Impact of Exhibitions on Tourism Destination Image and Travel Intentions: A Case of Dynamic Macao Promotion Week

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ABSTRACT

Abstract--Most of the previous studies focused on tourist destinations after the tour and revisit and less on willingness to tourism destination before traveling. In this paper, we try to find the relationship between exhibitions and tourism destination image before traveling and the intention to travel. A case of Dynamic Macao Promotion Week-the exhibition of tourism destination of Macau was use to analyze the effect of image and intention to travel. Investigation and a non-random questionnaire survey ware employed on Dynamic Macao Promotion Week – Xian. A total of 393 valid questionnaires are used to find that exhibition on tourism destination image and travel intention have significant positive effects on tourist destinations image and travel intention, and exhibition of tourist destination image has mediate impact between travel willingness and destination image. An implication is that exhibition can be one of the variables effect the tourist cognition to tourism destination image, showing an important role for destination tourism image and tourism in future.

Keywords--exhibitions; travel intention; tourism destination image

INTRODUCTION

Travelers' behavior can usually be predicted by their intention. Intention is sometimes considered more effective than behavior to comprehend the human mind. As Day (1969). explained, intentional measure is more effective in many cases than behavioral measure in capturing consumers' mindset because customers may make purchases because of constraints instead of real preference, such as time convenience, lack of substitutes, and monetary rewards. Tourism destination image is an attitude to destination, for a destination as a whole or individual ideas and concepts, which will affect tourism decision-making and selection process before.

In this paper, Dynamic Macao promotion week - Xian station, was selected as a research sample to investigate those exhibition attendances, which is a multiple display for Macao's economy, tourism development and cultural vitality of the city, promoting the Macau small and medium enterprises to develop in the mainland market, hosted by the Macau S.A.R. Government Economic Services Bureau, Macau S.A.R. Government Tourist Office, Macau trade and investment promotion Institute and other agencies to support. This promotional activity launched in 2009, have been held in 14 regions, respectively, in major Chinese cities such as Shanghai, Beijing, Chongqing, Henan, Changchun and Nanjing so that local people's awareness and understanding of Macao's industry, which brought new impact on Macao's economy and tourism. A positive destination image of Macao make people more aware of a desirable destination for tourists.

In this sense, the purpose of this present study is to examine exhibition as intermediary variable to attract people on tourism destination produced basic of cognitive and interest for destination image and intention to travel. A model was built to examine how an exhibition effects on pre-tourism destination image and travel intention, considered the factors such as promotion and attraction of exhibition, and emotional image, and

cognitive image of based environment image and humanities environment image to find structure and formed mechanism of travel intention.

LITERATURE

2. 1.   Tourism attraction of the exhibition

Exhibition is an activity provided products, equipment and services of owner for the exhibitors, to display and promote their products in certain markets (Davidson, 1994, Goldblatt, 1997, Lumsdon, 1997), can also take an opportunity for exchange and cooperation in the field of the products (Peter Neven, Sylvia Kaitz, 2005; Peter & Weiermair (2000). explained that attraction is an artificial creation to attract tourists through anagement and creativity, together with construction and successful strategies. That most attraction for tourist attention is the promotion activity compare with tourism resources attraction, Godfrey & Clarke (2000). believe that promotion is the best way to create desire and action.

The attraction of the exhibition include images to attract, promotions attract attracted, attract, service, atmosphere, and facilities, which most directly promotion is the Exhibitor including both exhibitors and visitors by the organizer of the exhibition. Professional exhibitors and audience is an exhibition of high quality can be an important factor in a successful, both inextricably linked, directly reflect the levels and effects of exhibitions (Blythe, 2002; Getz, 2008). considered the festivals and events sustainable develop the relations between organizers and visitors. People get involved in the exhibition focused on the recreational benefits, rather than separate facilities, activities, or services. Exhibitions has quickly feedback, high efficient and effective of dissemination and far-reaching characteristics compare with other promotional medium.

2.2. Exhibition and travel intentions

Rabheb (1980) Defined travel intention is the individuals engage in tourism activities of tourism frequency and types of tourism activities. Folkes (1998). defined the intention as a person's subjective judgment of its possible future action. Boulding, Kalra, Staelin & Zeithaml (1993). measure consumers' travel intention in two ways that are re-travel intention and recommend to others. Xu Shi et al.(2009). integrated researches uestionnaires of Bansal & Voyer (2000); Dodds, Monroe & Grewal (1991); Grewal, Monroe &Krishnan (1988) on behavioral intention to build a nine dimensions of travel intention concept referring Zeitham (1988). studies.

Saleh and Ryah(1993) considered that the characteristic elements could be the main driving factor to attract travelers to participate in activities including the program features and the content itself and the surrounding environment. William (1997). pointed out that when organizing a festival, the main elements to attract tourists to the program including the significance itself, the environment, relationship between activities and social culture, providing visitors to understand traditional culture, the activity and specialty itself, and reflect community values and other factors. Characteristic of tourist destinations is one of the characteristic factors to attract people to participate in activities.

2. 3.   Tourism destination image and travel intentions

Beerli and Martin(2004) analyzed individual tourism destination image is simple cumulative impression formed on different media or information source Tasci, et al. (2007). concluded the tourism destination image was an interactive system composed of thought, ideas, perspectives, formed by the feelings and wishes. Furthermore,

Tasci (2007). enlarged destination image research from visitors inner pychologic activity extends to the travel behavior. Cognitive and emotional images together constitute the comprehensive image of tourist destinations (Baloglu, 1999; San Martín, & Rodríguez del Bosque, 2008). studied the psychological factors in the formation of destination image and proposed values and motives and other psychological factors can significantly affect the formation of destination image.

Passengers' cognitive or emotional on the tourist attractions affect their travel intentions. Court & Lupton (1997). presented that there are many selected factors influence passenger, the destinations image has a decisive impact on travel intentions . Ahmed (1991). also considered that when people think of a tourist product is very important, which is people thinking rather than facts, therefore, it may be a tourist destination image instead of the actual information that affect the visitors choice to visit a tourist destination.

RESEARCH MODEL BUILDING

3.1. Research model

Research model was described the relationship among destination image, exhibition and travel intention (see Figure 1). Exhibition has the exhibition promotion and attraction of the exhibition two variables; Destination image includes the affection image cognitive image of environmental and humanities three variables.
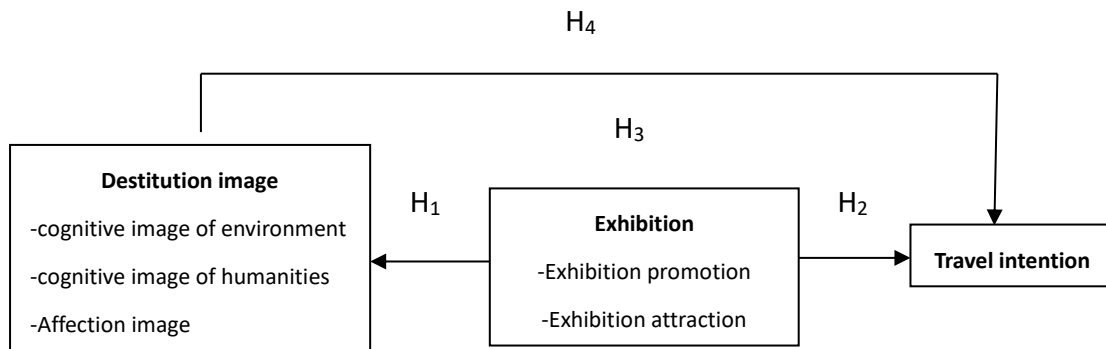

Figure1 Research model

3.2. Research hypotheses

3.2.1 Exhibitions and tourism destination image

H_1: Exhibitions have a positive effect on tourism destination image

H_1-1: Exhibition promotion has positive impact on tourism destination image

3.2.2 Exhibitions and travel intentions

H_2: Exhibitions have a positive effect on travel intentions

H_2-1: Exhibition attractions have a positively impact on travel intentions

3.2.3 Travel intentions and tourism destination image

H_3: Tourism destination image has positive impact on travel intentions

H_3-1: Cognitive image of the environment has a positive impact on travel intentions

H_3-2: Cognitive image of the humanities has positive impact on travel intentions

H_3-3: affection image of tourist has positive impact on travel intentions

3.2.4 The mediation of exhibition

H4: exhibitions has intermediary impact between tourism destination image and travel intentions

METHODOLOGY

4. 1.   Questionnaire design

The questionnaire was designed as the survey instrument including all constructs of the proposed model to investigate the hypotheses of interest. The questions in the questionnaire are based on a review of the literature and specific destination characteristics.

The questionnaire consists of three parts. Part 1 of the questionnaire deals with the measurement of destination image with14 attributes extracted from previous studies. Part 2 deals with the measurement of exhibition with 20 items, and Part 3 deals with the measurement of travel intentions with 13 items.

4.2. Sample design and data collection

Pre-test to measure 47 Macao tourists in case to avoid missing in the questionnaire ensure the Cronbach's Alpha coefficients of validated questionnaires reliability and measurement reliability, stability and internal consistence. Cronbach's Alpha data for the tourism destination image, exhibition and travel intention are respectively 0.724, 0.761 and 0.916, showed that the reliability of the scale of this study is quite high.

Investigator ware the visitors participate in the dynamic Macao promotion week in Qujiang International Convention Center venue in Xi 'an from December 13 to 15 in 2013. Applying the convenient sampling technique, a total number of 450 questionnaires were delivered and 393 usable samples were obtained, resulting in a response rate of 87.33%.

RESULTS

Empirical Results

The data analysis was conducted in two stages. First, exploratory factor analyses using principal component method with varix rotation were conducted on destination image, exhibition and travel intention to examine their dimensionalities and psychometric properties. On that basis, the relationships of destination image, exhibition and travel intentions were empirically tested using IBM SPSS Statistics 20 Statistical software in the second stage.

Table 1 *Facets of the hypothesis test*

Hypothesis	β	R^2	F	Results

H1. Exhibition → Destination image	0.527 ***	0.278	150.374	Accept
H1-1. Exhibition promotion → Destination image	0.445***	0.198	98.582	Accept
H2.Exhibnition → Travel intentions	0.489***	0.240	123.144	Accept
H2-1. Exhibition attraction → Travel intention	0.429***	0.184	88.337	Accept
H3. Destination image → Travel intentions	0.339***	0.115	50.639	Accept
H3-1. Environment image → Travel intentions	0.185***	0.034	13.840	Accept
H3-2. Humanities image → Travel intentions	0.281***	0.079	33.449	Accept
H3-3. Affection → Travel intentions	0.407***	0.166	77.647	Accept

$*p<0.05, **p<0.01, ***p<0.001$

Table 2 *Tourist destination image intermediate effects between travel intentions and exhibitions*

Model	Model 1		Model 2	Model 3
Dimensions	Exhibition	Travel intentions	Travel intentions	Travel intentions
Tourism destination image	0.527***	0.339***	————	0.112*
Exhibition	————	————	0.489***	0.431***
R^2	0.278	0.115	0.240	0.249
Adj. R^2	0.276	0.112	0.238	0.245
F	150.374	50.639	123.144	64.491

Table 3 *Travel intentions intermediate effects between tourist destination image and exhibition*s

Dimensions	Type III Sum of Squares	df	Mean Square	F	Sig.
Tourism destination image	14.351	29	0.495	8.336	***
Exhibition	23.017	26	0.885	14.913	***
Tourism destination image-exhibitions	35.978	98	0.367	6.184	***

CONCLUSIONS

This study investigate the relationship among exhibition, tourism destination image and travel intentions. Exhibition has a significant positive effects on tourism destination image is consistent with Gouveia (2007). The exhibition has a significant positive impact on travel intentions is consistent with Wang Wenzong, Zhu Ying Qian (2011) and Liu Yonglun (2011). Tourist destination image has a significant positive impact on travel intentions. This find is consistent with Zheng Zhong (2006) and Yi Xiaoshi (2012). Exhibition has a positive intermediary impact on the tourism destination image and travel intention. Dynamic Macao promotion week activities only has three day activities, around supporting of activities and promotion of packaging should strengthening, or although activities content rich in different city, so publicity benefits from related media reported and displayed shown that the activities only attract near residents participate in, cannot expanded for a hall city event. Hosted Organize can address the needs of different ethnic groups, design different and kind of activity, so as to enhance people's

perceived value, not only can increase the degree of people's affection for the exhibition, can also increase their travel intentions to destinations and the word of mouth publicity effects.

Tourism destination image is attracting people to a direct source of tourism, is a key factor in people's choice of a tourism destination, which they will choose a destination depends on the tourism destination image in their minds, so tourism destination image are established in the minds of people, to make them more attractive.

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