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Travel Imagery on Destination Image:
Millennial Visitors and Non-Visitors”

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IV GLAMORIZED TRAVEL IMAGES: VISITORS & NON-VISITORS

List of abbreviations

AC	Attitude certainty
BI	Behavioral intention
DI	Destination image
DP	Destination personality

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Introduction

In the past decade, the tourism sector has seen significant shifts in how and where people share travel experiences. The internet has opened up many new platforms that allow individuals to create content and share these experiences through the use of travel imagery. This sharing of experiences through travel imagery is especially prevalent on social media channels such as Instagram, as it is primarily an image-sharing platform used by millennials (Worthy, 2018).

Much of the travel imagery shared on Instagram is heavily edited. This ‘glamorization’ of destinations can be accomplished through the use of pre-developed image filters that can alter the color composition of images or even physical aspects within the images themselves. As a destination can be seen as a brand, product, or experience (Xu & Pratt, 2018) that depicts the uniqueness of a destination (Khamis, Ang & Welling, 2017), these photos can help individuals form ideas and perceptions of what a destination is like. These perceptions form what is called “Destination Image” and “Destination Personality” in the literature (Baloglu & McCleary, 1999, p. 870; Ekinci, 2003; Murphy, Moscardo, & Benckendorff, 2007). Images or representations of destinations have strong influences on consumer behavior (Beerli & Martin, 2004), as they inform potential tourists about destinations, and provide sources of comparison for those who have visited the destination (Beerli & Martin, 2004; Keinan & Kivetz, 2010). Images or photos of destinations may, therefore, affect how travel destinations are perceived and in turn, influence future travel intent.

The potential effects of glamorized travel imagery may influence travelers differently. The present study focuses on two groups of travelers, namely those who have visited a destination (visitors) and those who have not (non-visitors) (Cherifi, Smith, Maitland, & Stevenson, 2014). Visitors form memorable travel experiences

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(Kim, Ritchie, & Tung, 2010) which significantly affect revisit intention, travel satisfaction, destination image, and positive word of mouth (Kim et al., 2010; Marschall, 2012; Kim, 2014; Marschall, 2015; Ali, Ryu, & Hussain, 2016; Hung, Lee, & Huang, 2016). In contrast, non-visitors experience destinations in a second-hand way through comparisons with their other travel experiences, image exposure (Relph, 1976; Cherifi et al., 2014) and word-of-mouth from family and friends (Tasci & Gartner, 2007). These different ways of experiencing a destination may also affect how certain they are of their attitudes and perceptions towards destinations, and how resistant they may be to new and potentially conflicting information (Krosnick & Petty, 1995).

More specifically, while there is plenty of research on destination image, travel intentions, and differences between visitors and non-visitors in general, there is little focus on millennial visitors and non-visitors. The majority (59%) of Instagram users are comprised of millennials between the ages of 18-30 years (Worthy, 2018) and are an incredibly diverse population (crresearch, n.d.). They include recent high school and college graduates, young adults starting families, as well as successful individuals in the corporate workforce (crresearch.com, 2019). What they have in common, however, is choosing to seek out travel experiences rather than purchasing tangible goods (Keinan & Kivetz, 2010), as they are more likely to travel compared to any other age-group in the United States (travelport, 2018). Much of the inspiration and travel content millennials obtain is encountered on social media, which they deem more trustworthy in comparison with other sources of information (Fotis, Buhalis, & Rossides, 2012). They are further exposed to travel content on search engines, where a substantial portion of search results relating to travel are links to social media sites, to which they own accounts. Social media and travel content, therefore, plays an

influential role within the context of travel behavioral intention (Xiang & Gretzel, 2010). Understanding the potential effects of glamorized travel images that millennial visitors and non-visitors regularly encounter may help explain discrepancies in cultural perceptions, stereotypes, and differences in travel behavior compared to travelers of other ages.

The present research examines the effects of exposure to travel imagery on millennial visitors and non-visitors. Specifically, the investigations in this study are fourfold. Firstly, this study investigates whether travel images of destinations causes changes in belief regarding destination image, destination personality, and behavioral intent. Secondly, the present study compares whether the type of images millennials see (glamorized versus non-glamorized) influence these aspects. Thirdly, the study investigates the potential influence destination (attitude) certainty has on the aspects mentioned above, and lastly, whether these aspects differ between millennial visitors and non-visitors.

Travel Imagery and Destinations

Literature has well established that media content influences and shapes our perceptions. We learn from the world around us by way of information processing, as the brain interprets information received from our senses by comparing it to previous experiences and learned knowledge (Paivio, 1969; Ackerman, 1988; Neisser, 2014; R. Lachman, J. Lachman, & Butterfield, 2015). How our brain processes the sensory data received through our senses is the fundamental basis for interpreting the world through higher-level cognitive functions (Baddeley, 2007), thus enabling us to form mental representations of destinations and consequent opinions and decisions.

A vital way for us to learn about destinations is through images or photographs. Photos are visual sources of information and are a compelling way to

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communicate without requiring words (Messaris & Abraham, 2001; Powell, Boomgaarden, De Swert, & de Vreese, 2015). Images are also more likely to capture attention than accompanying texts (Pieters & Wedel, 2004), as they can induce a heightened emotional experience (Iyer & Oldmeadow, 2006). With specific regard to tourism, it would seem that images would play a critical role in helping us form ideas of what destinations are like, especially if one has not been there before.

A relevant argument for analyzing the effects of travel images revolves around a large number of edited photos users are exposed to and post on social media platforms. As a result of social media users wanting to post photos that maximize “likes” (Sherman, Payton, Hernandez, Greenfield, & Dapretto, 2016), consumers are viewing images that are likely edited, or ‘glamorized,’ through easily accessible phone applications or photo-editing software such as Adobe Photoshop.

Viewing glamorized photos of a travel destination may cause individuals to form expectations that are polarized from reality. If at some point in time, an individual decides to visit that destination, their experiences can clash with their expectations, which is famously called ‘Paris Syndrome’ (Wyatt, 2006). Individuals may thus encounter a dichotomy between or an incongruity with what they expected and what they experienced. Thus, travelers might form unrealistic standards for their travels ranging from hotel location, the surrounding landscapes and activities, weather, and even population.

Destination Image

To better understand how images in the tourism landscape influence our perceptions, one must first be familiar with the theoretical basis for disentangling what is known as “Destination Image” (Gunn, 1988). Destination Image is a uniquely subjective experience, and as such, is defined as “an attitudinal construct consisting of

an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination" (Baloglu & McCleary, 1999, p. 870).

Destination image developed from a combination of two processes: organic image, where tourists have an impression of a destination, and induced image, where tourists are exposed to deliberate portrayals of information from external sources (Gunn, 1988). Gartner (1993) elaborated this theory further, claiming that two interrelated components form perceptions which generate a destination image. These are the cognitive component, revolving around thought processes, and an affective component, which deals with feelings and attitudes the destination evokes (Gartner, 1993). He also argues for a third component, conative, which is what drives an individual to act on the cognitive and affective components (Gartner, 1993). In other words, the formation of one's destination image is necessary to form a metaphorical bridge to future travel behaviors, as the image a tourist has of a particular destination before visiting is a determinant factor in their decision-making process (Buhalis, 2012).

Similar to Gunn's (1998) organic and induced destination image, some research has argued for a more distinct split in the formerly singular construct of destination image into two parts: baseline image and enhanced image (Li, Pan, Zhang, & Smith, 2009). This split was created to differentiate the stages of how mental representations of destinations are altered before and after gaining information through online means (Li et al., 2009). Li et al. (2009) explain the baseline image to be the mental representation one has of a destination through passive day-to-day information gathering. In other words, the baseline destination image is the foundation upon which one builds an enhanced destination image. The enhanced

image refers to the mental representation one has of a destination after an active procurement of information (Li et al., 2009).

Destination image is a multi-dimensional and dynamic theory. As explained by Wang and Pizam (2011) and Styliadis and Cherifi (2018), the literature lacks a universally accepted definition of destination image as a whole construct, and more so, the various components that destination image is comprised of. Without a universal definition, researching and conceptualizing destination image is challenging. Moreover, each individual holds a different image of a destination in their minds (Wang & Pizam, 2011). For example, one may believe Paris, France to be a cultural and fashion hub, whereas another may see it as dirty, overcrowded, and dangerous. The destination image one has of France may also be compared to an image one has of another destination, such as Tahiti; the image is relative and subjective between individuals and places. An individual also has an evolving representation of a destination image that can be altered and revised as a result of acquiring new information through the media or personal experiences (Wang & Pizam, 2011).

Within the context of travel imagery, for example, baseline destination images may be updated or enhanced (Li et al., 2009) as a result of this new exposure to visual information. Incorporating new information can lead to changes in attitudes and perceptions regarding the destination, and in turn affect behavioral intent (Gartner, 1993; Buhalis, 2012).

Destination Personality

As we have seen, destination image is an evolving theory (Mill & Morrison, 2002; Wang & Pizam, 2011). It is, therefore, no surprise that destination image intertwines with other theories in the literature, such as Destination Personality.

“Destination personality” is derived from brand personality, and emphasizes the human side of a destination characterized by more human personality traits (e.g., family-oriented, friendly, exciting, interesting, lively) (Ekinici, 2003; Murphy et al., 2007). Destination personality helps the destination “come alive” (Ekinici, 2003, p. 22-23) by allowing individuals to connect with the destination and experience it in a more relatable and personal way.

As such, images of destinations may bring about an emotional component that enables the viewer to form a complete image of the destination in their minds by adding another dimension to their destination image framework. To further this point, while destination image and destination personality are indeed related concepts, literature that examines the emotional components of destination image have been found to amass the majority of variance of destination personality (Hosany, Ekinici & Uysal, 2007).

Naturally, the way we perceive destinations and what we believe their ‘personality traits’ are, is developed in many ways. Individuals learn from different outlets, such as online sources, literature, personal experiences, experiences from friends, television, or other forms of media such as photographs for example. What these sources have in common, however, is that for beliefs regarding destination image to change, one must compare their experiences and knowledge to that of other individuals or sources. These judgments form through what is known as the Social Comparison Theory (Festinger, 1954).

Social Comparison Theory

The social comparison theory (Festinger, 1954) states that individuals are naturally driven to compare themselves to others regarding their attributes and abilities. In other words, people validate themselves by comparing themselves to other

individuals, as they represent an objective benchmark. This comparison is relevant in the context of social media, where destination image formation is more complex (Ghazali & Cai, 2014). Almost one-half of individuals traveling for recreation post pictures about their experiences on social media (Lo, McKercher, Lo, Cheung, & Law, 2011). Posting images on social media is a form of verification that proves an individual physically visited the destination (Hillman, 2007) and had an exotic or ‘other’ life experience (Chalfen, 1979).

Creating an appearance of exotic experiences by the use of photo-editing is easily accomplished. As such, travel imagery that may not necessarily depict destinations accurately may potentially affect individuals’ destination image through social comparison. Shortly put, although millennials may not directly compare themselves to other individuals, they may compare their travel experiences (or lack thereof) to those depicted in travel imagery. They may assume that how destinations are portrayed online are indeed actual depictions of the real experience. This destination image, although a subjective experience, may become an increasingly inaccurate representation of the actual place. A social comparison may play a further role in destination image formation, namely for millennial destination visitors and destination non-visitors.

Non-Visitors versus Visitors

The baseline and enhanced image representations discussed above (Li et al., 2009) in addition to social comparison theory (Festinger, 1954) become relevant when considering how destination image may differ based upon prior experience with a destination: namely those who have visited a destination and those who have not (Cherifi et al., 2014).

The present study is adapted from Marchiori and Cantoni (2015), who investigated the role of prior experiences in the perception of destinations following exposure to online user-generated content. After presenting destination visitors and non-visitors with online reviews of destinations, post-exposure beliefs toward the destination were measured in comparison to beliefs inquired about before exposure. Results indicated that acquiring new information about the destination positively increases both non-visitors' and visitors' perceptions about the destination, with non-visitors showing the most considerable change. Additionally, younger and less-educated individuals were also more likely to change their opinions regarding the destinations. Regarding the destination image topic dimensions, 'value for money' and 'culture and traditions' were most sensitive to changes (Marchiori & Cantoni, 2015).

Differences between visitors and non-visitors have been thoroughly researched (Cherifi et al., 2014; Chen, Lai, & Petrick, 2016; Stylidis, & Cherifi, 2018). However, there is a lack of research on millennial visitors and non-visitors and how social media images influence touristic perceptions and behavior (Kim & Fesenmaier, 2015). With this in mind, depending on whether one has visited a destination, there are possible differences in perceptions, attitudes, and opinions of the destination in question (Milman & Pizam, 1995)

Non-visitors. According to Relph (1976), non-visitors experience "vicarious insideness," which he claims is the ability to "experience places in a second hand or vicarious way, that is, without actually visiting them." Supporting literature finds that viewing travel images and sharing experiences on social media helps non-visitors experience their trips without actually being there (Lewis, Pea, & Rosen, 2010; Wang, Park, & Fesenmaier, 2012).

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Cherifi et al. (2014) similarly found that non-visitors imagine destinations through comparisons with their own experiences of travel destinations and other destinations themselves. Destination image of non-visitors has been shown to change after one exposure to content regarding the destination (Li et al., 2009; Marchiori & Cantoni, 2015), or, remain resistant to change and endure over time (Cherifi et al., 2014). An interesting observation, however, is that if non-visitors believe the information they are presented with to be credible, their prior beliefs are easier changed (Cherifi et al., 2014).

Visitors. On the other hand, visitors may perceive travel imagery differently. Bagozzi (1981) found that prior experiences can be important determinants of behavior changes and can shape intentions toward an object. In the context of tourism and social media photo-sharing platforms, the positive image visitors have for tourist destinations may differ in the context of constant exposure to edited travel imagery. To illustrate the example above, literature shows that having visited a destination leaves the individual with a more favorable destination image in comparison with non-visitors (Milman & Pizam, 1995). Visitors are also more likely to want to visit the destination (again) than non-visitors (Milman & Pizam, 1995). However, visitors nowadays may compare their experiences to those depicted in glamorized travel imagery. Through this comparison, their positive destination image may falter as their experience was not as “glamorized,” or their appreciation for the destination may decrease after visiting, as the experience differed from their expectations.

This comparison of experiences is related to what is called a memorable travel experience (MTE) in the tourism research literature (Kim, Ritchie, & McCormick, 2012; Chandralal, Rindfleish, & Valenzuela, 2015; Sthapit & Coudounaris, 2018). An MTE is “selectively constructed from tourism experiences based on the individual’s

assessment of the experience” and is positively remembered and recalled after the experience (Kim et al., 2012, p. 13). MTEs are known to significantly affect destination image, satisfaction, willingness to spread positive word of mouth, and visit and revisit travel intentions (Kim et al., 2010; Marschall, 2012; Kim, 2014; Marschall, 2015; Ali et al., 2016; Hung et al., 2016).

Behavioral Intent

Having now examined destination image as it pertains to destination visitors and non-visitors through social comparison, how these aspects impact behavioral intention should be considered as well. Behavioral intent overall is an important avenue of research as it more or less the last step after forming a destination image that revolves around the actions towards the destination (Gartner, 1993; Buhalis, 2000; Beerli & Martin, 2004; Wang & Hsu, 2010). Overall, the image an individual has of a destination influences how they perceive cultures and places, which can influence whether they hold an interest in experiencing it themselves.

Behavioral intentions are explored by revisit intention (destination visitors) as well as an intent to engage in positive word-of-mouth (pWOM) (Andreassen & Lindestad, 1998). Literature has shown that media exposure has an influence on behavioral intent (Koo, Joun, Han, & Chung, 2016) and that there is a relationship between destination image and behavioral intention (Beerli & Martin, 2004; Tasci & Gartner, 2007; Bao, Jia, & Hu, 2008; Alcañiz, García, & Blas, 2009; Wang & Hsu, 2010). However, the relationship between destination image and behavioral intent has been shown to vary. Some find a direct relationship (Court & Lupton, 1997) others indirect relationships, mediated through satisfaction for example (Lee, 2009a; Lee, 2009b; Wang & Hsu, 2010; Chen & Tsai, 2007), or both effects (Lee, 2009a; Prayag,

2009). One may attribute these differences to different populations and destinations that other studies focus on.

Attitude (Destination) Certainty

In connection with the theories mentioned above, namely destination image, destination personality, and behavioral intent, research may benefit by examining whether one's "attitude certainty" (Krosnick & Petty, 1995) affects the following relationships. Depending on one's attitude certainty, it may affect perceptions toward the destinations, and in turn, affect behavioral outcomes. In other words, exposure to travel imagery may influence how certain individuals are of their attitudes toward the depicted destination, through a comparison of their previous experiences or prior knowledge of the destination. This certainty may be in line with how accurate individuals perceive the depicted destinations to be and differ between visitors and non-visitors.

According to Tormala (p. 6, 2016), an "attitude refers to one's evaluation of something...[and] attitude certainty describes the degree to which one feels that an attitude is correct and/or clear in one's mind." How certain one is of an attitude depends on three aspects. The first aspect is attitude clarity, which is the sense of what one's attitude is (Tormala & Rucker, 2007). Secondly, attitude correctness is the subjective sense of the attitude being correct or valid (Tormala & Rucker, 2007). The third aspect that pertains to attitude certainty is attitude strength, which refers to how durable and resistant an attitude is (Krosnick & Petty, 1995). This strength, for example, enables the attitude to be resilient in the face of persuasion, and in the case of the present study, concerns the type of travel imagery individuals see. If individuals have weak attitudes, attitude "uncertainty" arises, which encourages more information processing and the need for information (Tormala, 2016).

Attitude certainty towards the destination theoretically seems to fall within the “affective” component of destination image mentioned previously (Gartner, 1993). Since the affective component deals primarily with attitudes and leads to what drives individuals to visit a destination (Gartner, 1993; Buhalis, 2012), attitude certainty may play a role in how stable, or consistent one’s destination image and destination personality may be and impact their future behavioral intent towards a destination.

Hypotheses

As previously mentioned, there are four aims of the present study. Firstly, this study investigated whether travel images of destinations influence millennials’ destination image, destination personality, attitude certainty, and behavioral intent. Secondly, this study exploratively investigated potential effects of two different types of travel imagery, namely glamorized and non-glamorized. Thirdly, the study investigated the potential influence destination certainty has on the aspects as mentioned earlier, and lastly, whether these aspects differ between millennial visitors and non-visitors. This study consists of three research questions followed by sub-hypotheses (see Figure 1 for a conceptual model):

RQ1: Does viewing images of a travel destination change prior beliefs regarding Destination Image?

H1: Viewing images of a travel destination positively increases respondents’ Destination Image.

H2: How accurate participants find the images to portray Paris as a destination is positively related to Destination Image.

H3a: Exposure to glamorized travel imagery increases visitors’ Destination Image and does not change non-visitors’ Destination Image.

H3b: Exposure to non-glamorized images increases visitors' destination image and does not change non-visitor's destination image.

RQ2: Does viewing images of a travel destination affect prior beliefs regarding Destination Personality?

H4: Exposure to images of a travel destination changes beliefs regarding Destination Personality.

H5: How accurate participants find the photos to portray Paris as a destination is positively related to destination personality.

H6a: Exposure to glamorized travel imagery increases both visitors' and non-visitors' destination personality.

H6b: Exposure to non-glamorized travel imagery decreases both visitors' and non-visitors' destination personality.

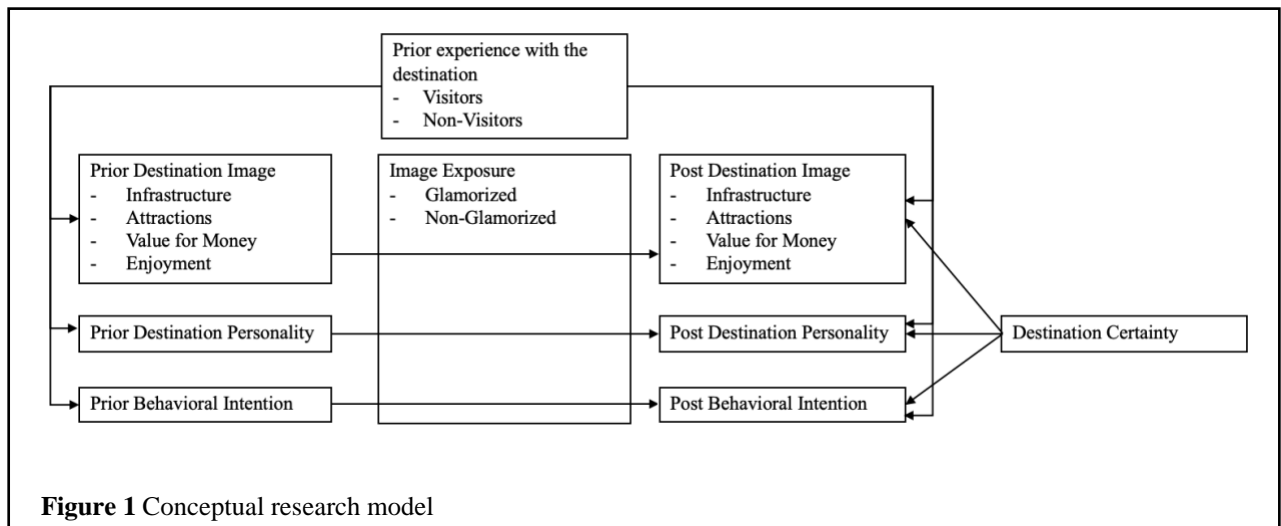
RQ3: Does viewing images of a travel destination affect Behavioral Intent?

H7: Viewing images of a travel destination positively increases Behavioral Intent.

H8: How accurate participants find the images to portray Paris as a destination is positively related to behavioral intent towards Paris.

H9a: Exposure to glamorized travel imagery increases behavioral intent for both visitors and non-visitors.

H9b: Exposure to non-glamorized travel imagery increases behavioral intent for visitors but does not change behavioral intent for non-visitors.



Methodology

To test the hypotheses described above, an online experiment with a 2x2 between- and within-subjects design was conducted, the first factor being prior visitation behavior (Visitor \times Non-Visitor) and the second factor being the visual component (Glamorized \times Non-Glamorized Travel Imagery). A total of 216 participants were first assigned to one of two groups based on whether they had visited the destination in question (N=120 visitor \times N=96 non-visitor). They were then randomly assigned to one of four experimental groups (N=59 visitor/ glamorized \times N=59 visitor/ non-glamorized \times N=56 non-visitor/ glamorized \times N=42 non-visitor/ non-glamorized). Participants were required to be between 18 and 30 years old. The majority of respondents were white/Caucasian (70.4%), female (65.3%), and 25 years old (39.4%). Most of the respondents stated they had completed a bachelor program (65%) and had an annual income of less than \$20,000 (20%). Additionally, the majority of respondents indicated their home country (where they were born, or where they primarily grew up) to be the United States of America (71.3%) and Germany (9.7%). Data collection occurred in July 2019 through the use of social networking sites in addition to personal contact via email and phone messages.

Stimulus

In preparation of the stimulus materials, a single destination (Paris, France) was chosen to be portrayed in the images. Three different images taken in Paris, France were selected based upon well-known landmarks (for stimulus materials see Appendix A). To ensure that participants in the main study recognized Paris as being the depicted destination, a stimulus pre-test was conducted using a small convenience sample. The pre-test consisted of six images. Three images in original/un-edited format were used to exemplify the non-glamorized condition. The same three images were heavily edited to appear similar to the type of glamorized travel images that typically appear on Instagram. Participants were intended to perceive the un-edited images as regular and generic photos of Paris that could have been taken on a smart-phone camera, while the edited images were intended to be perceived as heavily-edited, glamorized, and romanticized/ unrealistic versions of Paris, France. Furthermore, the edited images needed to be perceived as images that could have been posted by a travel blogger on social media. This perception was necessary for the study to make the stimuli appear more authentic in a potential social media context. The pre-test also tested components of destination image, as it was a fundamental aspect of the main study. Results of the pre-test can be found in Appendix A.

For the main experiment, the final stimulus showed three different images of Paris, France (the Louvre with the Louvre Pyramid in front, a Parisian street, and café with the Eiffel Tower in the background, and the Arc de Triomphe). Each image had the traditional square-like Instagram formatting dimensions. After having been divided into experimental groups based on visitation behavior, each of those two groups (visitors vs. non-visitors) were exposed to three images. They either were exposed to three glamorized images or three non-glamorized images.

Procedure

Once participants opened the questionnaire in an internet browser, they were welcomed and thanked for taking the time to participate. They were briefed and asked questions concerning their demographics. Participants were then introduced to Part 1 of the study which asked respondents to select whether they had visited Paris, France before. Based on their answer, they were automatically directed to pages with questions that either: asked them about what they remembered Paris to be like (if participants had answered ‘yes’ to ‘Have you visited Paris, France?’), or, what they believed Paris to be like (if participants had answered ‘no’ to ‘Have you visited Paris, France?’). Participants were presented with questions that examined their destination image, destination personality, attitude certainty, and behavioral intentions. After Part 1, participants were exposed to the three stimuli, presented on separate pages. The questionnaire allowed participants to go back and forth between pages containing the stimuli to provide them ample time to view the images. After stimulus exposure, participants were asked two types of straight-forward recall questions (open recall and aided recall) to control for participants’ attention in viewing the images. Part 2 of the study followed the recall questions. Part 2 consisted of virtually identical questions to those that had been posed in Part 1. This was done to examine whether the images influenced prior beliefs. Lastly, Part 3 asked questions regarding current emotions.

The online questionnaire took between 7 – 10 minutes to complete. At the end of the study, respondents were thanked for their participation, and given the opportunity to learn more about the research and participate in a raffle for a \$10 or €10 Amazon gift-card. To see the questionnaire used in the present study, see Appendix B.

Measures

Destination image. Destination image was measured using an established scale (Byon & Zhang, 2010) and adapted to fit the destination for the present study. Destination image consisted of 4 components: DI “Infrastructure,” DI “Value for Money,” DI “Attractions,” and DI “Enjoyment.” DI “Overall” (the four components combined) consisted of 18 items and were randomly rotated in the questionnaire to ensure that question-order did not affect responses. DI “Overall” Before had good internal consistency (Cronbach’s $\alpha = .85$). DI “Overall” After had good internal consistency (Cronbach’s $\alpha = .88$). The measures for each of the four destination image components were separated into two variables (e.g., prior/ before DI component: infrastructure, and post/ after DI component: infrastructure) to allow for the comparison of prior responses to and post-image exposure responses. These measures included responses from both visitors and non-visitors.

Destination image: Infrastructure. Destination Image “Infrastructure” was measured with five items. Five statements were rated on a seven-point Likert scale ($1 = \text{Not at all}$ to $7 = \text{Very much so}$; e.g., “Paris has quality infrastructure [such as] roads, transportation, airport, and/or utilities”). DI Infrastructure Before (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach’s $\alpha = .72$). DI Infrastructure After (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach’s $\alpha = .73$).

Destination image: Value for money. Destination Image “Value for Money” was measured with three items. Three statements were rated on a seven-point Likert scale ($1 = \text{Not at all}$ to $7 = \text{Very much so}$; e.g., “Paris is an affordable place to visit”). DI Value for Money Before (combined visitors and non-visitors) showed acceptable

internal consistency (Cronbach's $\alpha = .79$). DI Value for Money After (combined visitors and non-visitors) showed good internal consistency (Cronbach's $\alpha = .87$).

Destination image: Attractions. Destination Image "Attractions" was measured with six items. Six statements were rated on a seven-point Likert scale ($1 = \text{Not at all}$ to $7 = \text{Very much so}$; e.g., "Paris offers interesting cultural events [such as] festivals and/ or concerts," "Paris has good shopping facilities"). DI Attractions Before (combined visitors and non-visitors) showed questionable internal consistency (Cronbach's $\alpha = .63$). DI Attractions After (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach's $\alpha = .71$).

Destination image: Enjoyment. Destination Image "Enjoyment" was measured with four items. Four statements were rated on a seven-point Likert scale ($1 = \text{Not at all}$ to $7 = \text{Very much so}$; e.g., "Paris is an enjoyable travel destination"). DI Enjoyment Before (combined visitors and non-visitors) showed good internal consistency (Cronbach's $\alpha = .82$). DI Enjoyment After (combined visitors and non-visitors) showed good internal consistency (Cronbach's $\alpha = .83$).

Destination personality. Destination personality was measured with an established scale (Hosany, Ekinci, & Uysal, 2006) and adapted to fit the destination for the present study. Destination personality consisted of three components that were combined to form one DP index. The individual components were: DP "Affect," DP "Physical Atmosphere," DP "Accessibility." A seven-point semantic differential scale measured a total of nine items (e.g., "Paris is... 'Sleepy/ Lively,' 'Friendly/ Unfriendly'"). Items were coded from more negative to positive perceptions for analysis. All nine items were randomly rotated in the questionnaire to ensure question-order did not affect responses. The measure for DP was split into two variables (e.g., prior/ before DP, and post/ after DP) to allow for analysis on whether

the images influenced responses. These measures included responses from both visitors and non-visitors. DP Before (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach's $\alpha = .73$). DP After (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach's $\alpha = .74$).

Behavioral intent. Behavioral intent was measured with an established scale (Byon & Zhang, 2010) and adapted to fit the destination for the present study. Behavioral intent is often considered part of DI in literature but is generally separated for analysis purposes of differentiating between thoughts and perceptions and intent to act upon those thoughts and perceptions. BI was measured with two items. The two items were randomly rotated to ensure that question-order did not affect responses. Two statements were rated on a seven-point Likert scale ($1 = \text{Not at all}$ to $7 = \text{Very much so}$; e.g., "I am likely to visit Paris in the near future" and "I am likely to recommend Paris to those who want advice on travel"). BI Before (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach's $\alpha = .74$). BI After (combined visitors and non-visitors) showed acceptable internal consistency (Cronbach's $\alpha = .77$).

Attitude (destination) certainty. Attitude certainty was measured with an established scale (Barden & Petty, 2008) and adapted to fit the destination for the present study. After stimulus exposure, attitude certainty was measured with four items on a seven-point Likert scale ($1 = \text{Not at all certain}$ to $7 = \text{Very certain}$). The items were randomly rotated after stimulus presentation to ensure that question-order did affect responses. Example items for visitors were "Please think about your personal travel experience in Paris. How certain [confident, sure] are you that... these images are representative of your travel experience in Paris?" and "...that these images accurately portray Paris?" Example items for non-visitors were "How certain

[confident, sure] are you ... of your opinion(s) that these images show what Paris is like?” and “...that these images are representative of a travel experience in Paris?”

Attitude Certainty After (combined visitors and non-visitors) showed good internal consistency (Cronbach's $\alpha = .84$).

Controls. Controls were introduced based upon recommendations found in prior literature. The standard socio-demographic and descriptive variables (i.e., age, gender, ethnicity, level of education, and income) were measured.

Results

Research Question 1

Research question 1 consisted of 4 hypotheses (Hypothesis H1, Hypothesis H2, and Hypothesis H3a-b).

Hypothesis H1. The Wilcoxon signed-rank test was used to compare the two sets of scores (prior DI and post DI components). As the Wilcoxon signed-rank test does not assume normality in the data, it is used as the non-parametric equivalent to the dependent t-test. The test was used on both sets of participants (destination visitors and destination non-visitors) to examine the effect of image exposure in general on the four DI topic dimensions.

The number of participants per Wilcoxon signed-rank estimation varied (N=132, DI “Infrastructure”; N=164, DI “Value for Money”; N=190, DI “Enjoyment”; N=129, DI “Attractions”; N=45, DI “Overall Combined”—Non-Visitors; N=55, DI “Overall Combined”—Visitors; N=100, DI “Overall Combined”). The test statistic identified differences in DI “Value for Money” ($Z = -3.817$, $p < .001$) and DI “Attractions” ($Z = -3.144$, $p < .01$). Regarding the DI “Value for Money” component, 35 respondents rated Paris’ ‘value for money’ higher before image exposure, 74 respondents rated it higher after image exposure, and 35 respondents did

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not change their responses after image exposure. Regarding DI “Attractions,” 65 respondents rated attractions in Paris higher before image exposure, 40 rated it higher after image exposure, and 24 did not change their responses after image exposure.

There were significant differences between overall DI (combined 4 DI components) in regards to destination visitors and non-visitors. Visitors saw a positive change in DI overall after image exposure ($Z = -6.410$, $p < .001$), where 10 visitors rated the destination higher overall before image exposure, 23 rated it higher overall after image exposure, and 28 respondents did not change their responses after image exposure. In contrast, there were no significant differences in DI overall for non-visitors ($Z = -.276$, $p > .05$). DI “Overall Combined” (combined 4 DI components from visitors and non-visitors) also did not show significant differences in responses after exposure to images ($Z = -.339$, $p > .05$). Table 1 reports the scores of the Wilcoxon signed-rank tests.

In the present study, there was a positive change in most respondents’ perception towards Paris’ DI “Value for Money” as it was rated higher after image exposure. In contrast, there was a negative change in most respondent’s perceptions regarding DI “Attractions” after exposure to images. Furthermore, the results suggest that image exposure positively influenced visitors’ DI ratings overall, but did not influence DI for non-visitors overall. As such, the results partially support H1.

Hypothesis H2. Two separate linear regressions were conducted to test hypothesis H2 (Table 2). A significant regression was found for visitors ($N=57$) ($F(1, 50) = 1.81$, $p < .01$, $R^2 = .179$) and non-visitors ($N=53$) ($F(1, 46) = 2.95$, $p < .001$, $R^2 = .278$). Attitude certainty regarding whether participants found the images to portray Paris positively predicted destination image for both visitors ($\beta = .254$, $p < .01$) and non-visitors ($\beta = .227$, $p < .001$). As such, the results support H2.

Hypotheses H3a and H3b. A series of OLS-based (ordinary least squares) bootstrapped resampling estimates were applied using Model 1 in SPSS PROCESS macro (Hayes, 2013) to test hypothesis H3a-b. The moderation analyses for H3a-b examined the effects of image condition on DI overall and individual DI components, with the moderating influence of prior visitation. As recommended for this moderation model, 10,000 bootstrapping resamples were generated for making inferences about the effects of the variables (Hayes, 2013). In addition, the model provides bias-corrected maximum likelihood confidence intervals.

All effects regarding image exposure in the following moderation refer to the non-glamorized image condition in comparison to the glamorized image condition unless stated otherwise. Additionally, a multiple regression analysis was conducted before all moderation analyses to identify possible confounding variables. The number of participants per moderation estimation varied (N=148, DI “Infrastructure”; N=176, DI “Value for Money”; N=198, DI “Enjoyment”; N=143, DI “Attractions”; N=116, DI “Overall Combined”).

H3a-b: DI “Overall.” The moderation model is not significant ($p = .072$). The effect of the image condition (non-glam in comparison to glam) on DI “Overall” was not statistically significant ($b_1 = -.729$, 95% CIs $[-1.480, .022]$). The moderation or interaction effect of prior visitation on the relationship between image condition and DI “Overall” was not statistically significant ($b_3 = .299$, 95% CIs $[-.186, .783]$). Image exposure did not influence DI overall, and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H3a-b “Overall.”

H3a-b: DI “Infrastructure.” The moderation model is not significant ($p = .172$). The effect of the image condition on DI “Infrastructure” was not statistically

significant ($b_1 = .027$, 95% CIs $[-.782, .835]$). The moderation or interaction effect of prior visitation on the relationship between image condition and DI “Infrastructure” was not statistically significant ($b_3 = -.208$, 95% CIs $[-.747, .331]$). Image exposure did not influence DI “Infrastructure,” and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H3a-b “Infrastructure.”

H3a-b: DI “Attractions.” The moderation model is not significant ($p = .071$). The effect of the non-glam condition in comparison to the glam condition on DI “Attractions” was negative and statistically significant ($b_1 = -.824$, 95% CIs $[-1.519, -.130]$). The moderation or interaction effect of prior visitation on the relationship between image condition and DI “Attractions” was not statistically significant ($b_3 = .444$, 95% CIs $[-.012, .899]$). However, the conditional effect of the glam image condition in comparison with the non-glam images on DI “Attractions” for destination visitors was positive and statistically significant ($b_3 = .381$, 95% CIs $[.078, .684]$).

Exposure to glamorized images, when compared to non-glamorized images of Paris, had a positive influence on visitors’ ratings of DI “Attractions,” but not for non-visitors, where no effect was found. As such, these results support H3a “Attractions” but do not support H3b “Attractions.”

H3a-b: DI “Value for Money.” The moderation model is not significant ($p = .775$). The effect of the image condition on DI “Value for Money” was not statistically significant ($b_1 = -.524$, 95% CIs $[-1.546, .498]$). The moderation or interaction effect of prior visitation on the relationship between image condition and DI “Value for Money” was not statistically significant ($b_3 = .319$, 95% CIs $[-.369, 1.01]$). Image exposure did not influence DI “Value for Money,” and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H3a-b “Value for Money.”

H3a-b: DI “Enjoyment.” The moderation model is not significant ($p = .272$). The effect of the image condition on DI “Enjoyment” was not statistically significant ($b_1 = -.767$, 95% CIs $[-1.623, .089]$). The moderation or interaction effect of prior visitation on the relationship between image condition and DI “Enjoyment” was not statistically significant ($b_3 = .401$, 95% CIs $[-.174, .976]$). Image exposure did not influence DI “Enjoyment,” and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H3a-b “Enjoyment.”

Research Question 2

Research question 2 consisted of 4 hypotheses (Hypothesis H4, Hypothesis H5, and Hypothesis H6a-b).

Hypothesis H4. A paired-samples t-test was used (as data had normal distribution) instead of the Wilcoxon signed-rank test to compare the two sets of scores (prior DP and post DP). The number of participants per t-test varied ($N=216$, DP “Overall Combined”; $N=120$, DP “Visitors”; $N=96$, DP “Non-Visitors”). The test was used on both sets of participants (visitors and non-visitors) to examine the effect of image exposure in general on destination personality. No significant statistical difference in DP overall after exposure to images was found ($t(215) = -.420$, $p > .05$). More specifically, no significant difference in DP after exposure to images for visitors ($t(119) = -.034$, $p > .05$) or non-visitors ($t(95) = -.481$, $p > .05$) was found. In the present study, exposure to images did not change visitors’ nor non-visitors’ perceived DP overall. As such, these results do not support H4.

Hypothesis H5. Two separate linear regressions were conducted to test hypothesis H5 (Table 2). No significant regression was found for visitors ($N=114$) ($F(1, 107) = .670$, $p > .05$, $R^2 = .036$) or non-visitors ($N=86$) ($F(1, 79) = .468$, $p > .05$, $R^2 = .034$). Attitude certainty regarding whether participants found the images to

accurately portray Paris did not positively predict visitors' ($\beta = -.119$, $p > .05$) or non-visitors' ($\beta = .153$, $p > .05$) evaluation of destination personality. As such, the results do not support H5.

Hypotheses H6a and H6b. A moderation analysis was conducted to examine the effects of image condition on destination personality, with the moderating influence of whether one has visited the destination ($N=216$) to test hypothesis H6a-b.

The moderation model is not significant ($p = .776$). The effect of the image condition on destination personality was not statistically significant ($b_1 = -2.314$, 95% CIs $[-6.905, 2.279]$). The moderation or interaction effect of prior visitation on the relationship between image condition and destination personality was not statistically significant ($b_3 = 1.267$, 95% CIs $[-1.747, 4.280]$). Image exposure did not influence DP, and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H6a-b.

Research Question 3

Research question 3 consisted of 4 hypotheses (Hypothesis H7, Hypothesis H8, and Hypothesis H9a-b).

Hypothesis 7. The Wilcoxon signed-rank test was used to compare the two sets of scores (prior BI and post BI). The test was used on both sets of participants (destination visitors and destination non-visitors) in order to examine the effect of image exposure in general on behavioral intention. Results can be found in Table 1.

The number of participants per Wilcoxon signed-rank estimation varied ($N=172$, BI–Overall Combined; $N=111$, BI–Visitors; $N=61$, BI–Non-Visitors). The test statistic identifies differences in overall BI ($Z = -4.462$, $p < .001$). For overall BI, 21 respondents rated BI

Table 1 Comparison between prior perception and post perception for individual Destination Image components, Destination Image (overall), and Behavioral Intention – Visitors and Non-Visitors (Non-Vis.).

Wilcoxon signed rank test												
	(1)	ADI	(2)	ADI	(3)	ADI	(4)	ADI	(5)	ADI	(6)	ABI
		PDI		PDI		PDI		PDI		PDI		PBI
Visitors												
Z	-2.383*		-1.874		-1.663		-.915		-6.410***		-3.697***	
N	81		73		102		114		55		111	
Non-Vis.												
Z	-.380		-2.506*		-3.766***		-1.224		-.276		-2.687**	
N	51		56		62		76		45		61	
Visitors & Non-Vis.												
Z	-1.895		-3.144**		-3.817***		-1.517		-.339		-4.462***	
N	132		129		164		190		100		172	

Note. ADI=after destination image; PDI=prior destination image (1) infrastructure; (2) attractions; (3) value for money (4) enjoyment; (5) destination image overall; (6) ABI=after behavioral intent, PBI=prior behavioral intent.

Asym. Sig. (2-tailed) * $p < .05$. ** $p < .01$. *** $p < .001$.

towards Paris higher before image exposure, 60 rated it higher after image exposure, and 91 respondents rated it the same before and after image exposure. More specifically, BI for destination visitors changed after exposure to images ($Z = -3.697$, $p < .001$). Here, 11 destination visitors rated BI higher before image exposure, 37 rated it higher after image exposure, and 63 visitors did not change their responses after image exposure. Additionally, BI for destination non-visitors also changed after exposure to images ($Z = -2.687$, $p < .01$). Here, 10 destination non-visitors rated BI higher before image exposure, 23 rated it higher after image exposure, and 28 non-visitors did not change their responses after image exposure. In the present study, there was a positive change in BI towards Paris after exposure to images for both destination visitors' and non-visitors'. As such, these results support H7.

Hypothesis H8. Two separate linear regressions were conducted to test hypothesis H8 (Table 2). A significant regression was found for visitors ($N=111$)

($F(1, 104) = 3.609$, $p < .001$, $R^2 = .172$) and non-visitors ($N=62$) ($F(1, 55) = 2.47$, $p < .01$, $R^2 = .212$). Attitude certainty regarding whether participants found the images to accurately portray Paris positively predicted behavioral intent for both visitors ($\beta = .427$, $p < .001$) and non-visitors ($\beta = .526$, $p < .01$). As such, the results support H8.

Table 2 Linear regressions predicting Destination Image, Destination Personality, and Behavioral Intention – Visitors and Non-Visitors.

	Destination Image	Destination Personality	Behavioral Intent
Attitude Certainty			
Visitors β	.254**	-.119	.427***
R ²	17.9%	3.6%	17.2%
N	57	114	111
Non-Visitors β	.227***	.153	.526**
R ²	27.8%	3.4%	21.2%
N	53	86	62

* $p < .05$. ** $p < .01$. *** $p < .001$.

Hypotheses H9a and H9b. A moderation analysis was conducted to examine the effects of image condition on behavioral intention, with the moderating influence of whether one has visited the destination to test hypothesis H9a-b ($N=181$).

The moderation model is significant ($p = .045$). The effect of the image condition on behavioral intent was not statistically significant ($b_1 = -1.239$, 95% CIs $[-2.594, .116]$). The moderation or interaction effect of prior visitation on the relationship between image condition and behavioral intent not statistically significant ($b_3 = .892$, 95% CIs $[-.041, 1.825]$). Image exposure did not influence BI, and this effect was not moderated by whether individuals visited Paris. As such, these results do not support H9a-b.

Discussion and Conclusion

There were four aims of the present study. Firstly, this study investigated whether travel images of destinations change millennials' beliefs towards destination image, destination personality, and behavioral intent. Secondly, this study exploratively investigated potential effects of two different types of travel imagery, namely glamorized and non-glamorized images. Thirdly, the study investigated the potential influence destination (attitude) certainty had on the aforementioned aspects, and lastly, whether these aspects differed between millennial visitors and non-visitors.

The results of the present study partially support the role of prior destination visitation and exposure to travel imagery in regards to millennials' destination image (H1, H3a-b). Furthermore, results indicate that how certain millennials are that the depicted destination is an accurate portrayal of the destination plays a positive role in influencing their destination image (H2) and behavioral intent (H8), but not their destination personality (H5). Additionally, exposure to travel imagery changed beliefs regarding behavioral intent (H7) but did not change beliefs regarding destination personality (H4). Moreover, the effect of glamorized images or visitation was found to play no role in destination personality (H6a-b) or behavioral intention (H9a-b).

Regarding Research Question 1, destination image was found to increase overall for visitors, but not for non-visitors (H1). More specifically, the specific destination image components "value for money" and "attractions" (H1) changed after exposure, which both contradicts and aligns with findings from Marchiori and Cantoni (2015). They found the belief change 'value for money' to occur for visitors, whereas in the present study, this change mainly occurred for non-visitors. However, the present study found a significant change in visitors' beliefs towards 'attractions' (H3a), which is akin to the findings of Marchiori and Cantoni's (2015) topic

dimension termed “culture and tradition at the destination.” The present study also contradicts the results from Marchiori and Cantoni’s (2015), in that the present study found the most considerable belief changes regarding overall destination image to occur for visitors (H1), whereas they found this change to happen for non-visitors.

The results of the present study suggest that millennial non-visitors are more inclined to change their opinions in a positive way regarding the value for their money, and negatively for attractions, with no overall significant changes in destination image (H1). Visitors, on the other hand, had a more positive belief change in topic dimensions overall, specifically decreasing evaluations regarding infrastructure (H1), and evaluating Parisian attractions more positively when exposed to glamorized images in comparison to non-glamorized content (H3a).

To understand the results regarding destination visitors, we could argue that the images reminded them of their time(s) in Paris and they recalled their memorable travel experiences (MTE) (Kim et al., 2012, p. 13). This reminder may have caused them to evaluate their perceptions more positively. On the other hand, the non-significant findings concerning destination image overall (H1, H3a-b) for non-visitors may be explained in a few ways. For example, if non-visitors’ first perceptions of destinations can be resistant to change (Cherifi et al., 2014), the probability of significant belief changes after one session of viewing images of Paris might not have been enough an influence. Furthermore, their destination image may have seen more of a change, however, had they been convinced that the material presented to them came from a credible source (Cherifi et al., 2014; Hovland & Weiss, 1951; Pornpitakpan, 2004). Another explanation could be that non-visitors may have pieced together an overall idea of what Paris is like, regardless of whether they know it to be accurate or not, from books, movies, or postcards (Cherifi et al., 2014). Therefore,

when they then see images that provide a concrete depiction of what Paris is like, the addition of new information supports and solidifies their original image. Rather than seeing discrepancies and adjusting their opinions, they see support for their initial perceptions.

In regards to destination personality, the present study did not find changes in evaluations after viewing images of Paris (H4), nor did it matter whether participants had visited Paris or viewed glamorized or non-glamorized images (H6a-b). These results suggest that neither image exposure nor glamorization influences millennials' perceptions of a destination's "emotional" side. These non-significant findings might be explained by the possibility that more emotion may be involved with being physically present in a place, and as such, sentiments characterizing a destination are not easily altered by viewing image content.

Regarding the present study, the main changes concerned behavioral intention after image exposure (H7), where both visitors and non-visitors indicated an increase in visit intention and positive word of mouth. These behaviors are in line with previous literature (Koo et al., 2016). These results may have been induced as a result of prior destination image formation, as the questions regarding behavioral intent were asked after those about destination image. Since behavioral intent towards a destination has been an established relationship (Beerli & Martin, 2004; Tasci & Gartner, 2007; Bao et al., 2008; Alcañiz et al., 2009; Wang & Hsu, 2010), it is plausible that as destination image changed, behavioral intent did too. However, as previously mentioned, no overall changes in destination image for non-visitors was found. This lack of change begs the question of whether behavioral intent might change without a change in destination image. Furthermore, the type of images respondents saw did not affect their level of behavioral intent (H9a-b), which may

have been a result of an activation of an MTE (for visitors) or vicarious insideness (for non-visitors).

Other interesting findings in the present study concerned millennial visitors' and non-visitors' perceived accuracy of the images, which showed that how certain millennials were in finding the images to depict Paris accurately positively predicted both destination image (H2) and behavioral intent (H8). These results seem to support theory in that how certain one is of an attitude (in this case the attitude toward the depictions of the destination) is a driving influence into how strong the attitudes and beliefs are (Krosnick & Petty, 1995; Tormala & Rucker, 2007). These results suggest that one's level of certainty towards how accurate they perceive the portrayal of a destination to be influences how one evaluates or forms their destination image as well as their intent to visit the destination. The results of this study indicate that attitude certainty may play a more significant role in destination image and behavioral intent than previously thought.

This study, however, is not without its limitations. This study relied on a convenient sample, and the results are, therefore, not generalizable. Furthermore, only one destination was selected to be used for the study. Exposure to a higher number of destinations would have been able to provide a broader overview than this single case. Furthermore, as there are different ways to measure destination image, destination personality, behavioral intent, and attitude certainty, other methods of measuring the appropriate constructs may have yielded other results. Specifically, conducting prior qualitative interviews might be prudent to form these proper constructs. In the case of the present study, focus group interviews comprised of millennial Instagram users may have been valuable in revealing new constructs relating to destination image topic dimensions specific to younger generations that use social media.

Another limitation is that the present study adapted much from Marchiori and Cantoni (2015), where the average age of participants was over 40 years old.

Therefore, more research is needed to understand whether the differences found in the present study may have resulted from the difference in the age group. An additional limitation concerns the index used to measure “attractions” before exposure. As this index had questionable internal consistency, interpretations based upon changes in these beliefs must be taken with caution.

The age group investigated here provides new insight into a previously neglected population. The present study is novel in that it (a) fills a gap in current literature dealing with the effects different types of travel imagery have on the millennial generation, and (b) compares these effects between millennial visitors and non-visitors. This study aids in building up a foundation that can inform us what the potential consequences are for viewing glamorized travel content if there are any. Further research should, therefore, address the limitations above and investigate millennial visitors and non-visitors specifically in the context of social media, where a substantial portion of travel content is consumed. Exploring the potential effects of attitude certainty and perceived destination accuracy as well could prove useful in understanding differences between age groups pertaining to destination image and behavioral intent.

It may be wise to pursue a more technological research perspective in the future, where a promising and novel method concerns virtual/ augmented reality. Unlike photos, augmented reality enables viewers to experience “telepresence,” or the physical “feeling of being there” (Hyun & O’Keefe, 2012). Augmented reality is already known to lead to positive attitude changes towards the destination (Tussyadiah, Wang, Jung & tom Dieck, 2018) and behavioral intentions (He, Wu, &

Li, 2018). Telepresence, or a virtual “visit” to the destination, may thus be invaluable in understanding the complexities of destination image (more specifically destination personality) by investigating the possible role of emotions that were not captured in the present study.

As a final point, future research that takes advantages of emerging technologies may help develop and bring the destination image theory into a new direction, providing a more complete picture of how travel imagery influences millennials, behavioral intent, and the role attitude certainty may play in these relationships.

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Appendix A

Pre-Test Results & Stimuli

Pre-Test Results

The goal of the stimulus pre-test was to determine whether the six images differed amongst themselves concerning image-type. This was to ensure that the stimuli in the final questionnaire would be perceived differently. A total of N=31 participants were divided into two conditions. Group 1 (N=15) received three glamorized/ edited images, and Group 2 (N=16) received three non-glamorized/ un-edited images. The stimulus materials showed three different images off Paris, France [a Parisian street and café with the Eiffel Tower in the background (P1), the Arc de Triomphe (P2) the Louvre with the Louvre Pyramid in front (P3)]. Each image was formatted in the traditional square Instagram dimensions.

Perception of the images – edited vs. non-edited. The first component under investigation in the pre-test was in regards to the participants' perceived edited-nature of the images. Participants were asked to rate three statements on a seven-point Likert scale (*1=Not at all* to *7=Very much so*; “The image appears heavily edited,” “I feel that the image looks unedited” [was recoded for analysis], “I feel like this is a basic (non-edited) picture taken with a phone camera/normal camera” [was recoded for analysis]). An “edited image” index (see Table A1) was formed which showed good internal consistency for all three sets of images (Cronbach's $\alpha_{P1}=.80$; Cronbach's $\alpha_{P2}=.90$; Cronbach's $\alpha_{P3}=.90$).

Table A1 Edited image index

Picture	Group	Mean (SD)	t-test
Eiffel tower (P1)	1: Glam	5.16 (1.16)	t(29)=2.52, p<.05*
	2: Non-Glam	3.98 (1.42)	
Arc de Triomphe (P2)	1: Glam	4.90 (1.53)	t(29)=4.20, p<.001***
	2: Non-Glam	2.70 (1.38)	
Louvre (P3)	1: Glam	4.82 (1.59)	t(29)=4.08, p<.001***
	2: Non-Glam	2.71 (1.29)	

In regards to the statements about whether the images appeared edited, the three images in the Glamorized condition were evaluated significantly different than the images in the Unglamorized condition. The results seemed to indicate that the six images used in the pre-test would qualify to be used in the main study in terms of their edited-nature.

Perception of the images – glamorized vs. non-glamorized. The second component under investigation in the pre-test was in regards to the participants' perceived glamorized-nature of the images. Participants were asked to rate three statements on a seven-point Likert scale (*1=Not at all* to *7=Very much so*; “The image appears glamorized,” “The image looks like a romanticized version of reality,” “The image looks like one I would typically see posted by a travel blogger on Social Media (such as Instagram or Facebook)”). A “glam image” index was formed (without the inclusion of the last item, as it was not identified by the EFA regarding P2) which showed good internal consistency (see Table A2) for all three sets of images (Cronbach's $\alpha_{P1}=.81$; Cronbach's $\alpha_{P2}=.77$; Cronbach's $\alpha_{P3}=.86$).

Table A2 Glam image index

Picture	Group	Mean (SD)	t-test
Eiffel tower (P1)	1: Glam	5.16 (1.16)	t(29)=2.22, p<.05*
	2: Non-Glam	3.98 (1.42)	
Arc de Triomphe (P2)	1: Glam	4.63 (1.54)	t(29)=3.59, p<.001***
	2: Non-Glam	2.72 (1.43)	
Louvre (P3)	1: Glam	4.84 (1.65)	t(29)=3.93, p<.001***
	2: Non-Glam	2.78 (1.30)	

In regards to the statements about whether the images appeared glamorized, the three images in the Glamorized condition were evaluated significantly differently (about questions concerning glamorization) than the images in the Unglamorized condition. These results seemed to indicate that the six images used in the pre-test would qualify to be used in the main study in terms of their glamorized-nature.

Destination image. The third component under investigation in the pre-test was in regards to the participants' perceived destination image. Destination image, according to literature, can be comprised of five indices (Infrastructure, Attractions, Value for Money, Enjoyment, and Visit Intention). Visit Intention is often measured in connection with the other destination image components and measured separately. Analyses were conducted accordingly according to theory. Here, destination image comprised of four components. Destination image was measured with an established scale (Byon & Zhang, 2010) and adapted to fit the destination for the pre-test (see Table A3).

Participants were asked to rate 18 statements (per the four destination image indices) on a seven-point Likert scale (*1=Not at all* to *7=Very much so*). Destination Image "Infrastructure" was measured with five items, two of which were not identified by the CFA and thus excluded from the DI-Infrastructure index, which showed questionable internal consistency (Cronbach's $\alpha=.67$). Destination Image

“Attractions” was measured with six items, one of which was not identified by the CFA and thus excluded from the DI-Attractions index, which showed good internal consistency (Cronbach’s $\alpha=.77$). Destination Image “Value for Money” was measured with three items and showed good internal consistency (Cronbach’s $\alpha=.74$). Destination Image “Enjoyment” was measured with four items, one of which was not identified by the CFA and thus excluded from the DI-Enjoyment index, which showed good internal consistency (Cronbach’s $\alpha=.86$). The results regarding destination image indices can be found in Table A3. The list of destination image statements can be found in Table A4.

Table A3 Destination image indices

Destination Image Index	Group	Mean (SD)	t-test
<i>Infrastructure</i>	1: Glam	5.10 (.87)	t(29)= -.84, p>.05
	2: Non-Glam	5.40 (1.00)	
<i>Attractions</i>	1: Glam	5.79 (.90)	t(29)= -.05, p>.05
	2: Non-Glam	5.8 (.62)	
<i>Value for Money</i>	1: Glam	3.49 (1.07)	t(29)= .74, p>.05
	2: Non-Glam	3.23 (.88)	
<i>Enjoyment</i>	1: Glam	6.07 (.87)	t(29)= .88, p>.05
	2: Non-Glam	5.79 (.88)	
<i>Behavioral Intention</i>	1: Glam	4.97 (1.51)	t(29)= .81 p>.05
	2: Non-Glam	4.53 (1.49)	

Behavioral intention. Behavioral intention was measured with an established scale (Byon & Zhang, 2010) and adapted to fit the destination for the pre-test.

Participants were asked to rate two statements on a seven-point Likert scale (*1=Not at all* to *7=Very much so*; “I am likely to visit Paris in the near future,” “I am likely to recommend Paris to those who want advice on travel”). A Behavioral-Intention index was formed which showed good internal consistency (Cronbach’s $\alpha = .78$).

Results showed that none of the indices regarding the Glam and Non-Glam groups showed significant differences. It is possible to attribute these results to two

things. Chiefly, the sample size was small, approximately 15-16 participants per condition. Results might have changed for the main survey experiment with more participants. Secondly, in the main study, there is an additional filter regarding whether participants visited the destination image or not with information prompting them to think about their previous experience(s) in Paris (visitors) or to think about what they believe an experience in Paris to be like (non-visitors).

Table A4 Pre-test items

Index	Items
<i>Edited</i>	
Cronbach's $\alpha_{P1}=.80$	The image appears heavily edited.
Cronbach's $\alpha_{P2}=.90$	I feel that the image looks unedited.
Cronbach's $\alpha_{P3}=.90$	I feel like this is a basic (non-edited) picture taken with a phone camera/normal camera.*
<i>Glam</i>	
Cronbach's $\alpha_{P1}=.81$	The image appears glamorized.
Cronbach's $\alpha_{P2}=.80$	The image looks like a romanticized version of reality.
Cronbach's $\alpha_{P3}=.86$	The image looks like one I would typically see posted by a travel blogger on Social Media (such as Instagram or Facebook).*
<i>Destination Image:</i>	
<i>Infrastructure</i>	
Cronbach's $\alpha=.67$	Paris has quality infrastructure (roads, airport, and/or utilities). Paris has suitable accommodations. Paris has a good network of tourist information (tourist centers) Paris has a good standard of hygiene and cleanliness.* Paris is safe.*
<i>Destination Image:</i>	
<i>Attractions</i>	
Cronbach's $\alpha=.77$	Paris has good shopping facilities. Paris has beautiful scenery. Paris has a good climate. Paris offers interesting cultural events (festivals and/ or concerts). Paris offers interesting historical attractions (museums and/or art centers). Paris has beautiful natural attractions (parks, forests, and/or trails)".*
<i>Destination Image:</i>	
<i>Value for Money</i>	
Cronbach's $\alpha=.74$	Paris's accommodations are reasonably priced. Paris is an affordable place to visit. Paris offers good value for my travel money.
<i>Destination Image:</i>	
<i>Enjoyment</i>	
Cronbach's $\alpha=.86$	Paris is a pleasing travel destination. Paris is an enjoyable travel destination. Paris is an exciting travel destination. Paris is a novel travel destination.*
<i>Behavioral Intention</i>	
Cronbach's $\alpha=.78$	I am likely to visit Paris in the near future. I am likely to recommend Paris to those who want advice on travel.

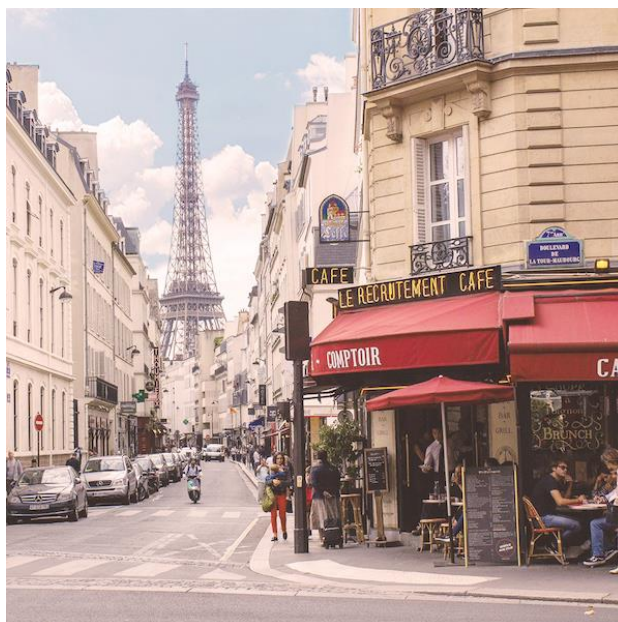
*excluded from index based upon EFA/CFA results.

Stimulus

a. Experimental Group 1 and Group 3

Group 1: Visit (yes) and Glam

Group 3: Visit (no) and Glam



Glam Picture 1



Glam Picture 2

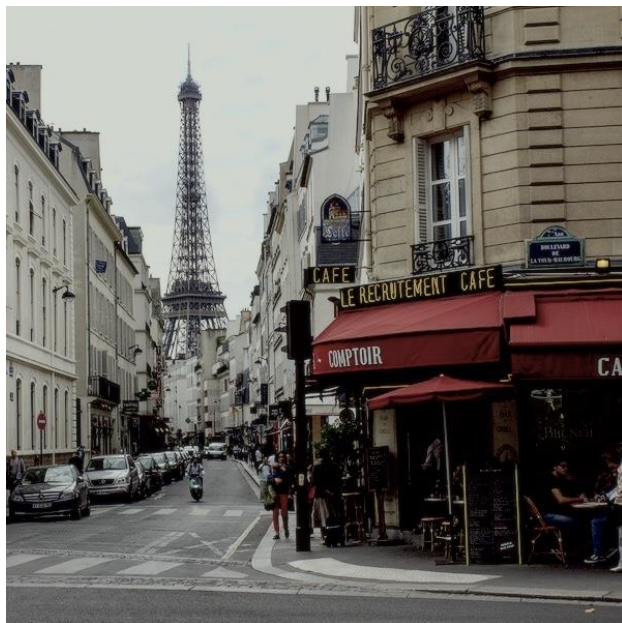


Glam Picture 3

b. Experimental Group 2 and Group 4

Group 2: Visit (yes) and Non-Glam

Group 4: Visit (no) and Non-Glam



Non-Glam Picture 1



Non-Glam Picture 2



Non-Glam Picture 3

Appendix B
Questionnaire

Page 1

Dear Participant!

Thank you very much for your interest to take part in this study. Your participation contributes tremendously to my master thesis research on travel perception and behavior. This survey should only take between 7-10 minutes to complete. Please be assured that all answers are completely anonymous and will be kept with the strictest confidentiality. Your participation in this study is also completely voluntary and you may withdraw at any time.

In this study, it is very important that you **read the instructions thoroughly** and answer the questions to the best of your ability and as honestly as possible. Remember, **there are no right or wrong answers.**

At the end of the survey, you have the option to enter your email address to participate in a raffle for a \$10 or €10 Amazon gift card.

Please click the 'NEXT' button below to begin.

If you have any questions, please contact the executing researcher.

**Confidentiality**

Data collected as part of the project will not be associated with any identifying information. Contact information provided for the raffle will be stored separately and independent of your responses. As such, information is stored in such a way that you cannot be identified. You may decline to participate and leave the survey at any time without penalty. Your responses will not be matched with your identity and your responses to the questionnaire will be used for research purposes only.

By clicking the 'NEXT' button below, you agree to participate in this study.

If you have any questions, please contact the executing researcher.

8% completed

Demographics

The first set of questions is about your demographics. Please answer the questions to the best of your ability and as honestly as possible. Note that there are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

Your Demographics

1. Gender

[Please choose] ▾

2. Age

Age on your last birthday

[Please choose] ▾

3. Income

Previous annual household income

[Please choose] ▾

4. Education

Highest level of education achieved

[Please choose] ▾

5. Ethnicity

[Please choose] ▾

6. Home country

In what country were you born, or in what country did you primarily grow up in?

Next

16% completed

Travel Experience: Part 1a

The next set of questions will ask you about your travel experiences. Note that there are no right or wrong answers. Please answer the questions to the best of your ability and as honestly as possible.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

20% completed

Travel Experience: Part 1a

7. Have you ever visited Paris, France?

- ☒ Yes
☐ No

[Next](#)

Note:

The following pages are seen by participants that selected 'yes' here on Page 6.


25% completed

Travel Experience: Part 1a

8. How long ago did you visit Paris, France?

- ✓ [Please choose]
- Within the last year
- Within the last 3 years
- Within the last 5 years
- More than 5 years ago

[Next](#)

29% completed

Travel Experience: Part 1b

With your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

Travel Experience: Part 1b

With your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

9. The destination

Paris...	Not at all	Very much so	I don't know
	1 2 3 4 5 6 7		
...offers interesting historical attractions (museums and/or art centers).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has quality infrastructure (roads, transportation, airport, and/or utilities).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has a good climate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is an exciting travel destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...offers good value for my travel money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has reasonably-priced accommodations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...offers interesting cultural events (festivals and/ or concerts).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has good shopping facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has beautiful scenery.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...has a good standard of hygiene and cleanliness.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...is a novel travel destination.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is a pleasing travel destination.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...is an enjoyable travel destination.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an affordable place to visit.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...has a good network of tourist information (tourist centers).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has suitable accommodations.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...has beautiful natural attractions (parks, forests, and/or trails).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

10. Visit Intention

Not at all

Very much so

1

2

3

4

5

6

7

I don't know

I am likely to visit Paris again in the near future	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
I am likely to recommend Paris to those who want advice on travel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

Next

37% completed

Travel Experience: Part 1b

11. Destination Attributes

Please rate on the scales below what you remember Paris to be like. If you are unsure or do not have an opinion, please select the middle option.

isolated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easily accessible
stagnant	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	arousing
unfriendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	friendly
stressful	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	relaxing
quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	noisy
interesting	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	boring
lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sleepy
pretty	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	gloomy
unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pleasant

12. Destination Certainty

How certain [confident, sure] are you of your opinion(s) regarding what Paris is like?

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all certain						Extremely certain

Next

41% completed

The Scenario

You will now be presented with 3 images, one image per page. Please take a look at them and then move on to the next page.

You are able to go back and forth between pages, allowing you to spend as much time as you wish to view them. Please note, that if you choose to view a previous image, you must **use the back button at the bottom of the page and NOT the back button of your browser.**

Please concentrate on the images. Afterwards, you will be directed to the next set of questions in the questionnaire. Again, it is of the utmost importance that you **read all questions thoroughly** and answer them **based on your own opinion and as honestly as possible**. There are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

Next

Note: After this page in the questionnaire, participants either see 3 glamorized images (1 per page, with back button) or 3 non-glamorized images (1 per page, with back button). The images fall on page 12, 13, and 14.

58% completed

You have now seen all of the images.

If you wish to view the images again, please use the **back button at the bottom of the page** and **NOT** the button from your browser.

With these images in mind, please answer the next set of questions. Keep in mind that there are no right or wrong answers. Please answer the questions to the best of your ability and as honestly as possible.

If you are ready to proceed, please click the **'NEXT'** button below.

[Back](#)[Next](#)

62% completed

Image Recall

13. In bullet-like form, what do you recall seeing in the images?

Next

66% completed

Image Recall

14. Prominence Ranking

What are the most prominent aspects of the images in your opinion? Please drag the options on the left into the slots on the right. Please select your answers in order of Slot 1 (Most prominent) to Slot 9 (Least prominent). Please note, that if an option(s) was not prominent to you within the images, you do not need to use all of the slot options.

Buildings/ Neighborhoods	People	Cafés/ Shops	1
Specific Parisian landmarks	Weather	Cars	2
Boats/ Ships	Scenes of Paris	Greenery/ Nature	3
			4
			5
			6
			7
			8
			9

Next

71% completed

Travel Experience: Part 2

With the previous images and your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

Travel Experience: Part 2

With the previous images and your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

15. The destination

Paris...	Not at all 1 2 3 4 5 6 7 Very much so	I don't know
...is safe.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...offers good value for my travel money.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has a good network of tourist information (tourist centers).	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an exciting travel destination...	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an enjoyable travel destination.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...offers interesting cultural events (festivals and/ or concerts).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has good shopping facilities.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has suitable accommodations.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an affordable place to visit.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has reasonably-priced accommodations.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has beautiful natural attractions (parks, forests, and/or trails).	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

[Next](#)

...has a good standard of hygiene and cleanliness.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has a good climate.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
...has quality infrastructure (roads, transportation, airport, and/or utilities).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...offers interesting historical attractions (museums and/or art centers).	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...has beautiful scenery.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is a pleasing travel destination.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...is a novel travel destination.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

16. Visit Intention

Not at all

Very much so

1234567

I don't know

I am likely to visit Paris again in the near future	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
I am likely to recommend Paris to those who want advice on travel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

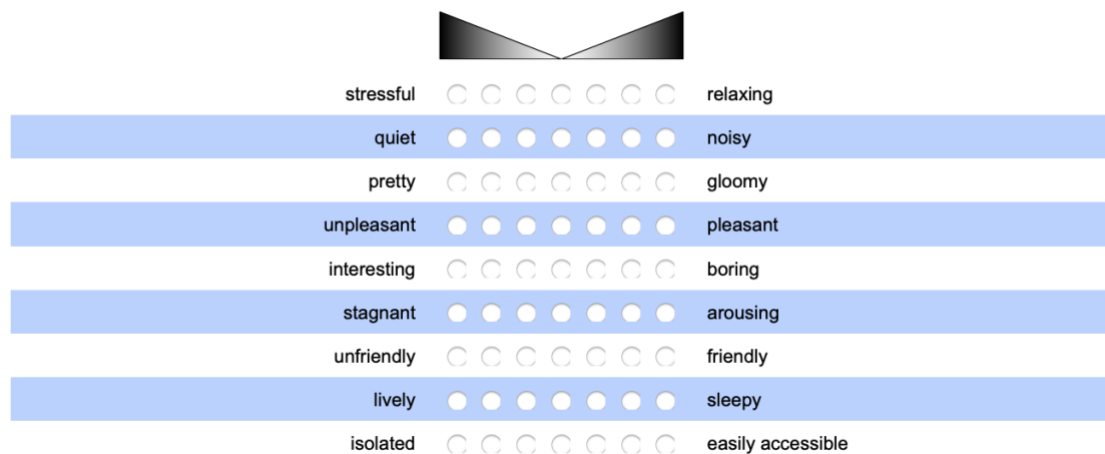
Next

Travel Experience: Part 2

With the previous images and your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

17. Destination Attributes

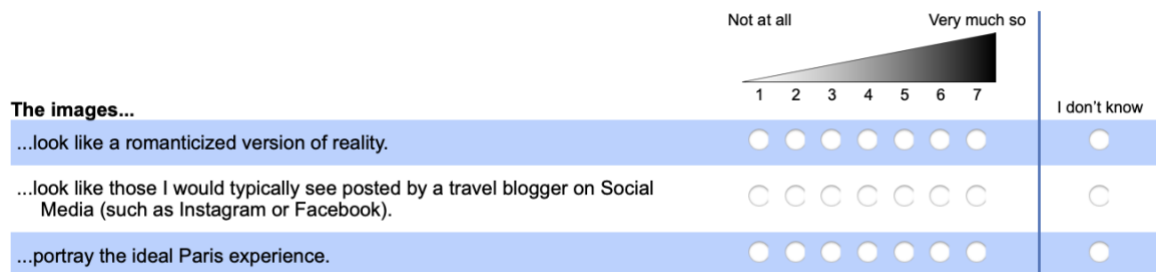
Please rate on the scales below what you remember Paris to be like. If you are unsure or do not have an opinion, please select the middle option.



stressful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	relaxing
quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	noisy
pretty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	gloomy
unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pleasant
interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	boring
stagnant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	arousing
unfriendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	friendly
lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sleepy
isolated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easily accessible

18. The Images

Based on your personal opinion, rate the following statements regarding the images you previously saw on a scale from 1 (Not at all) to 7 (Very much so).



	1	2	3	4	5	6	7	I don't know
The images... ...look like a romanticized version of reality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...look like those I would typically see posted by a travel blogger on Social Media (such as Instagram or Facebook).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...portray the ideal Paris experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

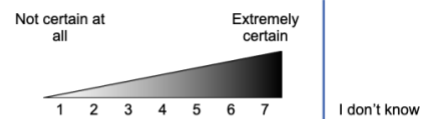
[Next](#)

Travel Experience: Part 2

With the previous images and your personal experience(s) of Paris in mind, please answer the next set of questions. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

19. Destination Certainty

Please think about your personal travel experience in Paris. How certain [confident, sure] are you...



...that these images authentically portray Paris?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...that these images are representative of your travel experience in Paris?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...that these images accurately portray Paris?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...of your opinion(s) that these images show what Paris is like?	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

Next

Mood

This is the last set of questions. You are almost done! The next page will ask you general questions regarding your mood. Please answer the questions to the best of your ability and as honestly as possible. Note that there are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

Your Current Mood

20. Mood

To what extent do you currently feel...

Not at all

Very much so

1

2

3

4

5

6

7

...hopeful, optimistic, encouraged

...content, serene, peaceful

...scared, fearful, afraid

...sad, downhearted, unhappy

...glad, happy, joyful

...disgust, distaste, revulsion

...grateful, appreciative, thankful

...inspired, uplifted, elevated

...angry, irritated, annoyed

...interested, alert, curious

...stressed, nervous, overwhelmed

Next

96% completed

Below you have the option to enter your email to participate in a raffle and also to learn more about our research.

- ☐ I would like to participate in the **lottery**. I agree that my e-mail address will be saved until the winner is drawn. My interview will continue to be anonymous and my email address will not be passed on to third parties.
 - ☐ I am interested in **the results of this study**. Please send me an abstract by e-mail.
-

Please **do not** close this window. Make sure to click the '**NEXT**' button below to submit all of your responses!

For SurveyCircle users (www.surveycircle.com): The Survey Code is as follows: YZL2-Q1ZY-8VS1-G155

If you have any questions, please contact the executing researcher:

Phew! You have finished. Thank you very much for choosing to partake in and complete this survey. Your answers will be used for my master thesis research. You may now close this window.

Note: The following pages were shown to participants who selected ‘no’ to the question on page 6 “Have you visited Paris, France?”

28% completed

Travel Experience: Part 1b

When answering the next set of questions, please think of what you personally believe Paris and a ‘Paris-Experience’ to be like. Keep in mind that there are no right or wrong answers. Do your best to answer them as honestly and accurately as possible.

If you are ready to proceed, please click the **'NEXT'** button below.

Next

Travel Experience: Part 1b

When answering the next set of questions, please think of what you personally believe Paris and a 'Paris-Experience' to be like. Keep in mind that there are no right or wrong answers. Do your best to answer them as honestly and accurately as possible.

2. The destination


Paris...	Not at all 1 2 3 4 5 6 7 Very much so	I don't know
...is a pleasing travel destination.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has quality infrastructure (roads, transportation, airport, and/or utilities).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has a good network of tourist information (tourist centers).	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has a good climate.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...offers interesting cultural events (festivals and/ or concerts).	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...offers interesting historical attractions (museums and/or art centers).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is a novel travel destination.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an exciting travel destination.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an affordable place to visit.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is safe.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has good shopping facilities.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has a good standard of hygiene and cleanliness.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has suitable accommodations.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

...offers good value for my travel money.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...is an enjoyable travel destination.	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...has beautiful scenery.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has beautiful natural attractions (parks, forests, and/or trails).	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
...has reasonably-priced accommodations.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

3. Visit Intention

Not at all

Very much so



1 2 3 4 5 6 7

I don't know

☐

I am likely to visit Paris in the near future	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input checked="" type="radio"/>
I am likely to recommend Paris to those who want advice on travel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

Next

Travel Experience: Part 1b

4. Destination Attributes

Please rate on the scales below what you personally believe Paris to be like. If you are unsure or do not have an opinion, please select the middle option.

unfriendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	friendly
interesting	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	boring
isolated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easily accessible
unpleasant	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	pleasant
quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	noisy
distressing	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	relaxing
pretty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	gloomy
stagnant	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	arousing
arousing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sleepy

5. Destination Certainty

How certain [confident, sure] are you of your opinion(s) regarding what Paris is like?

1

2

3

4

5

6

7

☐

☐

☐

☐

☐

☐

☐

Not at all certain

Extremely certain

Next

The Scenario

You will now be presented with 3 images, one image per page. Please take a look at them and then move on to the next page.

You are able to go back and forth between pages, allowing you to spend as much time as you wish to view them. Please note, that if you choose to view a previous image, you must **use the back button at the bottom of the page and NOT the back button of your browser.**

Please concentrate on the images. Afterwards, you will be directed to the next set of questions in the questionnaire. Again, it is of the utmost importance that you **read all questions thoroughly** and answer them **based on your own opinion and as honestly as possible**. There are no right or wrong answers.

If you are ready to proceed, please click the **'NEXT'** button below.

[Next](#)

Note: After this page in the questionnaire, participants would either see 3 glamorized images (1 per page, with back button) or 3 non-glamorized images (1 per page, with back button). The images for non-visitors fall on page 12, 13, and 14. Page 8 which asked “How long ago did you visit Paris, France?” was skipped. On pages 15-17, participants see the same information. Please see above.

71% completed

Travel Experience: Part 2

With the previous images in mind, please answer the next set of questions. Please think of what you personally believe Paris and a 'Paris-Experience' to be like. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

[Next](#)

...has beautiful scenery.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
...has good shopping facilities.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has beautiful natural attractions (parks, forests, and/or trails).	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
...is an affordable place to visit.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
...has suitable accommodations.	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
...offers interesting cultural events (festivals and/ or concerts).	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

9. Visit Intention

	<div> <div>Not at all</div> <div>Very much so</div> <div> </div> <div>1 2 3 4 5 6 7</div> </div>	I don't know
I am likely to visit Paris in the near future	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input checked="" type="radio"/>
I am likely to recommend Paris to those who want advice on travel	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

Next

Travel Experience: Part 2

With the previous images in mind, please answer the next set of questions. Please think of what you personally believe Paris and a 'Paris-Experience' to be like. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

10. Destination Attributes

Please rate on the scales below what you personally believe Paris to be like. If you are unsure or do not have an opinion, please select the middle option.

Adjective 1	1	2	3	4	5	6	7	8	9	10	Adjective 2
unpleasant											pleasant
unfriendly											friendly
interesting											boring
stressful											relaxing
quiet											noisy
stagnant											arousing
lively											sleepy
pretty											gloomy
isolated											easily accessible

Page 20 cont.

11. The Images

Based on your personal opinion, rate the following statements regarding the images you previously saw on a scale from 1 (Not at all) to 7 (Very much so).

	Not at all		Very much so					
	1	2	3	4	5	6	7	I don't know
The images...								
...portray the ideal Paris experience.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...look like those I would typically see posted by a travel blogger on Social Media (such as Instagram or Facebook).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...look like a romanticized version of reality.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

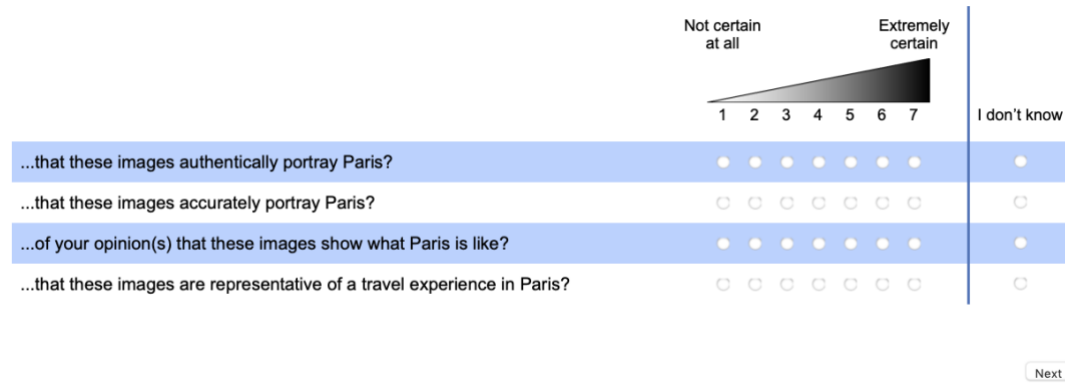
[Next](#)

Travel Experience: Part 2

With the previous images in mind, please answer the next set of questions. Please think of what you personally believe Paris and a 'Paris-Experience' to be like. Do your best to answer them as honestly and accurately as possible. Keep in mind that there are no right or wrong answers.

12. Destination Certainty

How certain [confident, sure] are you...



Note: The remaining questions and pages are the same as those presented to those who said they had visited the destination. Please see above.

Abstract – English

The media today glamorizes travel destinations by use of photo-editing tools, which may distort perceptions of depicted destinations and influence behavioral intention. Much research is devoted to beliefs of destinations and the effects of prior visitation experience. However, research has neglected examining these effects on younger generations. A 2x2 experimental between-subjects design (glamorization vs. prior visitation experience) was conducted to investigate changes in perceptions of destination image, destination personality, and behavioral intention of millennials (N=216). The present study supports the role of prior destination visitation on destination image and behavioral intention. Image exposure influenced belief changes in millennial non-visitors regarding value for money and attractions, with no overall changes in destination image. In contrast, millennial visitors changed beliefs for topic dimensions overall, specifically concerning infrastructure. Furthermore, both visitors and non-visitors increased behavioral intention after exposure. Interestingly, destination (attitude) certainty was positively related to destination image and behavioral intention. Neither image exposure, visitation experience, nor destination certainty influenced destination personality. Lastly, glamorization had little effect on belief changes. This study contributes to research on the influences of travel imagery on millennials and their behavioral intention and provides new evidence for the role of destination certainty.

Abstract – German

Die Medien glamourisieren Reiseorte mit Hilfe von Bildbearbeitungsprogrammen, die die Wahrnehmung der abgebildeten Ziele verzerren und die Verhaltensabsicht beeinflussen können. Viel Forschung wurde der Wahrnehmung von Reisezielen und dem Einfluss früherer Besuchserfahrungen gewidmet. Dabei wurde vernachlässigt, diese Wirkungsmechanismen im Hinblick auf jüngere Generationen zu untersuchen. Ein Experiment im 2x2 Design (Glamourisierung; Besuchserfahrung) wurde durchgeführt, um Veränderungen hinsichtlich des Ziel-Images (*Destination Image*), der Ziel-Persönlichkeit (*Destination Personality*) und der Verhaltensabsicht von Millennials zu untersuchen (N=216). Die Ergebnisse bekräftigen die Rolle vorheriger Zielbesuche auf das Ziel-Image und die Verhaltensabsicht. Die Bilderpräsentation beeinflusste Millennial Nicht-Besucher bezüglich ihrer Einstellungen gegenüber dem Preis-Leistungs-Verhältnis und Sehenswürdigkeiten, ohne dass sich das Ziel-Image insgesamt änderte. Für Millennial Besucher veränderten sich das Ziel-Image insgesamt und die Einstellungen gegenüber der Infrastruktur. Sowohl für Besucher als auch Nicht-Besucher steigerte die Bildpräsentation die Verhaltensabsicht. Die Gewissheit über die Einstellungen gegenüber dem Ziel (*Attitude Certainty*) war ein positiver Prädiktor für das Ziel-Image und die Verhaltensabsicht wohingegen die Effekte der Glamourisierung gering waren. Die Bilderpräsentation, die Besuchserfahrung und die Gewissheit der Einstellungen beeinflussten die Ziel-Persönlichkeit nicht. Diese Studie trägt zur Erforschung der Einflüsse von Reisebildern auf Millennials und ihre Verhaltensabsicht bei und liefert neue Erkenntnisse über die Rolle der Gewissheit der Einstellungen in diesem Zusammenhang.