, which involved examination for missing data, assessment of the outliers, and testing the assumptions. Testing the assumptions covers the normality of the data, linearity of the phenomenon, homoscedasticity and multicollinearity. Secondly, the socio-demographics, the exploratory factor analysis (EFA) and reliability test and descriptive statistics are presented. Finally, model estimation, hypothesis testing, and conclusions of the chapter are outlined.

6.1 Pilot Study and Construct Validity

The pilot study is to examine the reliability of the instruments before proceeding to distribute the questionnaire. A suitable size for a pilot test according to Malhorta et al., (2008) and Sekaran and Bougie (2010) is 30 cases. On the other hand, Cooper and Schindler (2006) suggest that a suitable range for a pilot study is from 25 to 100 subjects. Initially it was done by asking respondents to comment critically on the clarity of the scales, and for practical purposes by distributing questionnaires in Malaysia to 10% of the actual sample size.

The respondents were asked for comments on the wording, clarity, bias and relevance of the content of the questions. The feedback from the pilot study was used to revise the final questionnaire. The pilot test was conducted in March and April 2013, and the questionnaire distributed to 50 respondents i.e. international students

and lecturers at UUM Sintok, Malaysia who have visited Indonesia. As a result of the feedback from the pilot study the questions were revised and resent for clarification in preparation for the actual field survey.

The changes revolves around the instructions of the section of the questionnaire and its layouts. Table 5.6 shows the revised of the changes of the the wording of the content of the questions of Pilot Study. In order to re-test the reliability and validity of the questionnaire, on the researcher’s first day in Bali, 50 questionnaires were distributed and analysed by SPSS and the output examined. The overall results of the pilot test reliability was favourable where variables with Cronbach’s alpha greater than 0.7 (appendix F). The survey then proceeded in full.

Table 6.1
The changes of the the wording of the content of the questions of Pilot Study

Before Pilot Study:

INSTRUCTION
Please tell us how do the attributes listed below help you form a perception of Indonesia as a nation?
Circle (O) or check (/) the appropriate number for each attribute according to scale (1) strongly disagree – (5) strongly agree.

List of the attributes :	Strongly Disagree				Strongly Agree
	... form/s my perception of a nation.				
Friendly residents	1	2	3	4	5
Hospitable local people	1	2	3	4	5
Hospitable service providers	1	2	3	4	5
Service quality	1	2	3	4	5
Cleanliness	1	2	3	4	5

After Pilot Study:

INSTRUCTION

Please indicate your agreement if the service and hospitality attributes performance listed below help you form a perception of Indonesia as a nation?
Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

	1	2	3	4	5
	strongly disagree			strongly agree	
1. Friendly residents form my perception of a nation.	1	2	3	4	5
2. Hospitable local people forms my perception of a nation.	1	2	3	4	5
3. Hospitable service providers form my perception of a nation.	1	2	3	4	5
4. Service quality forms my perception of a nation.	1	2	3	4	5
5. Cleanliness forms my perception of a nation.	1	2	3	4	5

6.1.1 Preliminary Analysis

Preliminary analysis is a crucial part of the research. It aims to examine the data cleanliness, data normality, and testing the assumptions. In this sense, the preliminary analysis starts by performing data screening, checking for missing data, and assessing the outliers.

6.1.2 Data Screening

Data screening and cleaning were performed in order to fulfil the requirement for performing multivariate analysis. In doing so, the assessment of missing data, outliers, multicollinearity and normality were carried out. This is important because the distribution and the selected sample size have a direct impact on whatever choice of data analysis techniques and test is chosen (Byrne, 2010).

6.1.3 Missing Data

Missing data may reduce the sample size offered for analysis (Cavana et al., 2001). 384 questionnaires were collected in July 2013, representing the three locations of Bali, Yogyakarta and Jakarta. Having checked that the questionnaires returned had been completed appropriately, preliminary descriptive statistics were run to identify missing data. The statistical descriptive analysis output showed that no data was found to be missing.

6.1.4 Assessment of Outliers

Outliers are defined as any observations which are numerically distant (lower or higher) compared to the rest of the data set (Byrne, 2010; Pallant, 2011). This could occur as a result of erroneous responses (Tabachnick and Fidell, 2007; Hair et al., 2010). One of the methods to detect outliers is based on observed Mahalanobis distance (D^2) of expected values (Hair et al., 2010). The Mahalanobis distance is done by setting some predetermined threshold that will indicate whether or not a point could be categorised as an outlier (Hair et al., 2010). The Chi-square statistics table was used to determine the optimal value as threshold.

37 cases were identified as outliers. Given the need for sufficient data, these 37 cases were treated by the normality method, using a threshold of Mahalanobis distance value of more than χ^2 value ($\chi^2 = 101.879$; $n = 75$, p value = 0.05). The Mahalanobis distance obtained is far from the criterion of 101.879 as outlined in appendix D. The number of cases used for further analysis remained at 384.

6.1.5 Testing the Assumptions

In order to avoid misleading results and interpretation, certain regression assumptions should be fulfilled. Specifically, the data must be checked for a number of essential assumptions such as the normality of the data, the linearity of the phenomenon, constant error variance (homoscedasticity), and multicollinearity. It is unusual to obtain data that perfectly fulfils all these requirements. According to Hair et al., (1998), multiple analyses may still be applied provided that the data do not considerably violate the following four assumptions.

6.1.5.1 Normality of the Data

Normality of the data test is the first stage in multivariate analysis and statistical tests (Hair et al., 2010; Coakes et al., 2010). This is important especially if the ultimate purpose of the study is to make an inference (Tabachnick & Fidell, 2007). Visual inspection of the data via stem and leaf plots, normal Q-Q plots and box plots determined the data skewness and kurtosis, as shown in appendix F. The skewness and kurtosis of all items are within acceptable range that indicates normality.

To curtail the occurrence of abnormal data the researcher decided to transform it through cdfnorm (Tabachnick and Fidell, 2007; Coakes et al., 2010). After this transformation, the skewness and kurtosis of all the items were within the acceptable range (-2 to +2) (George and Mallery, 2010).

6.1.5.2 The Linearity of the Phenomenon

Regression analysis is based on the concept of linearity. Linearity assumes the existence of a straight line relationship between variables. The most widely used technique is to examine scatter plots (appendix F). Based on this examination, no significant departure from linearity was noted.

6.1.5.3 Constant Error Variance (Homoscedasticity)

Constant error variance (homoscedasticity) implies a condition in which the variance of the dependent variable is the same for all of the data. It is important because the variance of the dependent variable being explained should not concentrate on an independent value. According to Field (2009) and Pallant (2011), homoscedasticity may be examined through scatter plots. The assumption is determined by observing that the points are randomly and evenly dispersed throughout the scatter plots. Observation found no evidence of heteroskedasticity.

6.1.5.4 Multicollinearity

Multicollinearity is not a desirable condition. It shows the existence of a relationship between two or more independent variables. When two or more variables are too closely correlated, they contain redundant information which tends to increase or inflate the size of errors and therefore undermines the analysis. In other words, it occurs if any of the squared multiple correlation values between variables are near or close to 1, and more specifically if the correlation values between constructs exceed 0.90 (Tabachnick and Fidell, 2007; Coakes et al., 2010).

In SPSS regression analysis, multicollinearity can be examined by observing the tolerance value and the variance inflation factor (VIF). According to Field (2009) and Pallant (2011), VIF should be less than 10 and the tolerance value should be above 0.1. In this research, the VIF was used to observe multicollinearity and the values were cited alongside relevant information from the regression analysis. The levels of multicollinearity were found to be acceptable.

6.2 Socio-Demographics

Information about the socio-demographics comprises detail about the age groups, gender, marital status, length of visit, travel companion and nationality. Specifically, the age groups are categorised into tourists aged below 20; 21-30; 31-40; 41-50; and over 50. Gender is divided into female and male tourists; and marital status single, married, divorced, widowed. For length of visit, tourists must spend two or more nights, and the categories are divided 2; 3-4; 5-7; and more than 7 nights. Travel companions are categorised as family with children; partner/spouse; friends; parents; and alone. The final question asks for nationality.

Table 6.2 indicates a small majority of the respondents are female (50.8%), and marital status is single (71.9%). Most are from age groups 21-40 with the highest percentages 57.0% (21-30 years old) and 16.7% (31-40). The statistical frequencies also show that 66.7% of the respondents visited the destination for more than 7 days, 14.8% for 5-7 days (and 12.5% for 3-4 nights). In terms of travel companion, 37.5% of the respondents were with partner/spouse; 31.8% with friend; 13.5% with children; 12.5% alone; and 4.7% with parents.

Table 6.2
Socio-Demographic Characteristics

Characteristic	Categories	%	Bali	Jogya	JKT	Total
Gender	Female	50.8	120	35	40	195
	Male	49.2	110	34	45	189
	Total	100.0	230	69	85	384
Age group	21-30	57.0	109	46	64	219
	31-40	16.7	43	12	9	64
	41-50	9.9	28	7	3	38
	Below 20	9.6	28	2	7	37
	51 and over	6.8	22	2	2	26
	Total	100.0	230	69	85	384
Marital Status	Single	71.9	149	56	71	276
	Married	24.0	69	12	11	92
	Divorced	3.4	10	1	2	13
	Widow / widower	.8	2	0	1	3
	Total	100.0	230	69	85	384
Length of visit	more than 7 nights	66.7	156	47	53	256
	5-7 nights	14.8	33	6	18	57
	3-4 nights	12.5	31	8	9	48
	2 nights	6.0	10	8	5	23
	Total	100.0	230	69	85	384
Travel companion	with partner / spouse	37.5	94	25	25	144
	with friend	31.8	55	27	40	122
	family with children	13.5	43	3	6	52
	alone	12.5	25	12	11	48
	with parents	4.7	13	2	3	18
	Total	100.0	230	69	85	384

Table 6.3 shows that a majority of the respondents come from European countries (e.g. Dutch 20.8%; French 14.8%) and Australia (16.4%). This result matches the statistics from the Ministry of Tourism and Creative Economy of Republic

Indonesia, which stated that the majority of international tourists visiting Bali, Yogyakarta and Jakarta are Europeans.

In addition, as the findings suggests that majority are single but travel companions are spouse, this perhaps because majority of the samples are European (e.g. Dutch 20.8%; French 14.8%) and Australia (16.4%). In this sense, it perhaps because they might be not yet married but at that time they were travel with partner, which most probably the people that they were with are considered as spouse.

Table 6.3
Socio-Demographics Characteristics of Nationality

Characteristics	Categories	Frequency	Percent
Nationality	Dutch	80	20.8
	Australian	63	16.4
	French	57	14.8
	English	34	8.9
	German	17	4.4
	Malaysian	15	3.9
	Swiss	12	3.1
	Spanish	12	3.1
	American	11	2.9
	Belgian	10	2.6
	Danish	8	2.1
	Swiss	7	1.8
	Indian	6	1.6
	Irish	5	1.3
	Russian	4	1.0
	Singaporean	4	1.0
	Japanese	4	1.0
	Scottish	3	.8
	Chinese	3	.8
	Nigerian	3	.8
	New Zealander	3	.8
	Finnish	3	.8
	Turkish	3	.8
	Vietnamese	3	.8
	Austrian	2	.5
	Brazilian	2	.5
	Canadian	1	.3
	Colombian	1	.3
	Swedish	1	.3
	Italian	1	.3

Greek	1	.3
Bangladeshi	1	.3
Iranian	1	.3
Portuguese	1	.3
Zimbabwean	1	.3
Polish	1	.3
Total	384	100.0

6.3 Exploratory Factor Analysis (EFA)

Factor analysis aims to predetermine the structure of the variables (Hair et al., 2010; Cavana et al., 2001). It is a data reduction method which aims to group the constructs into smaller sets of composite variables.

The literature suggests that factor analysis can take the form of exploratory or confirmatory analysis depending on the purpose of the research (Hair et al., 2010; Diamantopoulos and Schlegelmilch, 1997). Although, the research model framework signifies path analysis characteristics, one of the variables in the research model (NBI) is less-explored; consequently EFA is deemed more appropriate. Overall, factor analysis is beneficial for identifying the structure of a set of variables which are used to describe the constructs in the model. The underlying factors from this analysis can be used for further analysis in terms of estimating the research model and testing the hypotheses.

In terms of operationalising the exploratory analysis, this research specifically applied principal component analysis (PCA) using SPSS. PCA is the most widely method used for data reduction of a large number of variables (Diamantopoulos and Schlegelmilch, 1997; Hair et al., 2007). In applying PCA, the preliminary stage such as testing the appropriateness is necessary. This test can be done by observing the correlation matrix, the Keiser-Meyer-Olkin (KMO) measure of sampling adequacy

(MSA) and Bartlett's Test of Sphericity. The correlation matrix should show a coefficient of 0.3 or above, Bartlett's Test be statistically significant at $P < 0.5$. The optimal MSA value is 0.80, although the literature also gives acceptable values 0.70 or above, 0.60 or above, 0.50, and below, respectively considered as middling, mediocre, miserable, and unacceptable (Diamantopoulos and Schlegelmilch, 1997; Hair et al., 2007; Pallant, 2011). A value exceeding 0.9 is categorised as superb (Keiser, 1974).

This study employs a number of attributes to illustrate the tourist experiences at the destination. The independent variable consists of 30 attributes of tourism and hospitality; national identity, NBI and BI comprise 11, 18 and 5 items respectively.

In order to obtain a meaningful result from factor analysis, a number of points were taken into consideration. Method of extraction, rotation and the number of factors to be extracted were explored. There is a choice between orthogonal (e.g. varimax) and oblique rotation methods, depending on whether there is a theoretical assumption that factors are related or not (Field, 2009). According to Hair et al., (1998), varimax rotation enables grouping the items that are unrelated into a distinctive category or component, so it was considered appropriate for analysis in this study.

In terms of factor loading, Field (2009) points out that with a sample size of 300 it should be greater than .298 to be considered significant. Likewise, Hair et al., 2006 suggest that factor loading .30 is accepted for sample size of 350. This is in line with the literature which suggests a minimum factor loading of .30 to .40 for factor analysis as acceptable (Cudeck and O'Dell, 1994; Asparouhov and Muthen, 2008; Schmitt and Sass, 2011). For this reason, some of the factor analysis findings in this research which generate a loading of .40 are considered acceptable. The report of

PCA findings starts with the independent variable, mediator variable, followed by dependent variables.

6.3.1 Factor Analysis of Tourism and Hospitality Attributes

As depicted in the content of the questionnaire (appendix A), the tourism and hospitality attributes are represented by 30 questions. An initial assessment of the inter-item correlation of all samples reveals that these solutions produce determinants less than .0001, confirming their non-multicollinearity. According to Field (2011), extreme multicollinearity would cause difficulties in determining the unique contribution of variables to a factor. Therefore, it is appropriate to analyse all of these items together.

Essentially, before running the PCA, the suitability of the data for factor analysis was examined. Visual inspection of a correlation matrix shows that several coefficients have a value of 0.3 or above, therefore satisfying the first requirement for PCA. The correlation matrix indicates no value above 0.9, meaning that the data is free from problems of singularity or multicollinearity (Nunnally and Bernstein, 1994). Having visually inspected the correlation matrix, the Keiser-Meyer-Olkin (KMO) measure of sampling adequacy was computed.

Table 6.3 shows that the factor loading for the five components of the independent variable, the KMO's MSA, and reliability statistics. Natural attraction only consists of three components, and with the factors loading of heritage components at the level of moderately good, the hospitality and service factors show rather good loadings. This result reveals that attractions consist of man-made and natural attractions. This is in line with the reviewed literature which argues that the attraction features could be placed either in the same category or separated. Table 6.4 shows that KMO for

this variable is considered good with .886 with the cumulative variance for this factor at 55.58% and eigenvalues of above 1.



Table 6.4
Factor Analysis of Tourism Hospitality Attributes

Tourism Hospitality Attributes	Factor Loading				
	1	2	3	4	5
Factor 1: Infrastructure ($\alpha = 0.872$)					
Water system	.785				
Sewage system	.773				
Power sources	.723				
Transport (e.g. buses, trains, planes)	.711				
Facilities (e.g. streets, highways, railways, airport)	.693				
Healthcare facilities	.652				
Communication networks (e.g. telephone, cell phone, and internet)	.612				
Security	.606				
Cleanliness	.509				
Tourist information/signage	.429				
Factor 2: Heritage ($\alpha = 0.846$)					
Conserved heritage (preserved)		.757			
Traditional ceremonies		.753			
Preserved historical sites		.746			
Authentic culture		.716			
Heritages		.686			
Diverse culture		.658			
Gastronomy (food)		.408			
Factor 3: Hospitality & Services ($\alpha = 0.810$)					
Hospitable local people			.832		
Hospitable service providers			.806		
Friendly residents			.751		
Service quality			.597		
Factor 4: Man-made Attractions ($\alpha = 0.749$)					
Night life				.799	
Entertainment				.729	
Shopping in tourist sites				.680	
Man-made attraction (e.g. zoo, cable car, aquarium)				.597	
Cities				.494	
Factor 5: Natural Attractions ($\alpha = 0.702$)					
Natural scenery (e.g. beaches, mountains)					.739
Climate					.710
Tourist activities (e.g. hiking, diving, walking on beach, sightseeing, etc.)					.564
Eigenvalue	8.072	3.200	2.090	1.846	1.469
Percent of variance	26.906	10.667	6.968	6.152	4.897
Cumulative % of variance		55.58			
KMO		.886			
Bartlett's Test of Sphericity		4.877.094			
Sig.		.000			
**p<0.01					

6.3.2 Factor Analysis of National Identity

As discussed in the reviewed literature, national identity can not only be considered as another predictor but also considered as the core component that differentiates a nation from others. It is proposed that brand personality generates identities that form associations in the external public's mind.

This national identity has also been proposed as an indication of authenticity which would shape the NBI profile. From this perspective, national identity attributes may play a role as a predictor or mediator. National identity in this study is measured on three dimensions: belief structure, national heritage and cultural homogeneity.

The respondents were asked to rate 11 items on a Likert scale from strongly disagree (1) to strongly agree (5). The result of the PCA for national identity attributes is given in table 6.5. The KMO of national identity is .864 with three rotated factors, namely the belief structure, national heritage and cultural homogeneity, with α 0.737, 0.735 and 0.681 respectively.

Belief structure, which consists of three constructs, apparently has cross loading (ceremonies and cultural events). However, with a loading of .604, it is logical to place it in factor 1. The cumulative variance for this factor is 59.77% with eigenvalues of above 1.

Table 6.5
Factor Analysis of National Identity

National Identity Attributes	Factor Loading		
	1	2	3
Factor 1: Belief Structure ($\alpha = 0.737$)			
Religious rituals (e.g. Islam Kejawen, Nyepi, Galungan)	.803		
Ethnic groups (e.g. Java, Bali, Sumatra, Kalimantan,	.755		

Sulawesi, Papua)			
Ceremonies and cultural events, e.g. death (Bali and Sulawesi), marriage (Sulawesi) and new birth).	.604	410	
Factor 2: National Heritage ($\alpha = 0.735$)			
Traditional sport (silat/fighting art)		.784	
Traditional material arts (e.g. wayang golek/wooden puppets, wayang kulit/leather puppets gamelan, angklung/music instrument)		.701	
Local language (e.g. bahasa jawa, bahasa batak, bahasa bugis, etc.)		.638	
Folklore (e.g. danau toba, kbo iwo, tangkuban perahu, etc.)		.611	
Factor 3: Cultural Homogeneity ($\alpha = 0.681$)			
Local food (e.g. rendang, nasi goreng, gado-gado)		.812	
Historical sites (e.g. Borobudur, Prambanan, Mendut, etc.)		.650	
Religious sites (e.g. temples, mosque, churches)		.584	
Traditional ceremonies and festivals (e.g. Ramadan fasting month for Moslems)		.548	
Eigenvalue	4.287	1.252	1.036
Percent of variance	38.972	11.378	9.420
Cumulative % of variance		59.77	
KMO		.864	
Bartlett's Test of Sphericity		1.247.688**	
Sig.		.000	
**p<0.01			

6.3.3 Factor Analysis of NBI

A set of 18 statements about the nation's people and culture was surveyed and analysed. The summary of factor analysis of NBI is as follows. The PCA reveals the KMO is .895, with each factor's reliability are 0.871 and 0.725 respectively (table 6.6). The factor loading range is from .430 to .744 with the 13 items rotated into factor 1 (NBI-people) and 5 items rotated into factor 2 (NBI-culture).

As observed in the factor loading section, a few items (such as a helpful nation and a friendly nation) have complex structures cross-loaded with more than one

component. Referring to the value of the loading, it is reasonable that these two items are considered as part of factor 1. Furthermore, this result implies that a helpful and a friendly nation are associated 56.4% and 52.6% respectively. In sum, it can be said that NBI formation is embedded according to people and culture.

Table 6.6
Factor Analysis NBI

NBI formation	Factor Loading	
	1	2
Factor 1: NBI-People ($\alpha = 0.871$)		
Indonesia is a hard working nation	.740	
Indonesia is a determed (persevering) nation	.705	
Indonesia is a virtuous (honest) nation	.679	
Indonesia is a romantic nation	.640	
Indonesia is a generous nation	.584	
Indonesia is a peaceful nation	.581	
Indonesia is an altruistic (polite) nation	.568	
Indonesia is a helpful nation	.564	.439
Indonesia is a prosperous (flourishing) nation	.532	
Indonesia is a friendly nation	.526	.490
Indonesia is a jolly nation	.471	
Indonesia is a multi-cultural nation	.443	
Indonesia is an artistic (creative/inventive) nation	.431	
Factor 2: NBI-Culture ($\alpha = 0.725$)		
Indonesia is a religious nation		.744
Indonesia is a spiritual nation		.708
Indonesia is a traditional nation		.648
Indonesia is a ceremonious nation		.549
Indonesia is a syncretic nation (religiously diluted: all the religions live together peacefully)		.537
Eigenvalue	6.292	1.521
Percent of variance	34.957	8.450
Cumulative % of variance	50.75	
KMO	.895	
Bartlett's Test of Sphericity	2,383.686**	
Sig.	.000	
**p<0.01		

6.3.4 Factor Analysis of BI

When the NBI is perceived favourably by tourists, hypothetically BI to revisit or recommend should increase.

The result of the factor analysis on BI (table 6.7) reveals that the KMO of this variable is .809. A single factor is generated with reliability of (α) .893, indicating that BI reliability and validity are good. Among the five items rated by respondents, the intention to select Indonesia as the next tourist destination has the lowest loading (.794). This is in line with the reviewed literature which stated that tourists would prefer to visit another destination (e.g. Jang and Feng, 2007). On the other hand, the intention to recommend to others has the highest loading, followed by intention to encourage to visit, to revisit if the opportunity arises, and to mention positive things to others. The factor loadings are .898; .870; .845; .829 respectively.

In addition, the cumulative variance for this factor is 71.89 % with eigenvalues of above 1. In sum, the BI factor analysis indicates that this variable is good for further analysis.

Table 6.7
Factor Analysis of Behavioural Intention

BI	Factor Loading
Factor: Recommend and Revisit Intention ($\alpha = 0.893$)	
	.898
Intention to recommend Indonesia to others	
Intention to encourage other people to visit Indonesia	.870
Intention to revisit Indonesia in the future, if the opportunity arises	.845
Intention to mention positive things about Indonesia to others	.829
Intention to select Indonesia as a tourist destination in future	.794
Eigenvalue	3.595
Percent of variance	71.893

Cumulative % of variance	71.89
KMO	.809
Bartlett's Test of Sphericity	1,331.382**
Sig.	.000
**p<0.01	

6.4 Reliability Analysis

According to Hair et al. (2010), the most widely used measure for reliability, which signifies internal consistency, is Cronbach alpha (α). In this sense, the homogeneity of individual items with other items measuring the same construct should be high. While the general agreed value for Cronbach alpha is .70, $\alpha = .60$ is acceptable for exploratory research (Hair et al., 2010). In order to ensure that the factors with fewer than three items are reliable, the figures of alpha inter-item correlation can be used. Specifically, the recommended range mean inter-item correlation is from .20 to .40 (Briggs and Cheek, 1986).

PCA on tourism and hospitality attributes performance yields five components, constructs of national identity three components, NBI two with BI rotated into a single component. Details of the each figure's reliability analysis are discussed below.

6.4.1 Reliability Analysis of Tourism and Hospitality Attributes

Among the tourism and hospitality attributes constructs, Cronbach alpha of infrastructure (component 1) is the highest ($\alpha = .872$) followed by heritage ($\alpha = .846$), service and hospitality ($\alpha = .810$), man-made attractions ($\alpha = .749$) and natural attractions ($\alpha = .702$). This might be because of infrastructure comprises a large number of items (7). As shown in table 6.8, for heritage components, if the gastronomy item is deleted, the alpha increases to .851; however, is not significant

since it is only 0.005 points and gastronomy is considered as one of them most important item in forming the heritage components (e.g. Chi et al., 2013; Baloglu and McCleary, 1999). Gastronomy was therefore not deleted. Overall, the five components for tourism and hospitality attributes are deemed appropriate for further analysis.

Table 6.8
Reliability Tests for Tourism and Hospitality Attributes

Reliability Tests for Tourism Hospitality Attributes					
Component	α	Items	α (if item deleted)		
Infrastructure	.872	Water system	.850		
		Sewage system	.854		
		Power sources	.858		
		Transport	.855		
		Facilities	.858		
		Healthcare facilities	.856		
		Communication networks	.863		
		Security	.862		
		Cleanliness	.867		
		Tourist information/signage	.871		
		Heritage	.846	Conserved heritage (preserved)	.814
				Traditional ceremonies	.817
Preserved historical sites	.817				
Authentic culture	.816				
Heritage	.825				
Diverse culture	.834				
Gastronomy	.851				
Hospitality & Services	.810	Hospitable local people	.724		
		Hospitable service providers	.725		
		Friendly residents	.750		
		Service quality	.844		
Man-made Attractions	.749	Night life	.680		
		Entertainment	.673		
		Shopping in tourist sites	.706		
		Man-made attractions	.725		
		Cities	.737		
Natural Attractions	.702	Natural scenery (e.g. beaches, mountains)	.556		

Climate	.583
Tourist activities (e.g. hiking, diving, walking on beach, sightseeing, etc.)	.689

6.4.2 Reliability Analysis of National Identity

National identity has three components. While the belief structure component consists of three items, national heritage and cultural homogeneity each have four. As shown in table 6.9, the reliability alpha for cultural homogeneity is at the acceptable level of ($\alpha = .681$), and belief structure and national heritage reliability are at the moderate level of $\alpha = .737$ and $\alpha = .735$.

Table 6.9
Reliability Tests for National Identity

Reliability Tests for National Identity			
Component	α	Items	α
Belief Structure	.737	Religious rituals	.680
		Ethnic groups	.603
		Ceremonies and cultural events	.668
National Heritage	.735	Traditional sport	.699
		Local language	.656
		Traditional martial arts	.686
		Folklore	.658
Cultural Homogeneity	.681	Local food	.629
		Historical sites	.602
		Religious sites	.583
		Traditional ceremonies and festivals	.648

6.4.3 Reliability Analysis of NBI

Table 6.10 for NBI-people is ($\alpha = .871$) and for NBI-culture ($\alpha = .725$).

Table 6.10
Reliability Tests for NBI

Reliability Tests for NBI			
Component	α	Items	α
NBI- People	.871	A hard working nation	.859
		Determination	.861
		A virtuous (honest) nation	.858
		A romantic nation	.865
		A generous nation	.857
		A peaceful nation	.861
		An altruistic (polite) nation	.860
		A helpful nation	.858
		A prosperous (flourishing) nation	.863
		A friendly nation	.859
		A jolly nation	.863
		A multi-cultural nation	.866
		An artistic nation	.867
NBI- Culture	.725	A religious nation	.688
		A spiritual nation	.636
		A traditional nation	.682
		A ceremonious nation	.683
		A syncretic nation	.697

6.4.4 Reliability Analysis of BI

The BI component of five had an excellent reliability result (0.893). This indicates that the five items are useful in predicting on post-visit intention to relate their experiences to other people. This may be because BI is a developed area of study which makes this construct's reliability solid. Generally, all constructs and components produced an α score of above .80 (table 6.11). This implies good internal consistency, appropriate for further analysis.

Table 6.11
Reliability Tests for Behavioural Intention

Reliability Tests for BI			
Component	α	Items	α
People	.893	Will mention positive things about Indonesia to others?	.879
		Will select Indonesia as a tourist destination in future?	.885
		Will encourage other people to visit Indonesia?	.864
		If the opportunity arises, will revisit Indonesia in the future?	.863
		Will recommend Indonesia to others?	.858

6.5 Descriptive Statistics

This section presents the mean scores of the research variables.

6.5.1 Tourism and Hospitality Attributes

The respondents were asked to rate attributes of the tourism and hospitality by stating their agreement or disagreement with the 30 attributes, from 1= ‘strongly disagree’ to 5= ‘strongly agree’. Cleanliness was the variable with the lowest average means score (2.95). In contrast, friendly residents and hospitable local people received the highest rating (4.33).

Specifically, as shown in table 6.12, most frequent answer for friendly residents was 4, with a mean score of 4.33; for hospitable local people (4.27), hospitable service provider (3.98), service quality (3.71) and cleanliness (2.95). In terms of attractions, natural attractions have the highest mean score (4.22) followed by climate (3.99); on the other hand, tourist activities (mean 3.91); entertainment (3.37); cities (3.27); night life (3.26); shopping (3.19); and man-made attractions (2.92).

Table 6.12
Means Score for Tourism and Hospitality Attributes

Tourism and Hospitality Components		Overall mean scores
Hospitality & Services	Friendly residents	4.33
	Hospitable local people	4.27
	Hospitable service providers	3.98
	Service quality	3.71
	Cleanliness	2.95
Attractions	Natural attractions	4.22
	Climate	3.99
	Tourist activities	3.91
	Entertainment	3.37
	Cities	3.27
	Night life	3.26
	Shopping	3.19
	Man-made attractions	2.92
Heritage	Authentic culture	4.10
	Diverse culture	4.08
	Heritages	4.03
	Gastronomy	4.02
	Traditional ceremonies	3.89
	Conserved heritage (preserved)	3.82
	Preserved historical sites	3.77
Infrastructure	Accommodation	3.62
	Security	3.51
	Tourist information	3.38
	Transport	3.32
	Power sources	3.05
	Facilities	2.99
	Healthcare facilities	2.95
	Water system	2.71
	Sewage system	2.66

The means scores for the heritage component (table 6.11) show authentic culture as the highest (4.10), while diverse culture, heritage, and gastronomy are in the range 4.08 to 4.02. Other attributes such as traditional ceremonies, conserved heritage and preserved historical sites are in the range 3.89 to 3.77. Furthermore, the infrastructure mean scores reveal that while accommodation, security, transport, communication

networks, and power sources are in the range 3.62 to 3.05, facilities, healthcare facilities, water and sewage systems range from 2.99 to 2.66.

6.5.2 National Identity Attributes

The respondents were asked to rate their perceptions of Indonesia's national identity attributes, under three headings: belief structure, cultural homogeneity and national heritage.

The statistics means score for belief structures (table 6.13) reveals ethnic groups with the highest mean score (3.55), followed by religious rituals (3.51) and ceremonies and cultural events (3.51). Of the national heritage components, the mean scores were traditional martial art (3.63); local language (3.45); folklore (3.37); traditional sport (2.85). For the cultural homogeneity components, means were local food (4.28); historical sites (4.17); religious sites (3.93), and traditional ceremonies and festivals (3.68).

Table 6.13
Mean Scores for National Identity

National Identity Components		Overall mean scores
Belief Structure	Ethnic groups	3.55
	Religious rituals	3.51
	Ceremonies and cultural events	3.51
National Heritage	Traditional martial arts	3.63
	Local language	3.45
	Folklore	3.37
Cultural Homogeneity	Traditional sport	2.85
	Local food	4.28
	Historical sites	4.17
	Religious sites	3.93
	Traditional ceremonies and festivals	3.68

6.5.3 Nation Brand Image

The respondents were asked to rate 18 statements about the characteristics of a nation, derived from the exploratory study and literature review, on a Likert scale: from does not describe Indonesia at all (1) to describes Indonesia perfectly (5). As depicted in table 6.14, the highest mean score is for friendly nation (4.36), ranging down to the lowest, romantic nation (2.95).

Table 6.14
Mean Scores for NBI

NBI Components	Overall mean scores
Friendly nation	4.36
Religious nation	4.29
Traditional nation	4.16
Spiritual nation	4.11
Helpful nation	4.10
Ceremonious nation	4.10
Multi-cultural nation	3.97
Altruistic nation	3.89
Syncretic nation	3.87
Artistic nation	3.84
Peaceful nation	3.78
Jolly nation	3.76
Hard working nation	3.54
Generous nation	3.54
Determined nation	3.43
Prosperous nation	3.41
Virtuous nation	3.25
Romantic nation	2.95

6.5.4 Behavioural Intention

Five statements examined respondents' intention to re-visit and recommend, scored from 1 (very uncertain) to 5 (most certain). Respondents' intention to mention positive things about Indonesia to others scored a mean of 4.52, down to 3.90 for intention to select Indonesia as the next tourist destination. Most respondents answered strongly agree (64.6 % and 60.2 %) for probability of mentioning positive

things about the visit's experience and probability of recommending to others. Similarly, probability of encouraging and likeliness to revisiting were strongly agreed with, at 55.2% and 54.9% respectively. Re-select the destination in the future was rated by 126 respondents (36.5%) with median = 4. The mean scores for BI attributes are shown in table 6.15.

Table 6.15
Mean Scores for BI

BI Components	Overall mean scores
Probability of mentioning positive things	4.52
Probability of recommending Indonesia to others	4.45
Probability of encouraging other people	4.38
Probability of revisiting	4.25
Probability of selecting Indonesia as a tourist destination in future	3.90

Considering the fact that intention to select Indonesia as the next tourist destination (mean score 3.90; mode of 5 with 36.5%) had the lowest mean score it can be inferred that this finding is in line with the literature that points out that tourists prefer to visit a new destination on their next excursion, despite being satisfied with the original one (Chen and Tsai, 2007; Jang and Feng, 2007; Um et al., 2006; Yoon and Uysal, 2005).

6.6 Model Estimation

Following satisfactory examination of the variables through factor analysis, the next analysis is to conduct model estimation. The model estimation aims to investigate the relationships between the constructs outlined in the model. The research model (figure 6.1) indicates the four components to be examined through regression.

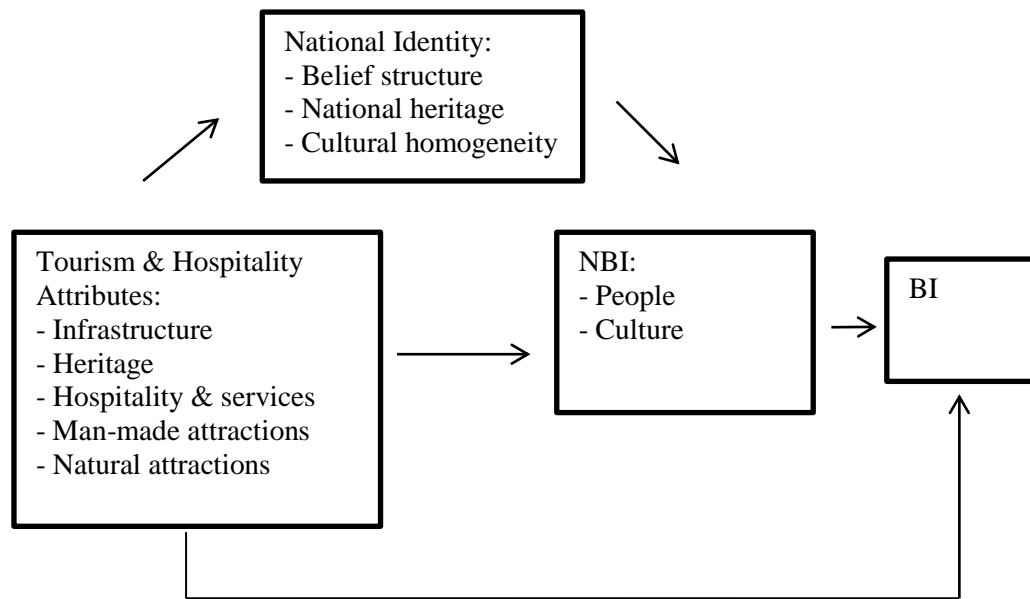


Figure 6.1. The Research Model

The components are:

1. The result of the factor analysis of the perceived performance of tourism and hospitality attributes was five components: infrastructure, heritage, hospitality and services, man-made attractions and natural attractions.
2. The national identity consists of belief structure, national heritage and cultural homogeneity. National identity is a control variable. It is a function of perceived performance of tourism and hospitality attributes.
3. The NBI (consisting of NBI-people and NBI-culture) is a result of perceived performance of tourism and hospitality attributes and national identity dimensions. It is the cumulative outcomes of perceived post-visit experience. The cumulative perception of (both positive and negative) of post-visit experiences is attached as a framework of experience and frame of reference, which are postulated to influence their BI.

4. BI is the final outcome of perceived NBI expressed by tourists to others or as a direct outcome of perceived performance of tourism and hospitality attributes.

The hypotheses to be tested were proposed in chapter 4.

Hypothesis 1: tourism and hospitality attributes influence BI.

Hypothesis 2: Tourism and hospitality attributes influences NBI.

Hypothesis 3: Tourism and hospitality attributes influences NI.

Hypothesis 4: National identity mediates the relationship of tourism and hospitality attributes performance and NBI.

Hypothesis 5: NBI mediates the relationship of tourism and hospitality attributes and BI.

Hypothesis 6: the relationships of research variables depicted in the research framework demonstrates significant relationships as a research model.

Aside from depicting the relationship among variables in the research model, various external variables may also influence the relationships between the predictors and the outcomes. Hence, it is necessary to examine the effect of these external variables on the research variables. Six control variables i.e. age, gender, marital status, length of visit, travel companion, and nationality. Regression analysis was run on every model with these variables and constructs.

The significant value of beta for each control variable signifies that the majority of control variables have an insignificant value across all models. Among the control variables, gender has a significant relationship with belief structure, national heritage and BI; and nationality is significant for NBI-people and BI. Considering that only a

few of the external variables make a significant contribution to the model's constructs, they are all dropped from the regression analysis.

Moving on, it is appropriate to outline the regression analysis of the variables in the model before conducting the model estimation and the hypothesis testing. This outline is structured in five parts as follows.

Part 1: the contribution of variables of tourism and hospitality towards predicting BI.

Part 2: the contribution of variables of tourism and hospitality towards predicting NBI.

Part 3: the contribution of variables of tourism and hospitality towards predicting national identity.

Part 4: the contribution of variables of tourism and hospitality and national identity towards predicting NBI.

Part 5: the contribution of variables of tourism and hospitality and NBI towards predicting BI.

Part 6: the contribution of study variables of tourism and hospitality, NI, BI, and BI demonstrate its significance as a model.

6.6.1 Part 1 - Contribution of Tourism and Hospitality Attributes towards

Predicting BI (direct relationship)

As the research model outlined the direct relationship between tourism and BI, it is proposed that the perceived performance of tourism directly predicts BI. Table 6.16 shows the results of the regression analysis. The proportion of variance in BI is 25.5 % with $F = 25.847$, $p < .001$ and $VIF > 0.1$ as explained by the tourism attributes. The variables that are significantly influential in eliciting BI are heritage, service and hospitality and natural attractions.

Table 6.16
*Regression Analysis of Perceived Performance of Tourism and Hospitality
 Attributes on BI*

Factors	Variables	Behavioural Intention (BI)	VIF
Perceived Performance of Tourism & Hospitality	Infrastructure	.001(.871)	1.340
	Heritage	.027 (.002)	1.472
	Service & Hospitality	.082 (.000)	1.424
	Man-Made Attractions	-.009 (.491)	1.338
	Natural Attractions	.109 (.000)	1.218
	Constant	1.398 (.000)	
			R = .505 ^a R Square = .255 F = 25.847 p <.001

6.6.2 Part 2 - Contribution of Tourism & Hospitality Attributes towards Predicting NBI

It is hypothesised that the tourism and hospitality variable will influence prediction of NBI formation; NBI's two elements, NBI-people and NBI-culture, are inspected individually.

As shown in table 6.17, the regression analysis reveals that the model significantly explains .45.1% of the variance in NBI-people, with F (62.010), p <.001 and VIF > 0.1. Specifically, the beta coefficients show all attributes as significant for predicting NBI-people except for the heritage variable. On the other hand, heritage, service and hospitality and natural attractions are significant in contributing to NBI-culture, except that infrastructure and man-made attractions are found to be insignificant. The regression analysis reveals that the model significantly explains 29.1% of the variance in NBI-people, with F (31.039), p <.001 and VIF is acceptable.

Table 6.17
Contribution of Tourism and Hospitality attributes towards Predicting NBI-people and NBI-culture

Factors	Variables	NBI-people	VIF	NBI-culture	VIF	
Tourism & hospitality attributes	Infrastructure	.238 (.000)	1.340	-.025 (.181)	1.340	
	Heritage	.091 (.205)	1.472	.163 (.000)	1.472	
	Service & Hospitality	1.038 (.000)	1.424	.229 (.000)	1.424	
	Man-Made Attractions	.341 (.002)	1.338	.071(.110)	1.338	
	Natural Attractions	.557 (.005)	1.218	.258 (.002)	1.218	
	Constant	8.472 (.000)		6.395 (.000)		
			R = .671 ^a R Square = .451 F = 62.010 p <.001		R = .540 ^a R Square = .291 F = 31.039 p <.001	

Overall, service and hospitality is found significantly influential for both NBI-people and NBI-culture, a result in line with the mean scores (4.36) reported in section 6.5.3 indicating that ‘Indonesia is a friendly nation’ was rated by 186 respondents (48.4%), and the exploratory study which suggests Indonesia’s culture and its people are friendly and open-minded.

6.6.3 Part 3 - Contribution of Tourism & Hospitality Attributes towards Predicting National Identity

The result of examining the relationship between perceived performance of tourism and hospitality attributes and national identity (table 6.18) reveals that the highest proportion of variance is in national heritage (NH). The R Square value of .303 indicates that NH is explained by 30.3 % of the variance in the model with F = 32.896. On the other hand, the belief structure (BS) R Square value of .246 denotes that BS is explained by 24.6 % of the variance in the model; with F = 24.639 and p

<.001. As for cultural homogeneity (CH), the R Square value of .231 indicates CH is explained by 23.1 % of the variance in the model with $F = 22.711$ and $p < .001$.

It is noted that heritage and man-made attractions are significantly influential in eliciting belief structure; and heritage and natural attractions are influential in eliciting national heritage and cultural homogeneity. Based on this result, it can be inferred that heritage is the only variable that is influential in eliciting the variables of belief structure, national heritage and cultural homogeneity.

Table 6.18
Contribution of Tourism and Hospitality attributes towards predicting national identity

Variables	BS		VIF	NH			VIF	CH		VIF
	B	Sig.		B	Sig.			B	Sig.	
(Constant)	3.129	.001		5.570	.000		5.264	.000		
Infrastructure	.014	.464	1.340	.026	.174	1.340	.035	.154	1.340	
Heritage	.230	.000	1.472	.238	.000	1.472	.242	.000	1.472	
Service & Hospitality	-.007	.890	1.424	.057	.267	1.424	-.080	.227	1.424	
Man-Made Attractions	.120	.008	1.338	-.018	.683	1.338	.270	.000	1.338	
Natural Attractions	-.095	.242	1.218	.235	.005	1.218	-.234	.027	1.218	
	R = .496 ^a			R = .551 ^a			R = .481 ^a			
	R Square = .246			R Square = .303			R Square = .231			
	F = 24.639			F = 32.896			F = 22.711			
	p <.001			p <.001			p <.001			

6.6.4 Part 4 - Contribution of Tourism and Hospitality Attributes and National Identity towards Predicting NBI

NBI formation responses are represented by NBI-people and NBI-culture. In the model, it is estimated that NBI is explained by the perceived performance of tourism and hospitality and perceived national identity. As depicted in table 6.19, the model explains 47.8 % of the variance in NBI-people, with $F = 20.965$, $p < .001$. On the

other hand, 34.5% the variance is in NBI-culture with $F = 24.673$, $p < .001$. This result shows no multicollinearity as tolerance values are above 0.1 and VIF values below 10 (Pallant, 2011).

Table 6.19
Contribution of Tourism and Hospitality Attributes and NI towards Predicting NBI

Factors	Variables	NBI-people	VIF	NBI-culture	VIF
Perceived Performance of Tourism & Hospitality	Infrastructure	.222 (.000)	1.350	-.033 (.078)	1.350
	Heritage	-.062 (.425)	1.844	.088 (.005)	1.844
	Service & Hospitality	1.034(.000)	1.439	.217 (.000)	1.439
	Man-Made Attractions	.272 (.014)	1.423	.055 (.214)	1.423
	Natural Attractions	.534 (.008)	1.286	.217 (.007)	1.286
Perceived National Identity	Belief Structure	.162 (.263)	1.821	.101 (.082)	1.821
	National heritage	.324 (.017)	1.766	.215 (.000)	1.766
	Cultural homogeneity	.161 (.133)	1.670	.000 (.994)	1.670
	Constant	5.314 (.019)		4.879 (.000)	
		R = .691 ^a R Square = .478 F = 42.886 p < .001		R = .587 ^a R Square = .345 F = 24.673 p < .001	

In terms of the perceived performance of tourism attributes, while infrastructure and man-made attractions are significant in eliciting NBI-people, heritage is significant in predicting NB-culture. On the other hand, service and hospitality, and natural attractions are significant in predicting both NBI-people and NBI-culture. As for the perceived performance of national identity, national heritage is significant in eliciting both NBI-people and NBI-culture.

6.6.5 Part 5 - Contribution of Tourism and Hospitality Attributes and NBI towards Predicting BI

In the research model, BI is set as a function of perceived performance of tourism attributes and NBI response. According to the result of regression analysis (table 6.20), the model explains 31.3 % of variance in BI with $F = 24.468$, $p < .001$, and $VIF > 0.1$. Within the NBI factor, NBI-people significantly contributes to BI. In other words, the perceived natural attractions and NBI-people signify the level of tourists' BI. To sum up, it can be inferred that the performance of the heritage, natural attraction, service and hospitality and NBI-people variables are paramount in contributing to tourists' BI. This finding is in line with the literature review on conceptualisation of NBI (in chapter 2).

Table 6.20
Contribution of Tourism and Hospitality Attributes and NBI towards Predicting BI

Factors	Variables	Behavioural Intention (BI)	VIF
Perceived Performance of Tourism & Hospitality	Infrastructure	-.006 (.281)	1.469
	Heritage	.022 (.013)	1.595
	Service & Hospitality	.046 (.004)	1.705
	Man-Made Attractions	-.021 (.106)	1.374
	Natural Attractions	.088 (.000)	1.262
	Nation-brand image	NBI-(people)	.031 (.000)
NBI (culture)		.016 (.312)	1.576
Constant		1.030 (.000)	
		R = .559 ^a	
		R Square = .313	
		F = 24.468	
		p < .001	

6.7 Mediation Effect

Mediation occurs when a variable carries the influence of a given independent (predictor) variable to a given dependent (outcome) variable. Mediation is illustrated in figure 6.2.

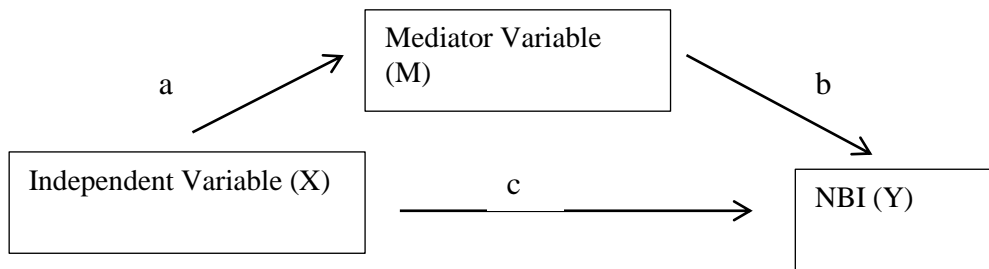


Figure 6.2. The Mediation Model

Figure 7.2 indicates the indirect effect of X on Y through the paths $X \rightarrow M$ (path a) and $M \rightarrow Y$ (path b). Path c is called the direct effect. In general, mediation denotes two type of mediator variables, namely full and partial mediation. Full mediation occurs when variable X no longer affects Y after M has been controlled. On the other hand, partial mediation occurs when the path from X to Y is reduced in size when the mediator is controlled. According to Baron and Kenny (1986), testing mediation requires a four-step approach using a series of regression analyses. In each step, the significance of the coefficient and the standard errors are examined. Figure 7.2 shows the four steps as follows:

1. Carry out a regression analysis with X predicting Y (path c). This will show whether the independent variable is correlated with the outcome.
2. Carry out a regression analysis with X predicting M (to test for path a) to establish the correlation between the independent and mediator variables.

3. Carry out a regression analysis with X and M predicting Y to test the significance of path b. In other words, the effect of M on Y is estimated, while X is controlled.
4. If M completely mediates the relationship of X and Y, then the effect of X on Y controlling for M should be zero.

Full mediation is present if variable X no longer affects Y after the mediator (M) has been controlled; thus, path c is zero. Partial mediation occurs when the path from X to Y (path c) is reduced but is still different from zero when the mediator is controlled. This means that full mediation occurs if path c is insignificant. However, if path c is reduced but still significant, partial mediation occurs. Although the four steps of Baron and Kenny's (1986) approach provides sufficient information about the presence of a mediating effect, past studies suggest calculating the indirect effect of the predictor on the outcome (Judd and Kenny, 1981; Preacher and Hayes, 2004).

The first approach is suggested by computing the difference between two regression coefficients, to estimate the indirect path ($Y = a + cX + dM + e$) and the direct path ($Y = a + bX + e$). The mediated effect is the difference between the coefficients in these two equations. The second approach in examining the mediated effect is to test two regression equations. Initially, the regression equation is used to estimate the indirect path ($Y = a + cX + dM$), setting the mediator variable as the outcome ($M = a + bX + e$). The mediated effect is derived from multiplying the two coefficients ($d*b$). Both procedures should produce identical results.

The mediated effect can be examined using a ratio of the indirect coefficient to its standard error in order to obtain the z value. According to MacKinnon et al. (2007),

the most commonly used and highly recommended is computing the z value as proposed by Sobel (1982). The z equation is: $z\text{-value} = a*b/\text{SQRT}(b^2*sa^2 + a^2*sb^2)$, where $a*b$ is the size of the indirect effect; b^2 signifies the unstandardised coefficient for path b (in figure 7.2), a^2 represents the square of the unstandardised error for the coefficient for path a (in figure 7.2), sa^2 is the square of standard error for path b.

The significance of the z test is determined by a value larger than 1.96 in the absolute value, which is significant at the 0.05 level. Sobel's test is available on numerous statistical websites for convenient and accurate solutions for obtaining this value. Likewise, the P-value can be calculated online (e.g. p-value: <http://quantpsy.org/sobel/sobel.htm>). This research applied the four steps of Baron and Kenny's approach and the z equation value to determine the significance of the z value test. The following section presents the structure of the mediation estimation as depicted in the research model.

6.7.1 Mediation Estimation

The research model (figure 6.1) signifies two mediation estimations, but it can be simplified, as illustrated in figures 6.3 and 6.4. The two mediation estimations involve national identity and NBI as mediator variables. Figure 7.3 shows the relationship of perceived tourism and hospitality attributes and NBI mediated through national identity, while Figure 6.4 depicts NBI as mediator for the relationship between perceived performance of tourism and BI.

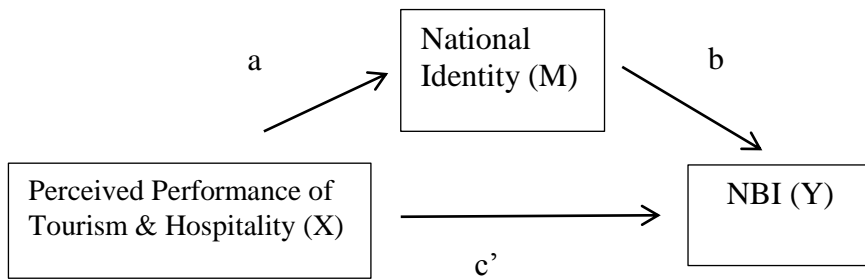


Figure 6.3. The Mediation Model 1

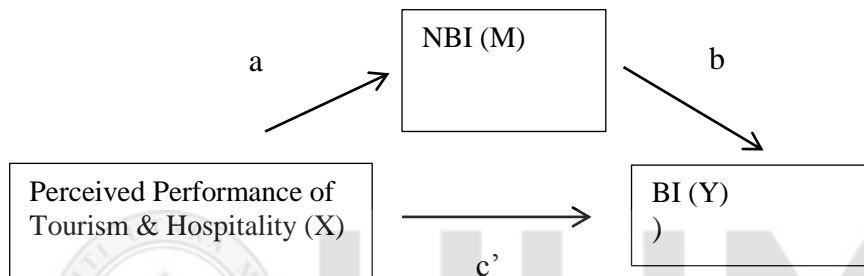


Figure 6.4. The Mediation Model 2

6.7.2 Perceived Performance of Tourism and Hospitality Attributes on NBI

The result of the regression analysis of predictors on NBI-people reveals that heritage is insignificant, although it is significant for NBI-culture. In this sense, heritage cannot be taken for further analysis. On the other hand, both infrastructure and man-made attractions are insignificant in predicting NBI-culture but influential for NBI-people.

As these variables of heritage, infrastructure and man-made attractions do not meet the requirement of the first step of Baron and Kenny's (1986) procedure, they are inappropriate for further testing. Consequently, only service and hospitality and

natural attractions are significant for both NBI-people and NBI-culture. Table 6.21 outlines the coefficient predictors on NBI-people and NBI-culture.

Table 6.21
Regression Analysis of Perceived Performance of Tourism and Hospitality Attributes on NBI-People and NBI-Culture

Factors	Variables	NBI-people	VIF	NBI-culture	VIF
Tourism & hospitality attributes	Infrastructure	.238 (.000)	1.340	-.025 (.181)	1.340
	Heritage	.091 (.205)	1.472	.163 (.000)	1.472
	Service & Hospitality	1.038 (.000)	1.424	.229 (.000)	1.424
	Man-Made Attractions	.341 (.002)	1.338	.071(.110)	1.338
	Natural Attractions	.557 (.005)	1.218	.258 (.002)	1.218
	Constant	8.472 (.000)		6.395 (.000)	
			R = .671 ^a R Square = .451 F = 62.010 p < .001		R = .540 ^a R Square = .291 F = 31.039 p < .001

It is necessary next to estimate the significance of perceived performance of tourism attributes on national identity. As previously mentioned, national identity consists of three components: belief structure, national heritage and cultural homogeneity. Following section presents the analysis of tourism and hospitality attributes on national identity.

6.7.3 Perceived Performance of Tourism and Hospitality Attributes on National Identity

As can be seen from table 6.22, the regression analysis shows that heritage and man-made attractions are significant in predicting belief structure. Heritage is also

significant in predicting the national heritage, followed by natural attractions. However, natural attractions is insignificant on cultural homogeneity. As a result, they are inappropriate to be tested further. The only solid significance on these three components is heritage.

Table 6.22
Regression Analysis of Perceived Performance of Tourism and Hospitality Attributes on Belief Structure (BS), National Heritage (NH) and Cultural Homogeneity (CH)

Variables	BS			CH			NH		
	B	Sig.	VIF	B	Sig.	VIF	B	Sig.	VIF
(Constant)	3.129	.001		5.264	.000		5.570	.000	
Infrastructure	.014	.464	1.340	.035	.154	1.340	.026	.174	1.340
Heritage	.230	.000	1.472	.242	.000	1.472	.238	.000	1.472
Service & Hospitality	-.007	.890	1.424	-.080	.227	1.424	.057	.267	1.424
Man-Made Attractions	.120	.008	1.338	.270	.000	1.338	.018	.683	1.338
Natural Attractions	-.095	.242	1.218	-.234	.027	1.218	.235	.005	1.218
	R = .496 ^a R Square = .246 F = 24.639 p <.001			R = .481 ^a R Square = .231 F = 22.711 p <.001			R = .551 ^a R Square = .303 F = 32.896 p <.001		

6.7.4 Perceived Performance of National Identity on NBI

The regression analysis of national identity on NBI reveals that cultural homogeneity is the only significant variable on NBI-people (table 6.23). Even though belief structure is significant towards NBI-culture (.013), it cannot be used for further testing because it is insignificant for NBI-people (.112). On the other hand, NH is the is significant on NBI-people (.055) and insignificant on NBI-culture (.763). In this case, it is inappropriate for further testing. Consequently, the result suggests that CH is the only attribute of NI in which has a significant effect on NBI-people and NBI-culture.

Table 6.23
Regression Analysis of Perceived National Identity on NBI-people and NBI-culture

Variables	NBI-People			NBI-Culture		
	B	Sig.	VIF	B	Sig.	VIF
Perceived performance						
Constant	24.993	.000		9.250	.000	
Belief Structure (BS)	.279	.112	1.742	.152	.013	1.742
National Heritage (NH)	.246	.055	1.542	.013	.763	1.542
Cultural Homogeneity (CH)	.807	.000	1.482	.364	.000	1.482
	R = .429 ^a R Square = .184			R = .479 ^a R Square = .229		
	F 28.542 p <.001			F = 37.704 p <.001		

Based on the regression analysis results, only two components (namely hospitality and services, and natural attractions) are appropriate to be tested further as tourism and hospitality attributes performance. For this reason, the further testing should be done as depicted in figure 6.5.

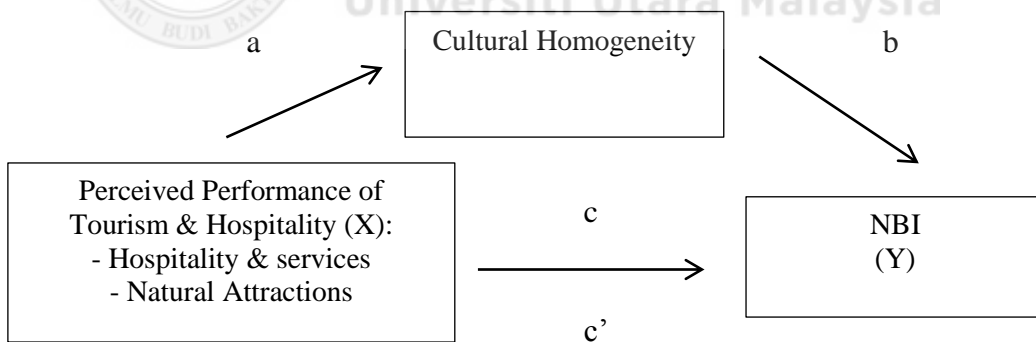


Figure 6.5. Mediated effect of national identity on the relationship of perceived performance of tourism & hospitality attributes and NBI.

6.7.5 Result of Mediation Model Estimation 1

As depicted in figure 7.5 above, the mediated effect of cultural homogeneity (as an attribute of national identity) on the relationship of perceived performance of tourism

The mediation of NBI is examined through cultural homogeneity as the remaining component of national identity in predicting perceived performance of tourism on NBI. As the dependent variable NBI has two components, NBI-people and NBI-culture, the variable of tourism hospitality attributes is tested on both.

Table 6.25 shows that the result of the regression coefficient in the direct path is reduced when cultural homogeneity is included (path c). This means the perceived performance of hospitality and service has a significant relationship with NBI-people, partially mediated by cultural homogeneity. Although path a indicates that natural attractions is insignificant on cultural homogeneity (sig .526), path b signifies that cultural homogeneity has a significant relationship with NBI-people.

The mediation effect of the result indicates that after inclusion of cultural homogeneity, coefficient path c is reduced. This means cultural homogeneity is a partial mediator of the relationship between hospitality and service and NBI-people. On the other hand, the mediation effect of CH and NBI-people indicates that after inclusion of cultural homogeneity is increased. This indicates that the relationship of natural attractions and NBI-people is not mediated by cultural homogeneity.

Table 6.25
Regression Result of Cultural Homogeneity as Mediator of Perceived Performance of Tourism and Hospitality Attributes and NBI-people

Perceived Performance	Path	Coefficients B	Std. Error	t	Sig
Hospitality & services	Direct (YX)	1.462	.115	12.660	.000
	Path a (MX)	.180	.065	2.788	.006
	Path b (YMX)	.668	.108	6.155	.000
	Path c (YXM)	1.379	.113	12.219	.000
Natural Attractions	Direct (YX)	.557	.198	2.807	.005
	Path a (MX)	.071	.112	.634	.526
	Path b (YMX)	.668	.108	6.155	.000
	Path c (YXM)	.738	.195	3.796	.000

In terms of Sobel's test, the result reveals that the natural attractions variable produces a z-value lower than 1.96 (table 6.26) with $p > .05$. This result indicates that the impact of natural attractions on NBI-people is not mediated by cultural homogeneity. On the other hand, hospitality and service is significant on NBI-people. The z value of hospitality and service produces 2.52 (above 1.96), verifying the existence of partial mediation of cultural homogeneity on NBI-people.

Table 6.26
Sobel Test for Mediated Effect of Cultural Homogeneity on NBI-people

Perceived Performance	Path a		Path b		Mediated effect (a*b)	z	p-value
	Coefficients	Std. Error	Coefficients	Std. Error			
Hospitality & services	.180	.065	.668	.108	0.120	2.52	0.011
Natural Attractions	.071	.112	.668	.108	0.047	0.63	0.528

In terms of the mediation effect of cultural homogeneity on NBI-culture (table 6.27), the result reveals that perceived performance of hospitality and service and natural attractions have a significant relationship with NBI-culture through cultural homogeneity. Path b shows that cultural homogeneity has a significant relationship with NBI-culture. The coefficient direct path is reduced after the inclusion of cultural homogeneity, and consequently this model indicates partial mediation.

Table 6.27

Regression Result of Cultural Homogeneity as Mediator of Perceived Performance of Tourism and Hospitality Attributes and NBI-culture

Perceived Performance	Path	Coefficients B	Std. Error	t	Sig
Hospitality & services	Direct (YX)	.315	.046	6.773	.000
	Path a (MX)	.180	.065	2.788	.006
	Path b (YMX)	.215	.039	5.456	.000
	Path c (YXM)	.285	.046	6.233	.000
Natural Attractions	Direct (YX)	.420	.081	5.195	.000
	Path a (MX)	.071	.112	.634	.526
	Path b (YMX)	.215	.039	5.456	.000
	Path c (YXM)	.408	.079	5.177	.000

Sobel's test reveals that the p value of hospitality and service is significant and produces z values of 2.47 (table 6.28). Based on this result, it can be inferred that hospitality and service and natural attractions are significant in establishing NBI through cultural homogeneity; the Sobel test on natural attractions produces z values lower than 1.96 for both NBI-people and NBI-culture.

Table 6.28

Sobel Test for Mediated Effect of Cultural Homogeneity on NBI-culture

Perceived Performance	Path a		Path b		Mediated effect (a*b)	z	p
	Coefficients	Std. Error	Coefficients	Std. Error			
Hospitality & services	.180	.065	.215	.039	0.039	2.47	0.013
Natural Attractions	.071	.112	.215	.039	0.090	0.62	0.528

With a z-value of 0.63 on NBI-people, and z-value of 0.62 on NBI-culture, cultural homogeneity are insignificant at 0.05 level. In this sense, the mediating effect of cultural homogeneity on the relationship of natural attraction and NBI is insignificant. Overall, this result is in line with the theory that experience-based industry (which in this sense refers to hospitality and service) may form NBI through

authenticity (Olins, 2014), which in this research is derived from the form of national identity as brand essence to differentiate a nation's profile from others'.

6.7.6 Result of Mediation Model Estimation 2

As outlined in the research model, NBI is proposed as mediating the relationship between tourism and hospitality attributes and BI. Accordingly, the model to be tested is as shown in figure 6.6.

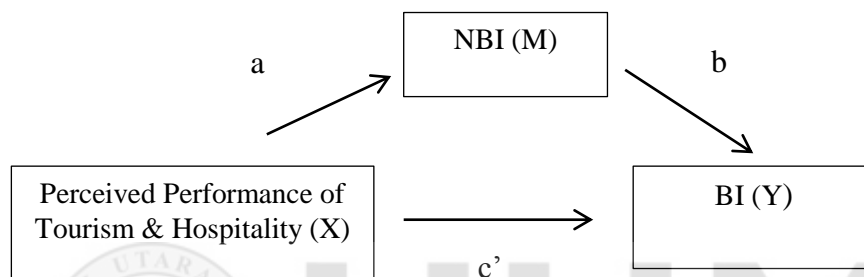


Figure 6.6. Mediated effect of perceived NBI on the relationship between tourism and hospitality attributes and BI.

As it shown in tables 6.29 and 6.30, the regression analysis indicates that the model explains 31.1% of variance in NBI-people with $F = 28.373$ and $p < .001$. On the other hand, for NBI-culture model the fit is .269 with $F = 23.081$ and $p < .001$, which suggests that NBI-culture is explained by 26.9% of the variance in the model.

Table 6.29
Mediated Effect of Perceived NBI-people on BI

Variables	BI				
	Unstandardised Coefficients				
	B	Std Error	T	Sig	VIF
Constant	1.398	.266	5.260	.000	
Infrastructure	-.007	.006	-1.252	.211	1.433
Heritage	.024	.008	2.872	.004	1.479
Service & Hospitality	.048	.016	3.018	.003	1.691

Man-Made Attractions	-.021	.013	-1.589	.113	1.373
Natural Attractions	.090	.024	3.841	.000	1.243
$R = .558^b$ $R \text{ Square} = .311$ $F = 28.373$ $p < .001$					

Table 6.30
Mediated Effect of Perceived NBI-Culture on BI

Variables	BI				
Perceived performance	Unstandardised Coefficients				
	B	Std. Error	T	Sig.	VIF
Constant	1.398	.266	5.260	.000	
Infrastructure	.002	.006	.348	.728	1.346
Heritage	.021	.009	2.285	.023	1.594
Service & Hospitality	.073	.015	4.773	.000	1.502
Man-Made Attractions	-.012	.013	-.912	.362	1.347
Natural Attractions	.099	.024	4.052	.000	1.251
$R = .518^b$ $R \text{ Square} = .269$ $F = 23.081$ $p < .001$					

Regression analysis indicates that service and hospitality and natural attractions are the attributes of tourism and hospitality that influence BI, so the analysis to be tested is on these two variables. In this sense, it is deemed appropriate to conduct the Baron and Kenny's steps. In doing so, examination of direct path shows the significance of tourism components on BI. The result suggests heritage, service and hospitality are significant on BI with model fit of 25.5 % on the variance (see table 6.16). The testing of direct path suggesting all components are significant (table 6.31).

Table 6.31
Regression Analysis of Perceived Performance of Tourism and Hospitality Attributes on BI (Direct path)

Variables	BI				
Perceived performance	Unstandardised Coefficients				
	B	Std. Error	T	Sig.	VIF
Constant	1.384	.260	5.323	.000	
Heritage	.026	.008	3.139	.002	1.300
Service & Hospitality	.082	.014	5.835	.000	1.235
Natural Attractions	.107	.024	4.469	.000	1.193
	R = .504 ^a				
	R Square = .254				
	F = 43.092				
	p < .001				

Table 6.32
Regression Analysis of Perceived Performance of Tourism and Hospitality Attributes on BI (Path a)

Factors	Variables	NBI-people		VIF	NBI-culture		VIF
		B	Sig.		B	Sig.	
Tourism & hospitality attributes	Constant	11.290	.000		6.349	.000	
	Heritage	.237	.001	1.300	.169	.000	1.300
	Service & Hospitality	1.327	.000	1.235	.218	.000	1.235
	Natural Attractions	.575	.006	1.193	.280	.001	1.193
		R = .505 ^a			R = .533 ^a		
	R Square = .255			R Square = .284			
	F = 25.847			F = 50.253			
	p < .001			p < .001			

Result of examination of path a shows that heritage, service and hospitality and natural attractions as the most significant on NBI (see table 6.32). For that reason, heritage, service and hospitality and natural attractions are deemed appropriate to be tested for path a. As it shown in table 6.32, all components of tourism and hospitality

are significant on BI. In terms of regression analysis of perceived performance of NBI on BI (path b) the result coefficients indicate both NBI is significant on BI (table 6.33).

Table 6.33
Regression Analysis of NBI on BI (Path b)

Variables	BI				
	Unstandardised Coefficients		t	Sig.	VIF
Perceived performance	B	Std Error			
Constant	1.697	.248	6.852	.000	
NBI-People	.041	.005	7.651	.000	1.344
NBI-Culture	.046	.015	3.052	.002	1.344
		R = .494 ^a			
		R Square = .244			
		F = 61.470			
		p<.001			

Table 6.34 indicates the result of path c. It is noted that the influence of hospitality and service and natural attractions on BI is significantly mediated effect of NBI-people. On the other hand, the influence of NBI-culture are insignificant in mediating all tourism and hospitality components on BI.

Table 6.34
Mediated Effect of Perceived NBI on BI (Path c)

Variables	NBI-People				NBI-Culture				
	B	Std. Error	Sig.	VIF	B	Std. Error	Sig.	VIF	
Perceived performance									
Constant	1.050	.260	.000		1.133	.275	.000		
Heritage	.019	.008	.021	1.339	.019	.008	.026	1.430	
Service & Hospitality	.042	.016	.007	1.627	.073	.014	.000	1.305	
Natural Attractions	.090	.023	.000	1.218	.096	.024	.000	1.231	
		R = .550 ^b				R = .517 ^b			
		R Square = .303				R Square = .267			

F = 41.111 p <.001	F = 34.508 p <.001
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In order to examine the level of significance of NBI as mediator, coefficients of heritage, hospitality and service and natural attractions are tested. As it shown in table 6.35, the coefficients of hospitality and service and natural attractions are reduced after NBI-people and NBI-culture included. The direct path of heritage is reduced after the inclusion of NBI-people (.026 to .019). Likewise, coefficients hospitality and service is reduced from .082 to .042 after the inclusion of NBI-people on the relationship between perceived performance of hospitality and service and BI; and the direct path of natural attractions on BI is reduced after inclusion of NBI-people (from .107 to .090). This result indicates all components in the model are partially mediated by NBI-people.

Table 6.35
Regression Result of NBI-people as Mediator of Perceived Performance of Tourism and Hospitality Attributes and BI

Perceived Performance of Attributes	Path	Coefficients B	Std. Error	t	Sig
Heritage	Direct (YX)	.026	.008	3.139	.002
	Path a (MX)	.237	.071	3.358	.001
	Path b (YMX)	.041	.005	7.651	.000
	Path c (YXM)	.019	.008	2.322	.021
Hospitality & services	Direct (YX)	.082	.014	5.835	.000
	Path a (MX)	1.327	.121	10.980	.000
	Path b (YMX)	.041	.005	7.651	.000
	Path c (YXM)	.042	.016	2.725	.007
Natural Attractions	Direct (YX)	.107	.024	4.469	.000
	Path a (MX)	.575	.207	2.781	.006
	Path b (YMX)	.041	.005	7.651	.000
	Path c (YXM)	.090	.023	3.843	.000

The regression result of NBI-culture as mediator of tourism and hospitality attributes and BI shows that after inclusion of NBI-culture (table 6.36), the direct path in the relationship of perceived performance of heritage and BI is reduced after inclusion of the mediator variable (from .026 to .019). Similarly, coefficients direct path of the hospitality and service and natural attractions is also increased; from .082 to .073; and natural attractions BI is increased after NBI-culture is included (from .107 to .096). This means relationships of all components of tourism and hospitality are partially mediated by NBI-culture.

Table 6.36
Regression Result of NBI-culture as Mediator of Perceived Performance of Tourism and Hospitality Attributes and BI

Perceived Performance of Attributes	Path	Coefficients B	Std. Error	t	Sig
Heritage	Direct (YX)	.026	.008	3.139	.002
	Path a (MX)	.169	.027	6.143	.000
	Path b (YMX)	.046	.015	3.052	.002
	Path c (YXM)	.019	.008	2.234	.026
Hospitality & services	Direct (YX)	.082	.014	5.835	.000
	Path a (MX)	.218	.047	4.642	.000
	Path b (YMX)	.046	.015	3.052	.002
	Path c (YXM)	.073	.014	5.116	.000
Natural Attractions	Direct (YX)	.107	.024	4.469	.000
	Path a (MX)	.280	.080	3.481	.001
	Path b (YMX)	.046	.015	3.052	.002
	Path c (YXM)	.096	.024	3.975	.000

In terms of the Sobel test, it appears that both NBI-people and NBI-culture produce z values higher than 1.96 and significant. In particular, the result of NBI-people as mediator is higher than NBI-culture. While NBI-people as mediator for the relationship heritage produces z value of 3.09, NBI-people as mediator for hospitality and service indicates z-values of 6.57 and NBI-people as mediator for the relationship of natural attractions on BI generates z value of 2.63. On the other hand, NBI-culture as mediator for the relationship of heritage and BI produces z

value of 2.75, while NBI-culture as mediator for hospitality and service produces z-values of 2.56, and NBI-culture as mediator for the relationship of natural attractions and BI generates z value of 2.30. The details of the respective Sobel tests are outlined in tables 6.37 and table 6.38.

The result suggests that NBI-people and NBI-culture are significantly mediate perceived performance of hospitality and service and natural attractions on BI. In other words, the magnitude of tourists' perceived values on BI relies on experiencing hospitality and service and natural attractions, which mediate a favourable NBI in their minds.

Table 6.37
Sobel Test-Mediated Effect of NBI-people on (BI)

Perceived Performance	Path a		Path b		Mediated effect (a*b)	z	p
	Coefficients	Std. Error	Coefficients	Std. Error			
Heritage	.237	.071	.041	.005	0.009	3.09	0.001
Hospitality & services	1.327	.121	.041	.005	0.054	6.57	0.000
Natural Attractions	.575	.207	.041	.005	0.023	2.63	0.008

Table 6.38
Sobel Test-Mediated Effect of NBI-culture on BI

Perceived Performance	Path a		Path b		Mediated effect (a*b)	z	p
	Coefficients	Std. Error	Coefficients	Std. Error			
Heritage	.169	.027	.046	.015	0.008	2.75	0.005
Hospitality & services	.218	.047	.046	.015	0.010	2.56	0.010
Natural Attractions	.280	.080	.046	.015	0.012	2.30	0.018

6.8 Hypothesis Testing

This section discusses the hypothesis testing. The research model hypothesises a direct relationship between tourism and hospitality attributes and BI (section 6.6.1); and between attributes of tourism and hospitality and NBI formation, discussed in section 6.6.1.

As already noted, mediation models indicate the role of national identity on the relationship of tourism and hospitality attributes and NBI, and the function of NBI as mediator on relationship of tourism and hospitality attributes and BI. In this sense, while the first mediation model estimates five sub-hypotheses of tourism and hospitality attributes on NBI through the role of national identity, the second estimates five sub-hypotheses of tourism and hospitality attributes on BI through NBI.

6.8.1 Hypothesis 1: Perceived performance of tourism and hospitality attributes on BI

This hypothesis is to answer research question number 1. In section 6.6.1 the result of the direct effect of tourism and hospitality attributes as predictors of BI is presented. It has been established that among the five attributes of tourism and hospitality, only three attributes are significant for BI with R-square .255, $F=25.847$ and $p < .001$. These are heritage (coefficient beta = .027, sig. = .002), service & hospitality (coefficient beta = .082, sig. = .000), and natural attractions (coefficient beta = .109, sig. = .000). These results indicate that heritage, service and hospitality, and natural attraction are supported, and that the perceived performance of these three variables is the primary trigger for BI to revisit and recommend. Overall, this

result clarifies the theory and exploratory study which argue that tourism and hospitality attributes accelerate the BI of the international public.

6.8.2 Hypothesis 2: Perceived performance of tourism and hospitality attributes on NBI

This hypothesis is to answer research question number 2, aims to identify the tourism and hospitality attributes that lead to NBI formation. As discussed in section 6.6.2, NBI variables consist of NBI-people and NBI-culture, and the regression model was tested on both. The result suggests that the tourism and hospitality attributes that lead to NBI-people are service and hospitality and natural attractions (coefficient beta = 1.038, sig. = .000; coefficient beta = .557, sig. = .005). On the other hand, the results for NBI-culture reveals the coefficient beta of service and hospitality =.229, sig =.000; and coefficient beta for natural attractions =.258, sig. =.002. In addition, these two variables of service and hospitality and natural attractions lead more to NBI-people (R-square .451) than to NBI-culture (R-square .291). This result indicates that hypotheses 2c (service and hospitality would influence NBI) and 2e (natural attraction would influence NBI) are supported.

6.8.3 Hypothesis 3: Perceived performance of tourism and hospitality attributes on NI

As presented in section 6.6.3, the result suggests that among the perceived performance of tourism and hospitality attributes, heritage is the only solid variable that significantly predicting on BS, CH, and NH. In this case, hypothesis H3b is supported.

6.8.4 Hypothesis 4: National identity mediates the relationship between performance of tourism and hospitality attributes and NBI

Although the literature has no consensus about tourism components, they normally include primary and support elements. In this case, the literature implied that attributes of tourism and hospitality can be grouped into attractions (separated into natural and man-made), infrastructure (which may include facilities and superstructure), hospitality and service. These attributes were used for developing the conceptual framework and hypothesis testing (chapter 3).

The regression results (section 6.6.2) suggest that among the five attributes of tourism and hospitality, only two variables are considered to support predictions of NBI-people and NBI-culture. As illustrated in table 6.17 (section 6.6.2), the two variables are service and hospitality (coefficient beta for NBI-people = 1.038 and sig = .000; coefficient beta for NBI-culture = .229 and sig = .000), and natural attractions (coefficient beta for NBI-people = .557 and sig = .005; coefficient beta for NBI-culture = .258 and si. = .002). In terms of national identity attributes, cultural homogeneity was found as a solid variable in significant for NBI-people and NBI-culture (section 6.4.4, table 6.23). Thus, cultural homogeneity is the mediator for examining the impact of tourism and hospitality attributes (service and hospitality and natural attractions) on NBI-people and NBI-culture. The result of model estimation 1 (section 6.7.5) indicates the significance of service and hospitality on NBI-people in table 6.26 (z value = 2.52, sig = 0.011) and natural service on NBI-people is insignificant (produces a z value = 0.63, sig. = 0.528). On the other hand, service and and hospitality on NBI-culture in table 6.28 (z value = 2.47, sig. = 0.013) and insignificant for natural service on NBI-culture (generates a z-values of 0.62, sig. = 0.528). In this sene, while the impact of CH in mediating both NBI-people denotes

partial mediation (tables 6.25 and 6.27), service and hospitality on NBI-culture are insignificant. Although, and natural attractions apparently is not mediated by CH. Consequently, these results support hypotheses 4c and 4e; as a consequence, hypotheses 3c and 3e are rejected.

6.8.5 Hypothesis 5: NBI mediates tourism and hospitality attributes and BI.

It is appropriate at this point to recall the sub-hypothesis of the second hypothesis. It was noted that the result of regression analysis (section 6.6.1) the result of direct effect of tourism and hospitality components on BI indicates that heriatge, service and hospitality and natural attractions are the attributes of tourism that influence BI (table 6.16). Respectively, coefficient beta of heriatge (.027, sig. = .002), service and hospitality (.082, sig. = .000) and natural attractions (.109, sig. = 000). On the other hand, the result of regression analysis path a indicates that service and hospitality and natural attractions are the attributes of tourism that influence NBI (section 6.6.2, table 6.17). In particular, the coefficient beta of service and hospitality for NBI-people = 1.038 and sig = .000; coefficient beta for NBI-culture = .229 and sig = .000), and the coefficient beta of natural attractions for NBI-people = .557 and sig = .005; coefficient beta for NBI-culture = .258 and sig = .002.

In terms of the influence of NBI on BI, the results of both NBI-people and NBI-culture revealed their significances for BI (section 6.7.6 table 6.33). Specifically, the coefficient beta of NBI-people is .041 (sig = 005) and the coefficient beta of NBI-culture is .046 (sig = 015). Furthermore, as depicted in tables 6.29 and 6.30, the result of model estimation 2 indicates that the mediation effect of NBI-people and NBI-culture on the relationships of tourism and hospitality (particularly service and hospitality and natural attractions) on BI are significant. Specifically, the coefficients

of mediated effects of NBI-people on the relationship of service and hospitality and natural attractions on BI are .048 (sig = .003); and .090 (sig = .000) with R Square = .311; and the coefficients of mediated effects of NBI-culture are .073 (sig = .000); and .099 (sig. = .000) with R Square = .269.

Nevertheless, from the findings provided in section 6.7.6, the mediated effect of NBI-people on heritage generates a z value of 3.09, service and hospitality produces z value = 6.57; and on natural attraction z value = 2.63 (table 6.37); similarly NBI-culture produces z value = 2.75 with p-value = .005; z value = 2.56 with p-value = 0.010, and z value = 2.30 with p-value = .018 respectively (table 6.38).

This result suggests that the three variables, heritage, service and hospitality and natural attractions, are significant on BI through the mediation effect of NBI, with the former having the greater impact on BI through NBI-people. In this sense, variables of heritage, service and hospitality and natural attractions influence the magnitude of tourists' BI through the role of NBI as mediator. In this case, the result indicates support for the acceptance of sub-hypotheses 5b, 5c and 5e. Overall, research question number 5 is answered and clarified.

6.8.6 Hypothesis 6: The research variables depicted in the research framework demonstrate relationships as a research model

According to the result of hypotheses 1 and 2, attributes of tourism and hospitality significantly influence NBI and BI. Likewise, the mediated effect of national identity and NBI are significant, although only cultural homogeneity is significant in mediating the relationship tourism and hospitality and NBI. With this result, it can be inferred that research question number 6 is answered and hypothesis 6 is supported.

Thus, we fail to reject hypothesis 6. The results for the sub-hypotheses that make up this research model are summarised in table 6.39.

Table 6.39
Summary of Hypothesis Result

Code	Path Relationships	Result
H1	Infrastructure (H1a)	H1a is not supported
	Heritage (H1b)	H1b is supported
	Service and Hospitality (H1c)	H1c is supported
	Man-made attractions (H1d)	H1d is not supported
	Natural attractions (H1e)	H1e is supported
H2	Infrastructure (H2a)	H2a is not supported
	Heritage (H2b)	H2b is not supported
	Service and Hospitality (H2c)	H2c is supported
	Man-made attractions (H2d)	H2d is not supported
	Natural attractions (H2e)	H2e is supported
H3	Infrastructure (H3a)	H3a is not supported
	Heritage (H3b)	H3b is supported
	Service and Hospitality (H3c)	H3c is not supported
	Man-made attractions (H3d)	H3d is not supported
	Natural attractions (H3e)	H3e is not supported
H4	Infrastructure (H4a)	H4a is not supported
	Heritage (H4b)	H4b is not supported
	Service and Hospitality (H4c)	H4c is not supported
	Man-made attractions (H4d)	H4d is not supported
	Natural attractions (H4e)	H4e is supported
H5	Infrastructure (H5a)	H5a is not supported
	Heritage (H5b)	H5b is supported
	Service and Hospitality (H5c)	H5c is supported
	Man-made attractions (H5d)	H5d is not supported
	Natural attractions (H5e)	H5e is supported
H6	According to the above results, the intertwined variables suggest the significance of the model even though a few sub-hypotheses are insignificant.	

Eventually, the summary of the test results can be illustrated as shown in figure 6.7.

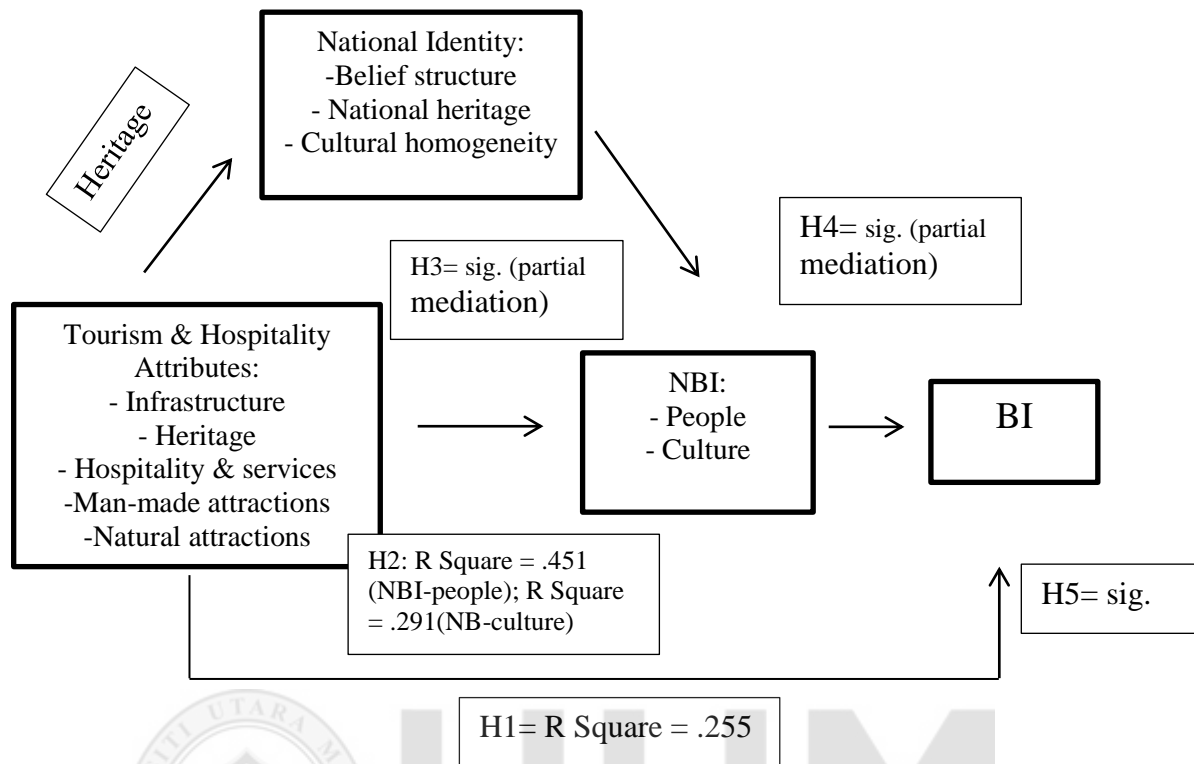


Figure 6.7. Summary of test results

6.9 Conclusion

The results of the descriptive statistics denote items such as hospitable local people, friendly residents, hospitable service providers, and service quality as the items that lead to the brand image of Indonesia. In terms of national identity attributes, items such as local food, historical sites, traditional ceremonies and festivals, and religious sites are the four items with highest ratings from the respondents. From the NBI variable, the descriptive statistics results show friendly nation, religious nation and helpful nation are the most highly rated associations that lead to the NBI formation of Indonesia. These findings are in line with the EFA output and the exploratory findings.

In terms of extraction, the result of regression analysis suggests five components of the tourism and hospitality attributes variable (i.e. infrastructure, heritage, hospitality and services, man-made attractions, natural attractions), in line with the reviewed literature and exploratory study. Likewise, the result of regression analysis suggests national identity attributes with three components (i.e. belief structure, national heritage and cultural homogeneity); NBI with two (i.e. NBI-people and NBI-culture), and a single component for BI. Furthermore, model estimation results suggest that heritage, service and hospitality and natural attractions are components that significantly influence BI. On the other hand, while service and hospitality and natural attractions are significant in establishing NBI, the mediated effect of cultural homogeneity is significant on the relationship of hospitality and services and natural attractions with NBI.

As it noted, the mediated effect of NBI on the relationship of heritage, hospitality and services and natural attractions with BI is significant. The result also shows that the mediation effect of the two models is partial. Overall, as the findings of the intertwined components of the research variables show significance, the research model can be used for gauging NBI and BI.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.0 Introduction

This chapter summarises the main points of the thesis and lays out the implications of this research. First, an overview of the study and overview of the research findings are presented. Next, discussion of the study findings and the conceptual issues addressed and research implications are outlined. Finally, limitations of the research and recommendations for future study, followed by concluding remarks, are discussed.

7.1 Overview of the Study

The background of the research and problem statement of this thesis presented indicates the gaps of emerging nations' positioning (e.g. Indonesia) and issues on tourism and hospitality attributes on its relationships with BI, NBI, NI. Particularly, review of literature denotes tourism and hospitality attributes which embedded with experience-based industry could be used as core images for NBI formation and establish NI, and elevate BI.

Additionally, as review of literature also indicates that every nation is a brand and nations have their brand made for them (Loo and Davies, 2006), therefore the urge for nation branding to *not* only generate nation brand but also should considered NBI perspective, which aims to accommodate the multifaceted images of a nation. Arguably, for nation brand to be emerged as NBI is when a nation is embedded with the multifaceted nation's attributes images (Fan, 2006, 2010; Dinnie, 2008; Kaneva, 2011; O'Shaughnessy & O'Shaughnessy, 2000; Olins, 2002; Kotler and Gertner,

2002) which may derived from tangible market offerings (e.g. export) and intangible market offerings (e.g. tourism).

To date, NBI formation, which is sub-domain of place branding has been considered as the less-explored subject compare to other sub-domains i.e. country brand, regional brand, city brand, and destination brand (Handayani and Rashid, 2013; Hanna and Rowley, 2008). This leads to the fact that NBI perspectives in the place branding has merely received scant attention. In addition, during the course of the study, the indication of NBI must be attached with promise kept, *not* the producer aspirations signify not only benefits, attitude but more importantly denotes market offerings' profile. It is believed as the initiation of a nation's name (i.e. a noun) emerges to be a verb (as discussed in review of literature, chapter 2). Furthermore, the superior positioning of experience consumption, which refers to tourism and hospitality attributes as an experience-based industry leads to BI, NBI formation, NI establishment; therefore these study variables are used as research content that is scrutinised; while the emerging nation which most likely owns weak positioning and less-favourable NBI. Overall, this thesis addresses the issues concerning the study variables i.e. gaps in the literature and study context of emerging nation.

7.2 Overview of the Research Findings

In the broader perspectives, based on the research obtained: (1) although attributes of tourism and hospitality is not the only national industry that may framed images of a nation to be NBI formation, tourism and hospitality attributes which embedded with experience-based industry is believed as the most potential; more so, the socio-economic contribution of tourism and hospitality attributes as experience-based industry to a nation indicate its superior positioning which not only bring happiness

to people's lives but more importantly may stimulate other national dimensions e.g. FDI and other kinds of international publics i.e. foreign students and academics, commerce. Particularly, it may influence the magnitude of BI and NI as well. On the other hand, in the specific perspectives, the results obtained from this research suggest that heritage, service and hospitality, and natural attractions as the most significant predictors for BI.

In terms of research questions number 2, the results obtained from this research suggest that service and hospitality, and natural attractions as the most significant predictors for NBI. Furthermore, while the results obtained for answering research questions number 3, the finding and analysis suggest that heritage is influential on NI; the results obtained for research questions number 4 suggests that the role of CH as mediator on the relationships of service and hospitality (and natural attractions) on BI is partial; this confirms the literature that indicates nation's brand differentiation, which denotes shared values of a nation may mediate the attributes of tourism and hospitality with NBI; in other words, the issue of a nation's positioning could be elevate through nation's brand differentiation, which signifies segmentation of stands for certain shared values and stands out from the crowd; (5) the results obtained from this research suggest that mediation effect of NBI on the relationships of heritage, service and hospitality, and natural attractions on BI is partial. In this sense, tourists retention and/or BI would be established ideally when it is attached with authentic brand differentiation i.e. NI attributes, *not* the marketing shibboleths as the intertwining variables of this thesis suggests the significance of the research variables as framework. Likewise, the relationships of heritage, service and hospitality, and natural attractions on BI which mediated by NBI confirms the proposition that

implies NBI formation is established by promises kept balance with the premium performance, *not* only relies on marketing shibboleths but more importantly to apply sustainable management on variables that significantly influences the study variables; (6) As a whole, the study variables that has been proposed demonstrate its validity as a model.

7.3 Discussion of the Study Findings

Indonesia is located in South East Asia, consists of thousand islands with 34 provinces that signifies a pluralistic nation; and is distinguished as the multicultural nation that embedded with brand image as multi faith society and the most populous muslim nation in the world. As multi faith society, Indonesia acknowledged 5 belief systems i.e. Islam, Christianity, Catholic, Buddhism, and Hinduism. Historically, Indonesia culture is embedded with religious practices that made Indonesia cultural, heritage, and its values is pretty much influenced by these 5 belief systems; mixed with its locality of socio-demographic characteristics of the provinces i.e. Sumatra, Java, Bali, Nusa Tenggara, Kalimantan, Sulawesi, Gorontalo, Maluku, and Papua.

Generally, outsiders i.e. international tourists experience Indonesia's touristic product from these three provinces i.e. Bali, Yogyakarta, and Jakarta albeit Nusa Tenggara, Kalimantan, Sulawesi, Gorontalo, Maluku, and Papua offer various of touristic products as well. Presumably, Bali, Yogyakarta, and Jakarta are considered as the most popular destinations for its cultural tourism, natural beauties, and its wholesomeness as touristic products. This is due the readiness of accessibility, infrastructure and superstructure, local people characteristics, conducive policy and regulation, sustainable service quality and strategic promotion, and its authentic attractions that signifies not only stands out from the crowd but more importantly it

denotes magnetic shared values that practiced in daily basis, mixed with religious ritual activities and cultural heritage.

From the foregoing, those aspects are arguably may lead to not only tourists' BI but also NBI formation and NI establishment. These propositions have been tested empirically and they are in line with the past studies that allude tourists' actual experience may a play role in the formation of image (e.g. Kayat and Hai, 2014; Mohamed et al., 2002) and with the adaptation of the review of literature that indicates images that derived from experiencing branded market offerings may emerge as NBI when it is embedded with attributes, benefits i.e. functional, experiential, and symbolic, and attitude (Handayani and Rashid, 2013). Greater detail about this is provided in section 2.1; therefore, tourists' actual experience arguably may a play role in the formation of BI, NBI, and NI.

The aspects of brand individuality, brand consistency and brand continuity that Schallehn et al., (2014) alluded and Romaniuk et al., (2007) suggestion on consistency may build the distinctiveness of a brand are tested by NI attributes and NBI as mediator variables i.e. in the mediation model estimations. In this sense, the mediation model estimations particularly and research model generally denotes its validity. However, this not indicate differentiation perspectives which highlights the reason why for tourist visitation. Beyond that, considering the findings of this research mediation model estimations are only partial, hence another aspects of brand differentiation such as awareness and salience may explained the reason for this issues; as past studies (i.e. Romaniuk et al., 2007) suggest that awareness and salience may play greater influence in brand image formation and BI. Consequently, this research support the alternative perspective of distinctiveness which believes that

meaningful differentiation relies on awareness and salience aspects. With this scenario, combining authenticity principles and NI attributes (and NBI) as mediator in this research context would lead to the formation of nation-brand equity (Buttle, 2008).

In terms of the study content issues i.e. the uneven nation's positioning that global indexes reported, leads to the issues of accessibility, infrastructure and superstructure, readiness of local community and district government, local people characteristics, the magnitude of conducive policy and regulation, unsustainable service quality and performances, poor infrastructure and lack of strategic promotion may generate the unfavourable tourism and hospitality attributes which would influence tourists' overall experiences and BI. In long term perspectives, it would influence the NBI formation in global consumers' mind i.e. international tourists. In this sense, there seems to be a consensus that tourism and hospitality attributes are important. If it were so, there is an urge to apply more strategic management on development of tourism and hospitality attributes and strategic promotion for NBI development through sustaining service and hospitality and tourism attraction as attributes that may be predictors of experience-based industry. In order to do so, the provision on tourism and hospitality attributes as industry must be managed and promoted properly along with the national-brand differentiation i.e. national identity attributes and NBI, as they have been tested empirically. More specifically, service and hospitality, natural attraction, and heritage in this case should be managed as it is promised in promotion and in line with the shared values and authenticity principles, while at the same time should be maintained sustainably with CH as strengthen

variable that mediates the relationships between tourism and hospitality attributes (as experience-based industry) and NBI.

In the case of the study context, Indonesia' tourism and hospitality attributes in relation with the issues of NI and NBI as mediator, should position on balancing the shared identical values based on environmental characteristics. In other words, desired image and projected images to be aspired is not for diminishing the multifaceted attributes of tourism and hospitality but more importantly, it should be developed and managed based on its profile. With this scenario, the aspiration of NBI formation aimed is to classify the product-related and non product-related as distinction for stands out from the crowd, but at the same time would holistically represent a nation's profile. Subsequently, as the profile of a nation would position it at the global market, positioning would indicate the segmentation and differentiation; consequently instead of embarking efforts on controlling images of a nation (as core elements for NBI formation), it is better for managing the a nation's profile through tourism and hospitality attributes as experience-based industry. This consequence of the scenario not only led to elevation a nation's positioning but more importantly may also stimulate other national dimensions i.e. foreign direct investment, commerce, academia, etc.

In terms of specific contribution of tourism and hospitality attributes on BI, this research hypotheses indicate that Infrastructure (Hypothesis 1a) and Man-made attractions (Hypothesis 1d) are not supported, while Heritage (Hypothesis 1b), Service and Hospitality (Hypothesis 1c), and Natural attractions (Hypothesis 1e) are supported. Consequently, this study suggests that main reason for toruists' visitation i.e. contribution of tourism and hospitality attributes on BI are not because of

dimensions such as Infrastructure and Man-made attractions. Importantly, dimensions such as Heritage, Service and Hospitality, and Natural attractions are considered as the most influential variables that trigger tourists's behavioural intention. With this viewpoint, it is crucial to maintain the value enrichment of heritage variable, coupled with the natural attraction variable and balance them with the sustainable service and hospitality performance. As review literature indicates that value enrichment can be designed and can be derived from the shared values which attached with embedded with the authenticity attributes. Technically, this could be applied with the mediation estimation model (Hypothesis number 4) which points out the importance of cultural homogeneity on the relationship of tourism and hospitality attributes and NBI. Therefore, the NBI formation could be established, while on the other hand, tourism and hospitality attributes may also influential on BI.

Hypothesis number 2 suggests that Service and Hospitality (Hypothesis 2c), and Natural attractions (Hypothesis 2e) are considered as the most influential variables that predictors for NBI. On the other hand, Infrastructure (Hypothesis 2a), Heritage (Hypothesis 2b) and Man-made attractions (Hypothesis 2d) are not supported. Thus Service and Hospitality, and Natural attractions hypotheses are supported. This result suggest that in order for Indonesia NBI formation to be established, Service and Hospitality and Natural attractions have to be main concern in planning and developing tourist' sites. In this vein, while Service and Hospitality requires human resources management which places right people and sustainable development on community and resident engagement, natural attraction signifies the importance of implementing eco-friendly policy, preservation, and reservation, coupled with the principles of corporate social responsibility. Consequently planning and development

should allocate educating and preparing human capital and designing pro-environmental friendly policy as part of programming touristic market offerings.

Further, Hypothesis number 3 suggests heritage as the most influential variable on NI. This means Heritage, Hypothesis 3b is supported while the other four dimensions are not supported. In terms of mediation effect of NBI on the relationship of contribution of tourism and hospitality attributes and BI, the finding reveals that Heritage (Hypothesis 5b), Service and Hospitality (Hypothesis 5c), and Natural attractions (Hypothesis 5e) are supported.

Importantly, this study significance indicates the importance of tourism and hospitality attributes (i.e. natural attractions, man-made attractions, infrastructure, superstructure, service and hospitality) on Indonesia's nation brand image and BI. Particularly, this study findings reveal that development of infrastructure on tourism sector may influence the personification of Indonesian as a nation and may influence tourist NBI-people but *not* NBI-culture (see section 6.6.2). This study finding that suggests development of infrastructure on tourism sector could also strengthen the urge for implementing information communication technology (ICT). Notably, ICT as dimension of infrastructure is in line with the Smartness philosophy which is coined by Smart tourism domain of study (i.e. the study of Gretzel, Sigala, Xiang & Koo, 2015); especially for planning and developing an established destinations and/or for designing certain type tourist's sites. Smart tourism as phenomenon intertwines the relationship of information communication technology (ICT) with tourism experience (Hunter, Chung, Gretzel & Koo, 2015). It is understood as a result of emerging forms of ICT, which shifts e-tourism i.e. functions as individual information system, coupled with the demand for customisation and technology-

mediated co-creation (Gretzel, Sigala, Xiang & Koo, 2015). Presumably, this may lead to the fast mode of travel as it allows traveller in making more intelligent decisions about alternative(s) as well as action that will optimise business process and business performance (Gretzel et al., 2015). As demand for customisation and technology-mediated co-creation are accommodated by the ICT as primary element of Smart tourism, in this vein, Smart tourism as mainstream is associated with speed and acceleration distribution of information and infrastructure design. Importantly, as it is developed for tourist's convenient and destination development, hence, Smart tourism would enrich touristic market offerings' competitive advantage which is aimed to sustain tourist's satisfaction and accelerate behavioural intention (BI). To sum up, this study findings that suggest ICT as primary element of Smart tourism and as a form infrastructure development may influence the NBI-people.

In terms of development packaging of attractions (i.e. heritage, service and hospitality, and natural attractions are significant on BI) and development packaging of service & hospitality and natural attractions which are significant on NBI formation indicating that personification of Indonesia NBI formation only be appeared as it in line with the philosophy of Slowness which coined by Slow tourism domain of study. In this vein, attractions attributes in this study context needs to be designed strategically in line with its socio-cultural and topography. Slowness in a sense that touristic cultural-heritage activities as primary market offerings that offered by these three study has to stay tune with the "rightness" speed, coupled with the unique and emotional selling propositions. With this viewpoint, following the idea of Inversini, Cantoni & De Pietro (2014), paradigm is shifted from focus more on contents and functionalities that would provide goal-driven consumption more

relevant and may enrich authentic experience, which at the end it would indicate the effectiveness of word-of-mouth (WOM). In this vein, Slowness denotes the right tempo/rhythm to get to experience the authenticity of the touristic attributes. Importantly, adapting the philosophy of Schwartz (2003), Slowness indicates the shift characteristics demand on convenient into more on authenticity, fast mode of travel into less fast/not instant, mass-produced into customised, season focussed into seasonless, focus on uniqueness/distinctiveness into “shared values”, business focussed into sustainability focussed.

On the basis of this, the magnitude of awareness and familiarity of global consumers i.e. international tourists, which in this thesis is arguably according to the perceived performance of service and hospitality, natural attraction, and heritage; it is believed that human resources which indicates people aspect in the context of tourism and hospitality attributes as experience-based industry plays crucial role. In this sense, human resources which allude quality and quantity may be considered important as NBI attributes, which has been highlighted in the reviewed literature as not only signifies approaches that may strengthen positioning, but more importantly, it denotes the existence of stands out of the crowd and stands for shared values.

Further, various potency of tourism and hospitality attributes that Indonesia own may be plausible to be offered as market offerings to global consumer as long as it owns premium and sustainable service and hospitality and authentic brand differentiation that arguably may not only develop positioning but also establish NBI. The consequence of this scenario to come may also shift the marketing shibboleths (that discussed in section 2.3.3) which apparently indicates misleading application of nation branding; therefore, this thesis suggests an application of NBI perspectives

which focuses more not eliminating the multifaceted images but should instead maximising the multifaceted images of a nation's profiles derived from the experience-based industry to develop NBI formation. In other words, the viral misleading application of nation branding in general and NBI in particular which is implemented by the industry strategist would be soften and emerges more realist. With this perspectives, the distinction of "a satisfied customer" and "a delighted customer" that alluded by Kotler et al., (2006) may be achievable as it seems that more appropriate to apply more management as it would sustain the overall service and hospitality, which also the zeitgeist that pushes global BI to be more utilitarian but at the same time more demanding for authenticity.

In terms of Indonesia NBI, the findings and analysis suggest that religious cultural mixed that emerges as cultural and heritage tourism seems to be get along well with natural attractions. In this sense, tourism and hospitality attributes in general and attributes such as heritage, natural beauties, and service and hospitality in particular should be considered as crucial attributes for establishing NBI formation.

From the foregoing, it is believed that proper management and strategic promotion on tourism and hospitality attributes as experience-based industry may lead to favourable NBI formation and could elevate tourists' behavioural intention. In this sense, this research speaks to two major groups: Indonesia policy makers and the contact personels. In terms of the former, this research supports the view that destination management organisation (DMO) could take components of this research to integrate planning and improve the national positioning in the global market e.g. the mediating effect of NBI on the relationship between tourism and hospitality attributes (heritage, hospitality and services, and natural attractions) and BI is

significant with partial mediation. In other words, development on Indonesia's NBI should be designed along with progressive management and Smart marketing strategy. Progressive management not only denotes the urge importance of developing Smart tourism philosophy i.e. intergration of hard form of ICT infrastructure e.g. transport system but also the intergration of soft ICT which calls for more design on human capital and its support attributes. On the other hand, Marketing strategy which presumably would assist acceleration of Indonesia's NBI should not focus on shouting out loudly promoting the distinctiveness tourism and hospitality attributes but most importantly the focus should be emphasizing on building the relationship management coupled with integration of ICT and human resources (e.g. through social media) and involvements (e.g. co-creation experience).

Indonesia's DMO could also take the result of this study that indicates the insignificant relationship of transport performance (as part of Indonesia's infrastructures attributes) on BI as not only major driver to improve system of Indonesia transport performance but also more importantly is to capitalising the fact that element surrounding the destination, as review literature suggests tourists that visited certain destination could be the attraction in its own meaning (Lew, 1989). With this viewpoint, the transport system development of Indonesia in this vein may also becomes an attraction for certain segmented target market. Thus, the development of Indonesia transport is important and the future spectrum of transport development in Indonesia should not damage the destination profile and its authenticity; as there must be a reason why destination that has less transport sufficiency still has loyal visitor and competitive positioning.

Further, in terms of Indonesia's contact persons which in this sense revolves around the human resources, the Indonesian people aspect in enriching the co-creation experience should be maintained and balance the application of Smartness philosophy of tourism and the Slowness philosophy of tourism e.g. the development of free wifi and modification of technology application in Indonesia's tourism and hospitality market offerings. What is more, Indonesia's cultural ceremonial events which aims for enriching co-creation experiences (i.e. involves ICT application and community & local residents) should be managed (and promoted) along with characteristics of Indonesians. In other words, in order for establishing Indonesia's NBI and accelerating BI to Indonesia, heritage, hospitality and services, and natural attractions (i.e. Indonesia's tourism and hospitality attributes) should be managed accordingly with its shared values, coupled with implementation of Smart marketing and progressive management.

7.4 Conceptual Issues Addressed and Implications of the Study

Generally, tourism and hospitality attributes as experience-based may also contribute to socio-economic improvement to a nation; not only contribute to a country i.e. Gross National Income (GNI) or contribute to destination through its multiplier effect on local people economic. More so, it also indicates benefits for being able to rule the world through its privilege to charge more for any attachment of NBI with a nation's name as a market offerings to global consumers (Olins, 2014). This is in line with the proposition that branded market offerings, which in this case refers to NBI may emerge as the brand equity theory that Aaker (1991) alluded; and adapted by scholarly works and research (e.g. Kotler et al., 1993; Papadopoulos and Heslop, 2002; Martin and Eroglu, 1993; and Verlegh and Steenkamp, 1999) which grouped

country brand equity into product image (PI), country image (CI), and COO. Explication about NBI may emerge as brand equity has been outlined in in chapter 2, section 2.3.1.

Further, global consumers are also looking for authenticity more than they used to (Olins, 2014). Current studies suggest that in order to attract inward investment, international tourists, foreign students, professional workers and talented people are required, with authenticity in every aspect (Olins, 2002, 2014). Authenticity is believed to be the core essence that may enrich a nation's profile as a brand or product. Lew (1987) alludes to visitors' desire to feel a sense of belonging akin to that felt by residents. This indicates the competitiveness and attractiveness of a nation. Presumably, the sense of belonging in the sense of place that place branding and NBI involve. In other words, NBI development can only be performed well with the support of a sense of place and brand differentiation, whose mediating effect can be tested empirically.

7.4.1 Theoretical Implication

The research findings denote significant relationships among the intertwined variables. While research question number 1 indicates three influential constructs, heritage, service and hospitality and natural attractions in predicting BI to visit, research question number 2 alludes to service and hospitality and natural attractions as the most influential predictors of NBI; and research question number 3 denotes heritage is significant predictor on NI. On the other hand, the mediation models imply that brand differentiation is crucial for NBI formation, although among the three attributes only cultural homogeneity was found to be significant as a mediator (mediation model 1). Model estimation 2 showed a significant mediated effect of

NBI on the relationship between heritage, service and hospitality and natural attractions and BI. From the foregoing results, research question number 6 which aims to examine the proposed model validity is confirmed.

While the results of model estimation 1 represent the evidence of national identity as brand differentiation for predicting NBI, the influence of NBI as mediator between tourism and BI indicates the cognitive perceived value of tourists about place as a destination amplifying a nation's name as a brand or product, strengthening its positioning in the global market. Therefore, while the authenticity in which national identity is embedded, and NBI as mediator, are considered as conceptual issues that deserve to be appropriately highlighted, tourism as an experience-based industry is worthy of consideration as a national industry, in line with the theory that experiential consumption (e.g. visitors' experience) leads to greater satisfaction and happiness.

Authenticity in this sense is translated as a genuine characteristic that shapes the attractiveness and competitiveness of a nation in the providing products, services, and experiences promised. The empirical results of this research also denote the fact that the international public still relies on a framework of experience and a frame of reference that triggers their BI; albeit other variables such as national identity are significant in shaping NBI. These results may be useful to business in the sense that highlighting the promises made by the producer (in the name of the destination management organisation) should balance performance. For instance, marketing communication that emphasises a nation's assets or claims to be 'the one' or 'the only one' are relevant only as long as supported by the promised performance. In

other words, more management in providing holistic packages for tourists as promised would not only generate NBI but could also amplify BI to visit.

The tendency to overlook or generate a single image for a nation should be avoided, as it is impossible for a nation to be described without acknowledging its multifaceted attributes. This is because the idea of establishing a single image of a nation is theoretically inefficient, while brand image theory can accommodate the multifaceted nature of a nation. Thus, grouping the many attributes into product related and non-product related may be plausible, indicating the brand image theory of Keller (1993). These issues were addressed in chapter 2, in which it was argued that if tourism as an experience-based industry is to lead to NBI formation, then performance not only of *what* attributes are attached to it but also, more importantly, *why* they are attached require a certain authentic essence.

In the light of the research spectrum and body of knowledge, this researching about NBI perspectives contributes to a better understanding of the conceptualisation of applying brand image in the context of branding a nation and enriching its zeitgeist, derived from place marketing (Kotler et al., 1993; Ward, 1998; Warnaby and Medway, 2013) and place promotion (Ashworth and Voogd, 1994). With this literature and empirical findings, the issue of finding the the best way to establish NBI now becomes plausible.

7.4.2 Managerial Implication

The managerial issues addressed can be framed as follows. NBI focuses on providing authenticity, through national dimensions such as tourism or exports. In fact, today's global consumers are well informed with advances in technology, the ease and

flexibility of policy, and affordable transport. Global consumers are borderless and smart. In addition to affordable access, they now demand authenticity as a trigger to visit (or be a repeat visitor). However, despite (or because of) the explosion of information, global consumers might prefer to have a short-cut in deciding their experiential consumption. This indicates persistent need for NBI.

NBI not only provides a short-cut to purchase decisions; it also signifies the prestige that global consumers seek when they are travelling for leisure. First, in an interconnected chain, the prestige attached to the brand image of a nation is essentially useful for international tourism marketing because the tourist visiting a destination with a good NBI will report the experiences (whether good or not). The story telling may express the sense of prestige from the holiday trip, but indirectly also assists in the formation NBI.

Secondly, as emerging nations generally have weak positioning and less-favourable NBI, the establishment of a positive NBI is an appropriate issue to address. Thirdly, the fact that tourists post-consumption normally linked their BI to the destination's brand image, the variables that make up the research framework and its conceptualisation for this thesis meet the need to widen the domain of place branding. Lastly, the empirical nature of this research and its research framework provide a tool for government to establish its NBI in the global market, and to boost tourism as a national industry. From this perspective, this thesis conceptualises NBI as a set of associations about a nation's name as a brand or product derived from experience that may not only establish NBI but also amplify BI and a nation's positioning.

Therefore, the outcomes of this study are threefold: (1) to better understand the idea of NBI, this thesis offers a NBI perspective as an original way of looking at place branding and place marketing; (2) as the NBI concept borrows from Keller's theory of brand image, NBI contributes to the expanding brand image theory, widening the domain of place marketing of Kotler et al. (1993); and (3) tourism and hospitality attributes as a national industry for an emerging nation should be supported not only by government but also by its people and all stakeholders, particularly in terms of managing the attributes found in this research to be significant. What is more, while tourism and hospitality attributes is well known for its contribution to the society and economy of a nation, it is appropriate to believe that it will also help to preserve cultural heritage, tradition and the identity of a nation. Overall, this research offers a working definition and framework as a tool for establishing NBI and the BI of overseas tourists.

7.5 Limitations of the Research

Even though this study has achieved the research objectives and presents useful information about NBI, the findings need to be interpreted with caution. The first limitation is that this study applies a purposive sample, which may limit the generalisability of the findings. It only employed a sample of visitors who had stayed in Indonesia for two days or more. Future research might generate different results, i.e. the duration of stay might affect the visitors' experience and influence their perceived NBI and BI. Secondly, even though the research sample is representative of the top three most popular tourist destinations in Indonesia, this may also be considered as limitation of the study as Indonesia consists of thousand of islands with 34 provinces, representing a pluralistic nation. The findings indicated that the

majority of tourists were European or Australian, with few Asians in the sample. Thirdly, the issue of the pilot test. As pilot test of this research employed international students who study at Malaysia and are most likely come from Islamic countries, thus it may caused bias. However, it is deemed appropriate as during the course of data collection and coupled with the review of literature, indicates NBI formation and BI are derived from personification of a nation is associated with the framework of experience. In other words, NBI formation and BI are established by the post-visit experience. With this viewpoint, the results of pilot test and empirical findings are not interrupted by the fact that pilot test was conducted in Malaysia and employed international students who visited the research areas.

7.6 Recommendations for Future Research

In order to support the qualitative results on NBI and BI, this study applied a field survey using a quantitative approach. However, as the nature of brand image is relatively close to the qualitative approach, it might be appropriate for future studies to apply another type of qualitative approach, such as phenomenology or ethnography. In addition, the current software of free association, e.g. tag cloud, could be applied. This tracks the terms linked to brand image. In other words, it can assist in mapping the association of a nation's name with a brand or product. The sooner the association is mentioned, the stronger it becomes. Hence, if the association is mentioned as one of three words, it might indicate relative strength and uniqueness, whether positive or negative. Tag clouds classify items by attaching a keyword or tag to each. Tags can be generated by an automatic algorithm. Technically, three words stated by a respondent in the questionnaire will be listed and gathered to assess the their frequency, representing associations tourism and

hospitality attributes. Using this strategy, the familiarity (cognitive and affective) of international tourists can be assessed and verified. In other words, the tag cloud can identify the most common word association of international tourists when they experience, hear and see the entity. In addition, future research might also utilise other techniques, such as structural equation modelling (SEM) to achieve vigorous results for practical purposes.

A different study context (e.g. in a different developing country) with different samples of visitors (e.g. business travellers) is recommended for future research to test the framework of NBI and its conceptualisation. Business traveller not only potentially spend more money, but they may indirectly be connected to other national industries such as investment, academia and commerce. Given that this research applies only to international tourists, future work could study domestic tourists, comparing their perception of NBI with international tourists.

As it noted that findings of this research indicated that the majority of tourists were European or Australian, with few Asians in the sample, the future research might cover tourist destinations in other parts of Indonesia and seek out visitors from Asia and Africa, to strengthen the NBI of Indonesia itself and the NBI model and its conceptualisation.

7.7 Concluding Remarks

In the present era of global consumer homogenisation, NBI takes on greater importance. Olins (2014) specifically comments that a nation that owns a brand image rules the world and wins the biggest global market share. NBI not only triggers BI but at the same time signifies positioning of a nation in the global market.

Experiential consumption in modern life also pushes people to become global consumers, generating greater satisfaction and happiness. In this sense, tourism may contribute to people's lives and happiness. Additionally, as homogenisation calls for more authenticity, this study suggests that among belief structure, national heritage and cultural homogeneity, the brand differentiation of a nation plays a role as the most influential mediator in the relationship between tourism and NBI. A final finding of this research is that the mediating effect of NBI on tourism and BI is significant. Overall, it can be said that the strength of NBI and BI are influenced by tourism and national identity.



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Appendix A: Questionnaire



QUESTIONNAIRE

Dear respondent,

This survey is conducted as part of the research requirement for a doctoral programme at Universiti Utara Malaysia. It aims to examine the role of attributes of tourism and hospitality on nation brand image formation and traveller's behavioural intention.

The questionnaire will take approximately 15 minutes to answer. Please respond to the questions by checking (/) in the appropriate box or circling (O) a number on the rating scales accordingly.

Thank you for your time and cooperation.

Kindest regards

Bintang Handayani

School of Tourism, Hospitality and Environmental Studies

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Section A

INSTRUCTION

Please indicate your agreement if the service and hospitality attributes performance listed below help you form a perception of Indonesia as a nation?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
strongly disagree strongly agree

- | | | | | | | |
|----|--|---|---|---|---|---|
| 1. | Friendly residents form my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 2. | Hospitable local people forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 3. | Hospitable service providers form my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 4. | Service quality forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 5. | Cleanliness forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
-

INSTRUCTION

Please indicate your agreement if the attributes performances listed below help you form a perception of Indonesia as a nation?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
strongly disagree strongly agree

- | | | | | | | |
|----|--|---|---|---|---|---|
| 1. | Man-made attractions forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 2. | Natural sceneries (Beaches and/or Mountains) form my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 3. | Climate forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 4. | Cities form my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 5. | Nightlife forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
| 6. | Entertainment forms my perception of a nation. | 1 | 2 | 3 | 4 | 5 |
-

7.	Shopping in tourist sites form my perception of a nation.	1	2	3	4	5
8.	Tourist activities (e.g. hiking, diving, plays Angklung, etc.) form my perception of a nation.	1	2	3	4	5

INSTRUCTION

Please indicate your agreement if the heritage attributes performances listed below help you form a perception of Indonesia as a nation?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
 strongly disagree strongly agree

1.	Tangible, intangible, and natural heritage (e.g. buildings, monuments, landscapes, books, arts & artifacts, culturally significant landscape and biodiversity) form my perception of a nation.	1	2	3	4	5
2.	Diverse culture forms my perception of a nation.	1	2	3	4	5
3.	Gastronomy (food) forms my perception of a nation.	1	2	3	4	5
4.	Authentic culture forms my perception of a nation.	1	2	3	4	5
5.	Conserved/ preserved cultural, social, historical, and architectural significance of the properties (e.g. Kota Tua; The National Archives Building) forms my perception of a nation.	1	2	3	4	5
6.	Traditional ceremonies form my perception of a nation.	1	2	3	4	5
7.	Preserved historical sites form my perception of a nation.	1	2	3	4	5

INSTRUCTION

Please indicate your agreement if the infrastructure attributes performances listed below help you form a perception of Indonesia as a nation?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
 strongly disagree strongly agree

1.	Health care facilities form my perception of a nation.	1	2	3	4	5
2.	Accommodation (hotel, restaurants) forms my perception of a nation.	1	2	3	4	5
3.	Facilities (e.g. Streets, highways, railways, airports) form my perception of a nation.	1	2	3	4	5
4.	Water system forms my perception of a nation.	1	2	3	4	5
5.	Sewage system forms my perception of a nation.	1	2	3	4	5
6.	Power sources forms my perception of a nation.	1	2	3	4	5
7.	Security system forms my perception of a nation.	1	2	3	4	5
8.	Transportation (e.g. buses, trains, planes) forms my perception of a nation.	1	2	3	4	5
9.	Communication networks (e.g. telephone, cell phone, and internet) forms my perception of a nation.	1	2	3	4	5
10	Tourist information/signage forms my perception of a nation.	1	2	3	4	5

Section B

INSTRUCTION

Please indicate your agreement if the belief structure attributes listed below help you to perceive Indonesia's national identity?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
strongly disagree strongly agree

- | | | | | | | |
|----|--|---|---|---|---|---|
| 1. | Religious rituals form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 2. | Ethnic groups form my perception of Indonesia's national identity | 1 | 2 | 3 | 4 | 5 |
| 3. | Ceremonies of cultural events form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
-

INSTRUCTION

Please indicate your agreement if the cultural homogeneity attributes listed below help you to perceive Indonesia's national identity?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
strongly disagree strongly agree

- | | | | | | | |
|----|--|---|---|---|---|---|
| 1. | Traditional sport forms my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 2. | Traditional material arts form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 3. | Local languages form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 4. | Folklores form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
-

INSTRUCTION

Please indicate your agreement if the national heritage attributes listed below help you to perceive Indonesia's national identity?

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1----- 2 ----- 3 ----- 4 ----- 5
strongly disagree strongly agree

- | | | | | | | |
|----|--|---|---|---|---|---|
| 1. | Local food forms my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 2. | Historical sites form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 3. | Religious sites form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
| 4. | Traditional ceremonies of festivals form my perception of Indonesia's national identity. | 1 | 2 | 3 | 4 | 5 |
-



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Section C

INSTRUCTION

Please indicate your point of view for the statements below.

Circle (o) or check (/) the appropriate number for each statement according to scale (1) for the statement that does not describe Indonesia at all - (5) for the statement that describes Indonesia perfectly.

	1	2	3	4	5			
	Does not describe Indonesia at all				Describe Indonesia perfectly			
E.g. Indonesia is a pluralistic nation.				1	2	3	4	<input checked="" type="radio"/> 5
1. Indonesia is a hard working nation.				1	2	3	4	5
2. Indonesia is a determination (perseverance) nation.				1	2	3	4	5
3. Indonesia is a virtuous (honest) nation.				1	2	3	4	5
4. Indonesia is a romantic nation.				1	2	3	4	5
5. Indonesia is a generous nation.				1	2	3	4	5
6. Indonesia is a peaceful nation				1	2	3	4	5
7. Indonesia is an altruistic (polite) nation.				1	2	3	4	5
8. Indonesia is a helpful nation.				1	2	3	4	5
9. Indonesia is a prosperous (flourishing) nation.				1	2	3	4	5
10. Indonesia is a friendly nation.				1	2	3	4	5
11. Indonesia is a jolly nation.				1	2	3	4	5
12. Indonesia is a multi-cultural nation.				1	2	3	4	5
13. Indonesia is an artistic (creative/inventive) nation.				1	2	3	4	5
14. Indonesia is a religious nation.				1	2	3	4	5
15. Indonesia is a spiritual nation.				1	2	3	4	5
16. Indonesia is a traditional nation.				1	2	3	4	5
17. Indonesia is a ceremonious nation.				1	2	3	4	5
18. Indonesia is a syncretic nation (religiously diluted-all the religions in Indonesia live together peacefully).				1	2	3	4	5

Section C

Section D

INSTRUCTION

Please rate the statements listed below.

Circle (O) or check (/) the appropriate number for each attribute according to the scale below.

1 2 3 4 5
Not likely Most
at all likely

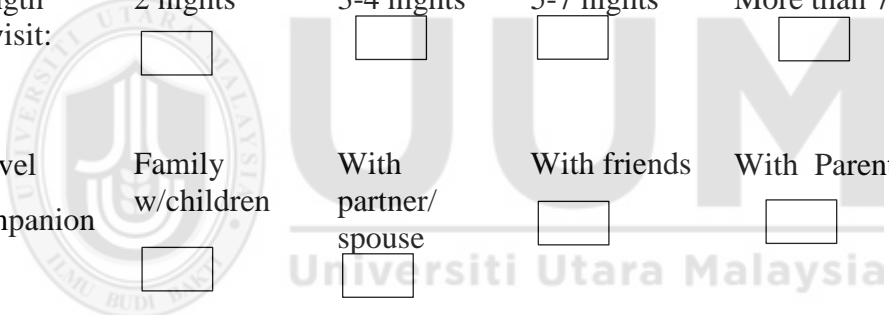
Based on your experience visiting Indonesia,	Not likely at all				Most likely
1. Are you likely to mention positive things about Indonesia to others?	1	2	3	4	5
2. Are you likely to select Indonesia to be your tourist destination in future?	1	2	3	4	5
3. Are you likely to encourage other people to visit Indonesia?	1	2	3	4	5
4. If the opportunities arise, how likely are you to revisit Indonesia in the future?	1	2	3	4	5
5. How likely are you to recommend Indonesia to others?	1	2	3	4	5

Section E

INSTRUCTION

Please CIRCLE (O) OR CHECK (/) in the relevant box for each one and write your answers for the statements of number 6.

Age group:	Below 20 <input type="checkbox"/>	21-30 <input type="checkbox"/>	31- 40 <input type="checkbox"/>	41-50 <input type="checkbox"/>	51 & Over <input type="checkbox"/>
Gender:	Female <input type="checkbox"/>		Male <input type="checkbox"/>		
Marital status :	Single <input type="checkbox"/>	Married <input type="checkbox"/>	Divorced <input type="checkbox"/>	Widow/ Widower <input type="checkbox"/>	
Length of visit:	2 nights <input type="checkbox"/>	3-4 nights <input type="checkbox"/>	5-7 nights <input type="checkbox"/>	More than 7nights <input type="checkbox"/>	
Travel companion	Family w/children <input type="checkbox"/>	With partner/spouse <input type="checkbox"/>	With friends <input type="checkbox"/>	With Parents <input type="checkbox"/>	Alone <input type="checkbox"/>



Nationality: _____

Appendix B: Exploratory Study

Part 1- Semi Structured Interview

Please answer the following questions according to your point of view.

1. Think of the best words to describe INDONESIA's tourism. Write the first three words that come to your mind.

1. _____
2. _____
3. _____

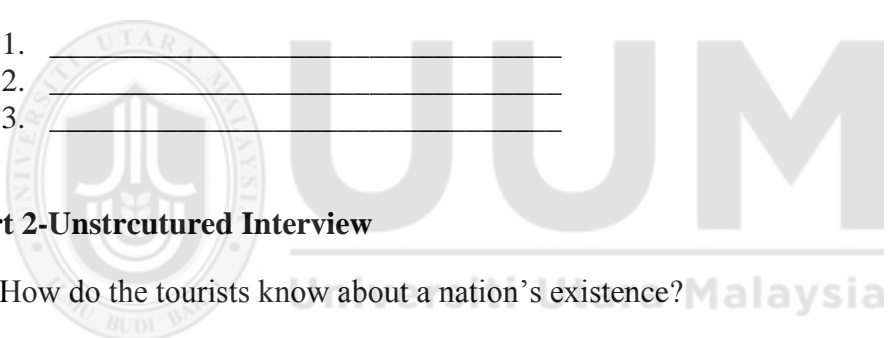
2. Think of the word of 'INDONESIA'. Write the first three words that come to your mind.

1. _____
2. _____
3. _____

3. How would you describe Indonesia national identity? Write the first three words that describe INDONEESIA BEST.

1. _____
2. _____
3. _____

Part 2-Unstrctured Interview

- (1) How do the tourists know about a nation's existence? 

e.g. how did you know Indonesia? What are the attributes of people and its culture that helps you to recognise Indonesia?

- (2) To what extend tourists know the nation and what it offers?

e.g. what are the tangible and/or intangible market offerings that you associated with Indonesia?

- (3) What qualities of touristic product offerings come to mind of the overseas tourists about the nation?

e.g. do the attributes of tourism and hospitality dominate the answer?

do the attributes of national identity attributes appeared?

- (4) To what extend the tourists esteem and resonate with the nation?

- (5) Is this a nation being thought about for visits?

- (6) To what extent do tourists make follow-through visits?

(7) To what extent the tourists recommended the nation to families, friends and others?

e.g. likelihood to revisit, likelihood to mention positive things about the experience, likelihood to visit Indonesia in the future, likelihood to encourage other to visit Indonesia, likelihood to recommend Indonesia to other people.

Please answer the following questions about yourself.

Please CIRCLE (O) OR CHECK (/) in the relevant box for each one and write your answers for the statements of number 6.

Age Group	Below 20	21-30	31- 40	41-50	51 & Over
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender	Female	<input type="checkbox"/>	Male	<input type="checkbox"/>	
Marital status	Single	Married	Divorced		Widow/Widower
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Have you ever visited Indonesia?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	
Which place did you go?	<hr/>				

Nationality

Name the place (specific are(s) / the province) that you have heard/want to visit:

Appendix C: Determining Sample From Given Population

Population	Sample size
------------	-------------

10,000	370
15,000	375
20,000	377
30,000	379
40,000	380
50,000	381
75,000	382
1,000,000	384

Source: Krejcie & Mogan (1970)



Appendix D: Mahalanobis Distance

Observation	Mahalanobis d-	Number	squared
-------------	----------------	--------	---------

1	105.16555	129	75.50966
4	94.32257	163	62.97358
162	63.98608	167	73.38752
196	102.91979	168	87.55020
212	142.29206	175	68.96808
243	87.28552	205	57.66187
338	94.26263	224	66.52561
23	66.83092	227	72.92780
65	68.85550	237	69.89187
122	103.73250	267	58.01467
193	111.55101	278	55.71426
248	71.54863	286	48.98534
277	65.61532	302	79.18291
311	74.86404	303	54.31978
358	89.75103	319	75.06533
364	78.18080	349	60.27556
15	92.49146	360	55.80605
31	152.10285	375	65.62423
36	93.27037	12	96.51661
69	52.66059	13	60.44692
87	42.26231	20	78.45926
90	38.09375	32	80.34499
95	38.52497	34	87.95094
97	71.25700	43	63.91413
118	142.50817	54	81.32227
222	64.38596	58	48.75762
252	71.48136	70	99.12640
269	127.51843	72	103.52547
273	63.77939	73	69.04937
290	82.10323	75	75.19742
363	134.05089	78	47.20357
2	79.51317	83	31.69605
10	101.82682	85	71.45271
11	100.12002	92	43.24649
46	57.53340	93	35.33307
84	45.35383	94	39.81707
130	115.35499	99	28.88726
207	69.48810	109	41.63013
261	52.12831	113	74.95021
289	102.14147	124	99.46151
317	60.92798	127	52.02459
5	110.46157	131	66.73098
6	167.87306	137	40.96126
22	75.61342	150	47.22182
40	57.36090	160	45.05827
52	70.91427	170	75.33971
61	72.11006	172	71.06178
63	63.40062	181	64.90217
98	72.76486	183	53.34313
125	75.72453	188	56.03016

195	52.50290	213	70.04784
198	133.91816	225	72.17353
211	61.00952	226	51.74693
215	110.13234	228	43.96810
216	110.13234	231	74.04767
218	92.86398	234	61.41706
221	117.95843	240	74.76647
223	76.13126	257	56.05111
230	93.80272	259	66.64745
232	57.49883	270	70.91023
233	93.36535	271	82.23615
245	108.11725	276	45.28884
249	64.33572	281	45.19593
253	111.02010	283	63.63583
255	38.50265	292	54.26783
264	65.43158	294	40.11866
265	58.11108	300	67.34876
266	47.69140	308	100.47082
279	51.85298	312	60.33449
284	75.22049	315	53.29853
285	59.77187	320	78.77386
297	60.89933	362	99.36714
330	65.70362	366	66.10579
3	82.81554	369	45.44661
21	35.83188	373	62.66415
24	37.83071	374	57.39231
30	84.28568	379	51.55959
35	101.57657	9	92.26332
49	46.38498	14	76.57205
51	42.77668	16	72.67387
55	57.06840	18	99.21595
56	81.90593	26	75.88223
59	49.21736	29	69.62341
64	99.25379	33	59.08760
76	49.46417	42	51.77845
91	76.16080	44	31.32235
96	52.90332	47	64.33276
102	67.62257	50	76.45032
103	27.40130	66	107.00774
115	61.93639	67	75.09990
132	35.81505	71	93.59739
133	63.19399	88	64.77775
134	67.82440	100	38.38115
141	39.43715	101	66.00245
149	31.92121	110	42.61527
158	56.50393	111	82.35228
159	76.59317	116	65.69779
164	65.24098	120	72.70825
184	60.28316	136	77.53177
203	84.96191	139	40.24713

145	75.15552	107	41.78909
147	47.72573	108	49.24095
148	103.36875	114	71.93230
178	54.56607	121	48.19005
185	62.84472	123	59.40592
189	56.33388	126	75.87224
206	78.87259	128	99.11400
229	87.57619	135	51.54747
235	75.07382	138	33.36030
238	90.12373	142	61.68559
246	89.96488	143	52.62725
247	76.25092	151	39.94829
254	73.90245	154	42.33802
256	53.33690	156	67.86168
260	64.12933	165	71.53529
272	58.21553	169	56.06250
291	31.48776	177	45.90668
295	31.67421	180	56.90125
299	76.23984	194	55.56586
301	77.92471	199	76.77632
307	62.73171	200	44.63778
316	49.27187	210	64.13971
321	83.81694	214	52.36685
322	77.73787	219	50.51303
323	33.52629	236	57.22485
333	57.94511	239	113.96035
337	76.49308	242	59.10381
342	47.38578	250	62.98945
343	87.03580	251	71.01051
344	83.60350	258	48.55072
350	71.96776	268	59.90683
354	65.75284	274	37.56436
365	114.24172	275	42.21264
380	93.55964	282	61.93928
381	45.94789	288	67.77766
382	67.89285	298	40.36337
7	89.76328	304	82.39470
8	106.85871	309	38.36960
19	67.54474	318	59.70161
25	48.92283	325	35.61338
37	76.66992	331	98.29614
38	93.82844	336	32.05996
39	78.23394	346	86.91093
45	63.84294	348	61.97690
60	38.96686	353	45.14979
68	36.19484	355	67.33667
77	82.91564	357	29.97931
81	55.66196	361	59.57625
82	66.78752	368	38.51709
86	67.56794	376	45.91622

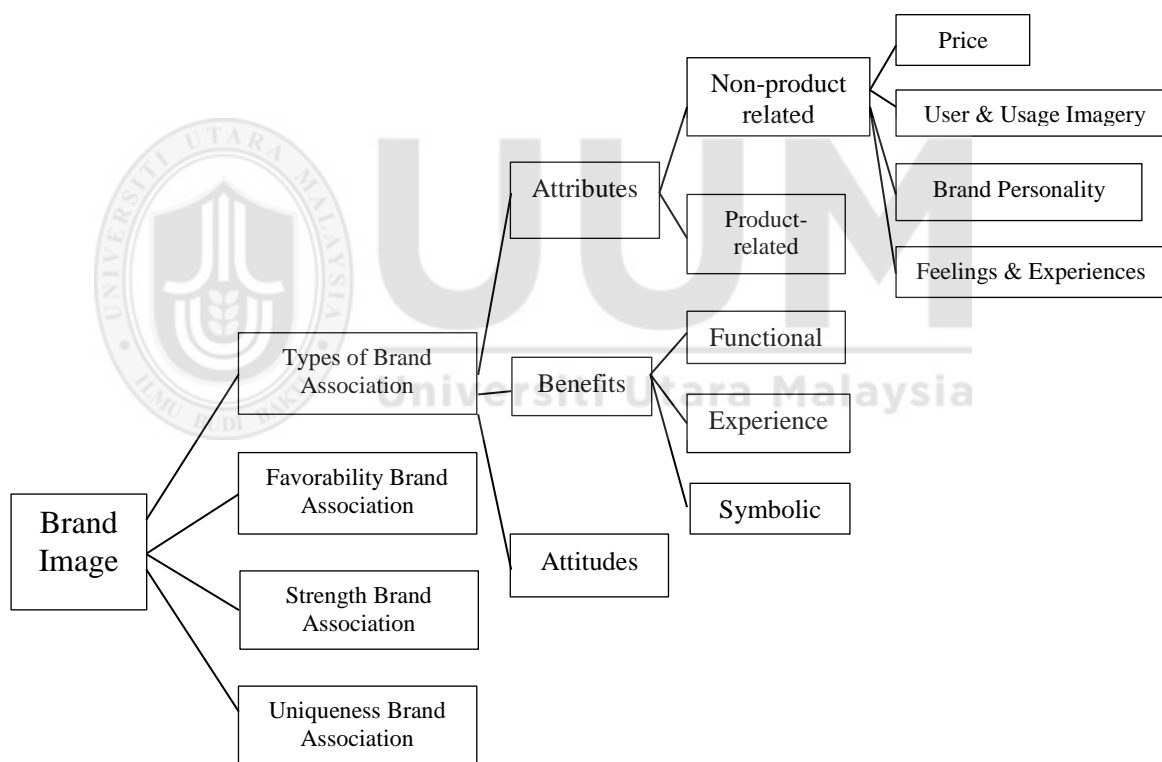
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62	79.78483
79	34.50285
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140	43.01541
152	43.40661
161	44.57018
174	47.57788
176	60.52972
179	48.86137
191	62.63085
197	31.16670
202	47.33654
208	54.56491
217	80.30581
244	99.94352
263	124.44887
280	74.68376
305	155.12997
306	22.52612
310	28.78726
326	42.83486
334	32.89227
339	58.78870
341	47.23404
345	84.91546
347	48.30683
370	69.00332
378	38.86918
384	59.91961
17	60.54677
28	79.84671
41	63.74618
48	82.53064
74	64.79627
106	38.80813
112	60.43153
117	95.09674
119	80.29144
146	70.82373
153	41.81194
157	47.07949
171	54.63400
173	65.43921
182	62.28576
187	52.68312

192	50.18674
201	59.10728
209	44.26012
220	101.57501
241	79.19105
262	72.33337
287	83.53079
293	40.14022
296	38.04719
313	31.82828
324	84.67857
329	57.28506
335	83.93821
356	65.76826
371	59.89245
27	115.22142
57	92.77216
80	37.33441
144	59.77677
155	70.58529
166	45.17043
186	40.93506
190	115.19155
204	45.41802
314	47.76232
327	73.54452
328	74.58018
332	134.46130
340	49.50562
351	25.14491
352	27.31528
359	25.58111
367	50.14104
372	47.83614

Appendix E: Reliability Analysis of Pilot Test

Constructs	No. of original items	Cronbach's alpha
Tourism Hospitality Attributes	30	.883
National Identity	11	.829
NBI	18	.842
BI	5	.859

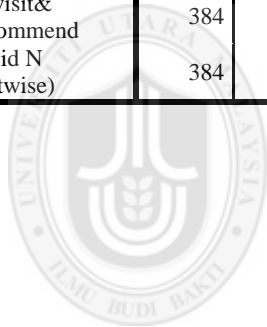
Appendix F: Summary of Brand Image Theory



Appendix G: Assessment of Normality

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Infrastructure	384	10.00	50.00	30.8021	6.87960	-.012	.125	.411	.248
Heritage	384	7.00	35.00	27.7161	4.70044	-.768	.125	1.197	.248
Service& Hospitality	384	4.00	20.00	16.2839	2.67376	-.805	.125	1.309	.248
Man-Made Attractions	384	4.00	20.00	12.8255	2.93325	-.104	.125	.051	.248
Natural Attractions	384	2.00	10.00	8.2109	1.53626	-1.101	.125	1.825	.248
Belief Structure	384	3.00	15.00	10.5677	2.53139	-.458	.125	.026	.248
Cultural Homogeneity	384	4.00	20.00	13.2943	3.26135	-.259	.125	-.187	.248
National Heritage	384	4.00	20.00	16.0625	2.67202	-1.029	.125	2.193	.248
NBI- People	384	12.06	60.28	44.1845	7.24807	-.234	.125	.718	.248
NBI-Culture	384	4.06	20.28	16.8792	2.60704	-1.040	.125	2.465	.248
Revisit& recommend	384	4.20	21.00	17.9401	3.25187	-1.290	.125	1.700	.248
Valid N (listwise)	384								



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