12th APacCHRIE Conference 2014

Variation of Destination Image with Visitation Status: A Case Of Inbound Tourists To Tanzania

Dev Jani[a], Winnie Nguni[a]

University of Dar-es-Salaam Business School, University of Dar-es-Salaam, P.O.Box 35046Dar-es-Salaam, Tanzania

Abstract

This study aimed at exploring the differences between the pre- and post trip image held by inbound travellers to Tanzania. The relationships between destination image and destination familiarity that was dimensionalized as previous destination experiences, planning horizon, and sources of travel information were also tested in the study. A self-administered questionnaire was used in data collection with the data subjected to t-tests and ANOVA tests. The result indicates the post-trip destination image to become more favourable compared to the pre-trip image for some attributes. Differences between the first time and repeat visitors were noted for adventure, natural attractions, and easiness in intra-destination image attributes. Generally, as the planning horizon increases the destination image becomes more favourable. The results provide insights into destination marketing and destination experience management to tourism stakeholders.

Keywords: Destination Image, Pre-trip, Post-trip, Tanzania

1. Introduction

Destination image is a major factor that influences the potential tourist's destination choice (Gartner, 1993) and their satisfaction (Prayag & Ryan, 2012). Due to its practical importance, destination image has been studied for more than three decades. In simplistic terms, destination image pertains to sum of beliefs, attitudes and impressions held by a person towards a destination. These beliefs, attitudes and impressions of a destination are supposed to be dynamic basing on the tourist status of either pre or post travel (Wang & Davidson, 2010), familiarity of the destination by the tourists (Baloglu, 2001), supply factors like marketing, and factors related to the tourists (Tasci, Gartner, & Cavusgil, 2007). Despite the travel status of the tourist having an impact on destination image held by the tourist, few empirical studies have focused on the dynamism as most research have focused on either the pre visit image (e.g. Frias et al., 2011; Lin et al., 2012) or post image separately (Beerli & Martin, 2004).

Generally image formation in the tourists' mind develop through exposure of information (Beerli & Martin, 2004; Gartner, 1993) that creates and graduates the image from organic, to induced, and finally to a complex image (Jeong et al., 2012) reflecting pre-visit with non active information search to pre-visit active information search, and post-visit experiences respectively. An understanding of destination image variation have a practical implication as it aids tourism marketers in communicating with the potential tourists as well as managing the experiences in their destinations. There are few studies that have focused on these variations (Wang & Davidson, 2010) especially in African context. Tanzania, a country in East Africa is ranked fourth in tourist natural attraction managed to attract a meager of 2% of Africa's tourist market share (Blanke and Chiesa, 2013) in 2012. This scenario might be due to the relatively poor country's image held by the tourists among other factors. Since destination image varies with travel status of pre- and post travel it is important to ascertain if the two images differ for Tanzania. If the post-trip image of the country is more favourable than the pre-trip then it can be concluded that the country has failed to market its unique attractions; on the other hand if the pre-trip image of the country is more favourable than the post trip then the country has failed to live up to expected tourists' experiences. The first case is likely to be the case of Tanzania given its natural attractions compared to the low number of tourist arrivals. As a means of affirming the low status of pre-trip Tanzanian image compared to the post-trip image, this study aimed at elucidating the pre- and post-trip image differences. From the fact that pre- and post-trip destination image is likely to be influenced by destination

Selection and peer-review under responsibility of the Organizing Committee of 12th APacCHRIE Conference 2014.

familiarity including previous visitation to a destination and knowledge about the destination (Baloglu, 2001), this study further aimed at ascertaining image differences between: first time visitors and re-visitors to Tanzania, different time period used in planning for the trip (planning horizon), and the usage of different sources of travel information.

2. Literature Review

2.1. Destination Image Development

Defining destination image has proven to be a challenge (Stepchenkova & Mills, 2010; Tasci et al., 2007). Echtner and Ritchie (2005) indicate a destination image to vary on a continuum of functional-psychological characteristics. Functional destination attributes are those destination characteristics that are tangible and easily observable or measurable while the psychological attributes are more abstract and not easily observed. Other researchers have focused on cognitive image, affective image (Baloglu & McCleary, 1999; Lin, Morais, Kerstetter, & Hou, 2007), as well as connotive image (Gartner, 1993) dimensions of destination image. Martin and Bosque (2008). The cognitive components are beliefs and knowledge a person has of a destination attributes while the affective part refers to the tourist feeling component of a destination (Martin & Bosque, 2008). Since feelings are more subjective compared to beliefs/knowledge, we assert that the cognitive and affective part of destination image essentially reflects the functional and psychological dimensions of destination image respectively. These myriad conceptualization and different components of destination image have lead into different measurement of the concept with some researchers opting for the holistic overall destination image that factors in all the complexities of the concept (Baloglu & McCleary, 1999) or on the dimensions of the overall holistic image. As some researchers have noted that the different image components lead into overall image (Kim & Yoon, 2003; Lin et al., 2007), this research resorted to the operationalization of destination image as the overall image rather than its components.

Up to date, the best description of destination image development appears to be that of Gunn (1988). Gunn (1988) categorized image development to follow the sequence of: accumulation of mental images of a destination, modification of the images through information, experiencing the destination, and modified image of the destination after travel. The formation of destination image have been noted to graduate through organic, induced, and complex or modified image (Jeong et al., 2012). The organic image is created through non commercial accumulated information sources while the induced image is created through commercial sources of information (Echtner & Ritchie, 2005) like advertisements. The complex or modified image results after the tourist has travelled and experienced the destination. Lin et al., (2009) categorized destination image basing on the effect of travel information search into baseline image and enhanced image with the former pertaining to the image held before collecting travel information while the latter refers to the image after travel information were collected. The different categorization of destination image by different authors implies the concept is liable to be categorized in various ways using different stages of travel and different sources of travel information used. This study takes the stance that albeit the different categorization of destination image, the pre- and post-travel image to be more stable and simpler than the other categorization. The use of information in understanding destination image (Lin et al., 2009) implies tourists to collect information only prior to their travel which is not the case (Vogt & Andereck, 2003) as tourist continue to collect travel related information during their travel.

Despite the theoretical pointers (Gartner, 1993) indicating the evolution of destination image as perceived by tourists, few studies have embarked on ascertaining the destination image evolution. The available few studies that compared pre-trip and post-trip destination images (Lim, Chew, Lim & Liu, 2013) affirm the variation of destination image. Albeit being informative, the previous studies were conducted in other context apart from African context. Fakeye and Crompton (1991) in tracing the image development from organic to induced and finally to complex image, noted the presence of image differences between prospective, first time and repeat visitors. Their study can be said to be only a proxy of the image development as the process was traced in different samples. Wang and Davidson (2010) noted a significant improvement from tourists' pre and post-trip perception of Chinese tourists to Australia. They (*ibid*.) utilized a survey questionnaire strategy to those tourists upon experiencing the destination. Wang and Davidson's (2010) study surveyed the pre-trip and post-trip images separately to the respondents after their visit might have clouded their pre-trip perceptions. Jani and Hwang (2011) one of the few focusing on Africa

researched the pre and post trip image differences between those who have visited Zanzibar Island and those who were anticipating travelling to that destination with the former having more positive image than the latter. Their study (*ibid*.) however failed to trace image development in the same tourists thus giving an incomplete image development process. A highly contextual study by Vogt and Andereck (2003) through intercepting motorists in Arizona (USA) noted the image of the state to evolve as the motorists roamed over the state. The drawback of previous research on the destination image changes emanates from the fact that most of the research utilized different respondent upon arrival and departure. From the preceding discussion, the guiding hypothesis for this study is:

H1: there is a statistical significant difference between the pre- and post-trip destination image.

2.2. Destination Familiarity and Destination Image

Familiarity is a common concept in tourism literature that has been defined and operationalized differently (Baloglu, 2001). Gursoy and McCleary (2003) perceive destination familiarity as the initial stages of destination knowledge that can lead into destination expertise that stands for higher destination knowledge. Baloglu (2001) operationalized destination familiarity to be a combination of the amount of information collected by the tourists and previous experience with the destination. Baloglu (2001) points out that destination familiarity to be a multidimensional construct with many diverse dimensions thus giving room for other dimensions that can influence familiarity or destination knowledge. Planning horizon (Gitelson & Crompton, 1993) or the time taken to plan a trip might be an influencing factor on destination familiarity since it indicates the time taken for a potential tourist to be exposed to different sources of information. Logically it seems to be important to factor in planning horizon on top of previous visit(s) to a destination and the sources of information used in ascertaining destination image differences held by tourists as there is a possibility of the images to be different under different familiarity dimensions. In testing these differences, this study hypothesized the following:

H2: there is a statistical significant difference in image change between first time visitors and repeat visitors to Tanzania.

H3: there are statistical significant differences in image change between tourists who had different planning horizons.

H4: users of different travel information sources significantly differ in the image of the destination.

3. Methods

The study used self-administered questionnaire directed to international tourists. The sampling of the tourists was through convenient sampling with the research assistant approaching the departing tourists at the main International airport (Dar-es-Salaam) in the departure lounge and explaining the purpose of the study as well as requesting them to participate. The questionnaire had three sections, the first section captured demographic variables while the second section was for the familiarity variables that included previous visitation status, planning horizon for the trip, and the sources of travel information used for the trip. The third section had 18 Likert type scaled items with 14 items related with image differences between pre and post Tanzanian trip, 2 items for overall satisfaction, and 2 items one for revisit intention and one for spreading good word of mouth about Tanzania. The image items were constructed out of the main image variables in the literature (e.g. Beerli & Martin, 2004) including infrastructure, adventurous, nature, friendliness of locals, suitability of the destination to the family, cleanliness, beautiful, accessibility, culture, safety and security, and accommodations. The items were framed using 5 points with 5 indicating the level of strongly agreement while 1 indicated the level of strongly disagreement. The midway of the scale gradation was 3 that indicated neutrality for the statements. Destination image variations were captured with 14 destination image. The questions were framed in such a manner that indicated whether the image had changed or remained the same rather than asking the tourists to respond to items for pre and post-trip destination image. Such an approach is likely to be relatively closer in ascertain the image differences from the same respondents than that used by Yilmaz et al., (2009) and a more efficient and effective than that of Wang and Davidson (2010). The data were subjected to descriptive statistics and inferential statistics. In testing the image variations (Hypothesis 1) the

inferential statistics of one sample t-test was employed with the neutral value of 3 in the items as a testing value. ANOVA tests were used as inferential statistics for the remaining hypotheses. In deducing the mean differences between the test groups, the Scheffe post hoc test was used as it is regarded to be more conservative and thus being able to accurately identify the significance of the mean differences.

4. Results

A total of 300 questionnaires were handed to the departing tourists that yielded 294 dully filled questionnaires. Gender wise the sample is balanced. Age wise the sample has more of respondents falling under the age of 34 composing 66.7% of the whole sample. Of the sample more than three quarter (86.4%) had an education above high school. Only 15.9% of the respondents indicated to be travelling alone with the rest travelling in a group of family members, spouse, with friends/relatives, or others. With respect to the type of accommodation used by the tourists, those who use Bed and Breakfast is ranked first with 38.1% followed by all inclusive with 20.6%, the rest including half board, full board, and other types of accommodation is having less than 20% but more than 10% of the respondents. Of the sample 60.2% indicated to have started planning their trip to Tanzania for more than 4 months. 42.5% of the respondents indicated to have been fully independent travellers for the Tanzanian trip with the rest being fully (28.9%) or partial package (28.2%) travellers. Majority of the respondents (79.1%) indicated the current travel to Tanzania to be their first time. More than half of the respondents (55.8%) indicate to have used a combination of sources of information. The usage of Internet and word of mouth from friends and relatives are almost similar in percentage while printed sources of information like magazines, newspaper, and brochure were the least used sources of travel information.

In testing the first hypothesis that is geared towards ascertaining image differences between the pre and post-trip image of Tanzania, a series of one sample t-test with a test value of 3 was performed on the 14 image statements with the results displayed as Table 1. Among the 14 image items the t-tests indicates a significant statistical improvement in the image of Tanzania as the post-trip image is perceived to be more favourable than the pre-trip image. Only 1 statement pertaining to the infrastructure of the country indicates to have statistically significant gravitated towards the negative side with the pre-trip image being more favourable than the post-trip image. Three destination image attributes had t-values that were not statistically significant indicating an ambivalence of the pre and post-trip image held by the tourists. Since some of the destination image attributes were not significant, hypothesis 1 is partially rejected.

Table 1: One sample t-test for pre and post-trip image differences

Destination image statement	Mean	Stdev.	t-value	Post trip status
Infrastructures (roads)	2.72	.987	-4.793**	-VE
International standards	2.83	.969	-3.019**	+VE
Adventurous	4.10	.898	20.973**	+VE
Nature	3.89	.928	16.399**	+VE
Friendly locals	2.71	1.215	-4.045**	+VE
Children and families destination	2.91	.977	-1.500	NIL
Beaches	3.26	1.089	4.077**	+VE
National parks	3.68	.891	13.136**	+VE
Easy and comfortable travel	2.89	1.092	-1.768	NIL
Unspoiled and undamaged environment	3.22	2.649	1.341	NIL
Flora and fauna	3.52	.960	9.311**	+VE
Historical or cultural	3.47	.989	8.047**	+VE
Good hotels/accommodation	3.48	.986	8.310**	+VE
Safety and Security	3.27	1.102	4.181**	+VE

NB: ** p value <.01

In ascertaining the satisfaction level of the tourist with their Tanzanian trip together with their likelihood of revisiting the country and them being a good ambassador for the country in spreading good words to other potential tourists, one sample t-tests were performed with 3 being the test value. The results are presented as Table 2. All the scale items indicate to be statistically significant with the means being greater than the benchmark of 3 indicating

the satisfaction of the tourists and being likely to revisit the country given the opportunity as well as being good ambassador for the country.

Table 2: One sample t-test for tourist satisfaction and their behavioural intentions

Scale item		Mean	Stdev.	t-value	
TS	Overall satisfaction with Tanzanian experience	4.24	.792	26.873**	+VE
	I am happy with Tanzanian trip	4.36	.745	31.263**	+VE
RI	Definitely, I will visit Tanzania again if opportunity arises	4.10	.882	21.348**	+VE
WOM	From my Tanzanian experience, I will be a good ambassador for the country	4.10	.825	22.768**	+VE

NB: TS-tourist satisfaction, RI-revisit intention, WOM-word of mouth,
** p value <.01

The second hypothesis aiming at elucidating the relationship between image variations and the tourists' previous visit to Tanzania was tested through independent sample t-tests with the results presented as Table 3. Only three destination image attributes including adventurous, nature, and easy and comfortable transport are noted to vary between the tourist status of being re-visitor or first time visitor. The means for Tanzania being adventurous and having natural attractions are statistically significant higher for the first time visitors compared to repeat visitors. For the country having an easy and comfortable travel, the mean score for repeat visitors is statistically significant higher compared to the first time visitors to the country. For the other destination image attributes do differ between the repeat and first time visitors but the differences are not statistically significant. As few of the destination image attributes differ significantly between the first time visitors and repeat visitors, then hypothesis 2 is partly rejected.

Table 3: One sample t-test on the effect of previous visit and changes in image

Destination image statement	Mean		t-value
	Repeat visitor	1st time visitor	
Infrastructures (roads	2.92	2.68	3.659
International standards	2.67	2.87	-1.447
Adventurous	3.76	4.19	-2.693*
Nature	3.68	3.95	-2.017*
Friendly locals	2.83	2.67	.959
Children and families destination	2.90	2.91	-.058
Beaches	3.20	3.26	-.380
National parks	3.62	3.70	-.611
Easy and comfortable travel	3.20	2.80	2.520*
Unspoiled and undamaged environment	3.00	3.09	-.626
Flora and fauna	3.32	3.57	-1.809
Historical or cultural	3.59	3.44	1.060
Good hotels/accommodation	3.29	3.53	-1.706
Safety and Security	3.23	3.27	1.272
Satisfaction	4.07	4.29	-1.936
Happy with trip experience	4.23	4.40	-1.504
Revisit intention	4.18	4.07	.838
Intention to spread good WOM	4.08	4.10	-.147

* p value <.05

In testing if there are statistically significant differences in the destination image between different groups of tourists with different planning horizons (Hypothesis 3), a series of one way ANOVA was used with the Scheffe post hoc test to ascertain which groups have means that differ significantly. The results of the tests are presented as Table 4. Generally, the means become more favourable with the increase in the planning horizon. Four (4) destination image attributes indicates to differ with the four groups of tourist's planning horizons, specifically these are beaches, national parks, hotel/accommodation, and safety and security. In exploring the relationship between planning horizon with tourist satisfaction and behavioural intentions, one way ANOVA test was employed with the results included in Table 5. The results indicate the means for satisfaction and behavioural intentions (likelihood of revisiting the country when opportunity arises and being a good ambassador for the country) to increase significantly at p-value of .05. These results consequently led into the partial rejection of hypothesis 3.

Table 4: ANOVA test for planning horizon and destination image attributes

Image attribute	Means for destination image change for planning horizon in months				F-value
	<1	2-3	4-6	>6	
Infrastructures (roads)	2.69	2.65	2.71	2.80	.350
International standards	3.21	2.81	2.79	2.74	2.059
Adventurous	4.11	3.93	4.14	4.21	1.581
Nature	3.89	3.84	3.89	3.93	.142
Friendly locals	2.91	2.85	2.53	2.67	1.316
Children and families destination	3.12	2.94	2.78	2.93	1.006
Beaches	2.77[a]	3.19[ab]	3.36[b]	3.41[b]	3.424*
National parks	3.29[a]	3.56[ab]	3.72[ab]	3.90[b]	5.109*
Easy and comfortable travel	2.57	2.98	2.74	3.04	2.294
Unspoiled and undamaged environment	2.97	3.17	2.88	3.19	1.767
Flora and fauna	3.49	3.37	3.53	3.65	1.290
Historical or cultural	3.34	3.35	3.38	3.68	2.320
Good hotels/accommodation	3.40[a]	3.28[a]	3.38[a]	3.75[b]	3.973*
Safety and Security	2.89[a]	3.21[ab]	3.26[ab]	3.46[b]	2.549*
Satisfaction	3.89[a]	4.19[ab]	4.29[b]	4.38[b]	3.714*
Happy with trip experience	4.06[a]	4.36[ab]	4.35[ab]	4.48[b]	2.914*
Revisit intention	3.83[a]	4.19[ab]	3.91[ab]	4.27[b]	3.898*
Intention to spread good WOM	3.58[a]	4.14[b]	4.14[b]	4.21[b]	5.678*

NB: [a] and [b] indicate similarity in group means

* p value <.05

A series of one-way ANOVA was used in testing hypothesis 4 relating the destination image and the sources of travel information used with the results shown as Table 5. All the destination image attributes indicate to have means that do not differ statistically between the groups that use different sources of travel information. For likelihood of revisiting the country, those who used the Internet had lower means compared to those who used printed materials, word of mouth, and those who used combined sources of travel information. Since most of the destination image attributes did not differ between the different sources of travel information used, hypothesis 4 is rejected.

Table 5: ANOVA test for sources of travel information and destination image attributes

Image attribute	Means for destination image change for sources of information				F-value
	Printed	WOM	Internet	Combi	
Infrastructures (roads	2.88	2.55	3.00	2.70	1.483
International standards	2.92	2.95	2.79	2.76	.724
Adventurous	4.23	3.98	3.86	4.12	1.123
Nature	4.07	3.68	4.14	3.88	2.075
Friendly locals	2.60	2.79	3.21	2.69	1.063
Children and families destination	3.05	3.07	2.86	2.81	1.461
Beaches	3.27	3.16	2.93	3.32	.746
National parks	3.52	3.62	3.86	3.75	1.327
Easy and comfortable travel	2.90	2.71	3.00	2.93	.609
Unspoiled and undamaged environment	3.13	3.14	3.14	3.03	.275
Flora and fauna	3.45	3.55	3.43	3.55	.209
Historical or cultural	3.37	3.80	3.50	3.39	2.695
Good hotels/accommodation	3.52	3.553	3.50	3.45	.128
Safety and Security	3.15	3.43	3.36	3.25	.669
Satisfaction	4.10	4.27	3.93	4.31	1.823
Happy with trip experience	4.27	4.38	4.00	4.42	1.825
Revisit intention	4.00[a]	4.16[a]	3.50[b]	4.16[a]	2.849*
Intention to spread good WOM	4.00	4.09	3.79	4.16	1.250

* p value <.05

5. Implications

The noted positive and negative image shifts between pre- and post-trip image of Tanzania serves in informing the country's destination marketers and managers in tourism related businesses. The significant negative shift in the country's image in its infrastructure coupled by the low mean for the country's easiness and comfortable travel within the country albeit the mean being non significant (p. <.05), indicates the low level development of its infrastructure that gives message to the government to improve the infrastructure. The ambivalence tourist perception of the country being good for children and family might be due to the country's' and tourism business over reliance on safari and nature based tourism at the expense of utilizing and/or developing alternative tourist attractions. This implies the destination managers including managers for tourism business to improve their facilities, infrastructures, as well as increasing attractions for the whole family. For the other destination image perceptions that improved after visitation is a good signal as it indicates the tourists to have enjoyed the destination in those attributes. Consequently this study partially rejects the first hypothesis. The majority of the tourists in the current study sample were first time visitors as well as having relatively longer planning horizons of more than a month coupled with the use of multiple sources of information. This might be due to Tanzania being a long haul tourist destination for its European and American main markets. This is in line with Schmallengger and Carson's (2008) observations of long haul international tourists having relatively longer planning horizons. Quintal, Lee, and Soutar (2011) indicates the extent of travel information search to depend on the tourist perceived risks. The planning horizon concept used in this study relates with the extent of travel information search and thus it can be concluded that tourists to Tanzania have longer planning horizons to reduce the perceived travel risks of related to the long haul travel to Tanzania. The reliance of more than one source of travel information with substantial tourists using their social networks in obtaining travel information might be due to the long haul destination for the majority of tourists visiting the country. As per Gartner's (1993) indication of tourists' high credibility of word of mouth as a source of information, the current research findings with high usage of word of mouth can be taken as an indication of the long haul destination status of the country. These findings implies that the marketers need to need to communicate with the long haul American and European markets continuously to ensure the potential tourists can get information about the country. The high use of Internet and word of mouth by tourists as well as their combination in getting travel information implies marketers should use these sources extensively compared to the use of print media that are losing ground in informing the potential tourists.

The indifferences in many of the image attributes between the first time visitors and repeat visitors observed in this study reflect findings from some previous studies (e.g. Fakeye & Crompton, 1991). This might imply image saturation (Jeong & Holland, 2012) to occur during the first time visit a destination and thus making subsequent visits to have no additional effects. The two image attributes (adventurous and nature) that decreased with repeat visitation might imply that first time tourists to Tanzania were much amazed by the abundant nature and the Safari travel that are the main tourist attractions for the country. This further strength the destination image saturation notion as the subsequent visitation to the destination leads no further improvement of the destination image. Practically, these findings suggest product diversification and improvement in the destination in order for the repeat visitors to experience something new that will lead into continuous destination improvement with subsequent visitations. The perception of Tanzania having an easy and comfortable travel that was higher for repeat visitors compared to first time visitors seem to go contrary to the saturation concept. This might be due to increase knowledge of the repeat visitors making them to know the destination infrastructure better that their counterparts. This shouldn't blind the destination managers into complacency but to continuous improve their infrastructure that will lead into more favourable designation image. From the study findings, the second hypothesis is thus generally rejected.

Image differences between tourists with different planning horizons (H3) indicates four destination image attributes to improve significantly with the increase in the planning horizons while the other image attributes did not differ significantly with the planning horizons. Thus this study partially rejects the hypothesis with respect to those attributes that were not statistically significant. Beach and national parks among the image attributes that improved significantly with an increase in planning horizons are the two main tourist attractions in the country. The other two include accommodation and safety/security in the country. These results imply that destination marketers can ensure the image held by the tourists is favourable if they can communicate with their potential tourists well in advance prior to their actual travel. With the development of information communication technologies and the Internet, the destination marketers can electronically hook up with tourism stakeholders globally like travel agents in the source

markets that can provide them with an early alarm showing the potential tourists considering their destinations. Upon receiving such alarms, the destination marketers can send information about their destinations that will make the tourists to be well conversant with the destination and thus planning their trip well in advance. The increase in the levels of tourist satisfaction and their positive behavioural intentions (revisiting and word of mouth) with the increase in their planning horizons further justifies the need for destination marketers to communicate with their potential tourists well in advance prior to their travel into the destinations.

Contrary to hypothesis 4, the results indicate the destination image not to vary with the use of different sources of travel information unlike previous studies (Frias et al., 2008; Hanlan & Kelly, 2005; Molina, Gomez, & Martin-Consuerga, 2010) thus implying Tanzanian destination marketers can opt to use any of the information sources in any combination with the assurance that they will be effective as the other sources. A possible reason for the lack of differences in destination image by the different sources of travel information might be due to the exoticness of Tanzania and its lack of presence in popular media implying most of the potential tourists to lack an organic image of the country.

Theoretically and methodologically, this study provides some implications. The overall general trend in the improvement of destination image after travel like other previous studies (Wang and Davidson, 2010) uphold the dynamism perspective of destination image. Methodologically, the successful use of single items to appraise the changes in destination image used in this study validates the application of such approach on top of the conventional use of paired items for pre- and post-trip destination image and the use of longitudinal studies that trace the change in destination image. The method has several advantages including minimization of boredom to the respondents and the likelihood of either not responding or responding without reading the questionnaire by the respondents in the longer questionnaires.

Acknowledgements

The study was supported by research funds from the University of Dar-es-Salaam Business School under the DANIDA basket funds.

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