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

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UNIVERSITI UTARA MALAYSIA

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2016
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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


PUBLICATIONS ASSOCIATED WITH THIS RESEARCH

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


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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.


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.

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
X² / 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
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