European Package Tourists' Behaviour and World Heritage Attraction: An Exploratory Study

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ABSTRACT

This study aims to explore European tourists' experiences in world heritage attractions in order to establish and develop a critical and contextual model of tourists' responses to world heritage as a tourism attraction. This study has been conducted in July 2007 on four package tourists from four European Countries (UK, France, Italy and Germany) in the context of the ancient city of Petra, Jordan. The study relied on tourists experiences to identify the main variables that may explain how tourists response to world heritage as a tourists attraction, and explain how heritage concepts and experiences vary cross-culturally. The study suggested a theoretical hypothesised model to investigate tourists' responses to world heritage as a tourists' attraction.

Keywords: European Tourists, Package Tourists, Tourists Response, World Heritage and Petra.

1. INTRODUCTION

Tourism is an important economic sector for many countries, and many destinations are dependent upon tourism for their growth and survival. According to the World Tourism Organization (WTO)[1], tourism is the largest global industry - it is a growing market which is expected to triple in size by 2020. Tourism benefits local economies substantially by increasing foreign exchange earnings, creating employment and investment opportunities, increasing government revenues, developing a country's image, and supporting all sectors of the economy as well as local communities. International tourism is a major economic sector which, by the end of the year 2005, generated over US\$580 billion in tourism receipts, accounted for almost 4% of global Gross Domestic Product (GDP) and sustained close to 70 million jobs (WTO, 2005).

Without significant oil resources and consisting largely of semi-arid plateaux and desert, the service sector in Jordan (including the tourism industry) has become an important part of Jordan's national economy[2].

Over the past decade, tourism has emerged as one of Jordan's most rapidly growing economic activities,

ranking second in terms of foreign exchange earnings[3]. This has led to an increase in the level of contribution of this sector to the Jordanian national product, which reached almost 12% in the year 2006. Around 1.5 million tourists visited Jordan in the same year, spending around US\$ 1.4 billion (MOTA[4], 2007).

Petra is located in southern Jordan, 260 km from Amman. The site is described as the core of Jordan's tourist product. Petra's history, location and principal attractions are well known. It is, by a wide margin, the most unique, historically significant and most visited site in the country. It is also the primary driver of demand for travel to Jordan from Europe and as such, it should also be the best managed and interpreted site in the country.

Therefore this study seeks to explore European tourists' experiences in Petra in order to establish and develop a critical and contextual model of tourists' responses to world heritage as a tourism attraction, in order to help policy makers in the tourism industry to develop the area to meet the tourists' needs.

2. LITERATURE REVIEW

The majority of tourism studies in the last few decades in the last century focused on destination image, the overall picture of these studies is that only few papers attempted to measure the destination image for any specific travel context while the majority focused on countries, stats and cities' image among them only few

used exploratory techniques to operationalise the constructs (Pike 2002; and Gallarza *et al.*, 2002). In tourism literature it is argued that, theories have been introduced without any empirical evidence (Pizam and Ellis, 1999).

The desire to make contact with one's own culture(s), in all it forms, and the search for experience of other cultures is very much at the heart of tourism (Robinson in Robinson and Boniface, 1998, p.1). Thus, researchers in the field of tourists' responses to heritage attractions that classified as world heritage should keep in mind the importance of tourists' perceptions of the these attractions as a determent of their behaviour, this is very much consistent with Reisinger and Turner (1997) argument about cultural difference as it can be identified in cultural values, social behaviour, *attitudes*, *perceptions*, needs, *expectations*, beliefs, norms, *motivation*, verbal and non-verbal *behaviour* (p. 141). Researchers in any discipline, - especially in tourism- should be aware of these issues, because they might provide good tools to investigate and explain human behaviour.

Culture has been defined as an umbrella word that encompasses a whole set of implicit, widely shared beliefs, traditions, values and expectations, and it is characterize a particular group of people (Pizam A. and Jeong G, 1996). Whereas, (Hampden and Trompenaars, 1993) have defined culture as, the way in which a group of people solves problems, and distinguishes itself from other cultures by the specific solution it chooses to certain problems. While culture could be seen as: "the collective programming of the mind which distinguish the members of one human group from another" (Hofstede G., 1982, P.21).

Hampden and Trompenaars (1993) argued that, Culture presents itself on different levels, national, corporate and professional level. Where as he argued that, national level is the highest level. Cross-cultural studies in tourists' behaviour have used country as the basic unit of analysis (e.g. Crotts and Erdman, 2000; Harvey F., 1997; Heung, 2000; Liu and McClure, 2001; Pizam and Jeon, 1996). Moreover, Steenkamp (2001) argued that, culture can bee validly conceptualised at the national level if there exists some meaningful degree of within-country commonality and between-country differences in culture; which is indicated by the literature. For example (Hofstede G., 1991) argued that, due to a relatively similar history, language, legal, political, and educational systems today's nations are the source of a considerable

amount of common mental programming of their citizens.

Research by Richards (1996, 261) revealed that heritage – and cultural-based tourism reflects a major shift in European tourism demand, moreover, he asserted that the heritage visits in Europe rose by 100% between 1970 and 1991, and this growth in heritage demand did show considerable variation among European countries, for instance it was ranging from 200% in the UK between 1970 and 1991, through 130% in France, to only 18% in Italy.

One of the first studies that focus the light on cross-cultural differences of European tourists' response to heritage attractions was conducted by Nir (1985). The photographs that have been taken of the Holy Land over the period 1850-1862 by British and French photographers have been investigated to examine the cultural and predisposition reflected in the products of these and other photographers who worked in the area at the same time, he found that, French were more interested in "monuments" linked to the catholic traditions. Where as, British were motivated by nature and "non-artistic" subjects in contexts not directly related to religion. The study demonstrates (Reisinger and Turner 1997) notion about non-verbal behaviour as described earlier. This study builds upon Nir's (1985) study by adding another two European nationalities (Italian and German). Furthermore this study focuses on tourists' perspective rather than other perspectives (e.g. photographers' perspective in (Nir, 1985)).

3. METHODOLOGY

There is a notion in the literature that package and non-package tourists are differing in terms of their benefit sought, product preference, information sources, philosophy and characteristics (Pearce, 1993). For the purpose of this study only package tourists are targeted, thus to choose a relevant research method the researcher bear in mind that targeted tourists are members in groups (package) and interaction among participants need to be taken into consideration in this matter.

Based on the trade off between advantages and disadvantages of methods that explained in the literature (e.g. Brrows, 2000; Calder 1977; Krueger, 1994; Levy, 1979; Morgan, 1980; 1988; and 1996;) a decision has been made to use focus group interviews because, a) focus groups offer interaction between participants and the interviewer, which lead to greater emphasis on

participant's point of view, b) while individual interviews are also interaction, the key point is that focus groups offer a strong mechanism for placing the control over the interaction in the hands of the participants rather than the researchers, c) group interview requires less preparations, and d) it is cheaper and needs less time.

3.1 Number of Focus Groups

There is a considerable body of literature about the appropriate number of focus groups (e.g. Morgan 1996 and 1988; Krueger, 1994; Calder, 1977). Through reading this body of literature it was concluded that the most common rule of thumb is that most projects consist of 4 to 6 (Morgan, 1996: 136) or 3 to 6 (Krueger, 1994: 145).

Different research areas may have different requirements and circumstances. Therefore the employment of focus group methodology in tourism research has been looked at carefully. In tourism literature it is typical to conduct only two focus groups (e.g. Mordue, 2005; Bosque, Martin and Collado, 2006; Sanchez *et al.*, 2006; Bigne and Andreu, 2004), which may be an indication of the difficulties in conducting many groups, as the subjects (tourists) do not stay for a long time in one geographical area and they are always moving. Besides, it is not easy to find those people who are willing to bother and give up enjoying their time to participate in discussions about academic topics.

Also the purpose of the study is one of the main determinants of the number of focus groups (Morgan 1988). The purpose of using focus groups in this study is to explore the phenomenon for better understanding and insight; thus it is suggested in this case to use few large groups (Morgan, 1988: 42), usually three to four groups in this kind of circumstance (Calder, 1977).

In the light of the literature and the requirements of the targeted field, a decision was made to run four focus groups (one from each nationality) to maintain a reasonable amount of homogeneity within groups to foster the discussion as Morgan (1988) suggested.

3.2 Group Size

A small number of participants in each focus group increases the interaction among participants as each one has a good opportunity to share insight (Morgan, 1988), while restricted size results in a smaller pool of total ideas according to Krueger (1994). On the other hand, large focus groups produce more diversified opinions that enrich the item pool, but beyond a certain number of participants (normally 12 participants) reduce the opportunity of each participant to participate and share their opinions (Morgan, 1996).

Group size can range from as few as four to as many as twelve according to Krueger (1994), but most often one finds that approximately six to ten participants are recommended (Morgan, 1996 and Krueger, 1994). For the purpose of this research a decision was made to recruit ten participants in each focus group session based on Morgan's (1988) suggestions that when the focus groups serve as a preliminary to a different mode of primary data collection (as in the present study) a few larger groups are recommended.

To get ten participants in each group, more than ten people were invited in case some of them do not come. Also, if all invited participants came to the session they should not be more than twelve people; hence twelve tourists were invited to participate in each focus group session. 40 participants have participated in focus group sessions: ten British, twelve French, nine Italian and nine German.

3.3 Recruiting Participants

The most important step in focus group interviews is to find people who are willing and able to participate, particularly in tourism studies as international tourists keep moving from place to another.

Considerable efforts were made to keep a balance between, on the one hand, a reasonable amount of homogeneity within the group to foster the discussion (Morgan, 1988) and on the other hand, a reasonable amount of heterogeneity to obtain different opinions, but not to the extent that participants perceive each other to be very different and consequently they cannot discuss and share their opinions.

As tourists from each of the four nationalities targeted in this study speak different languages, a decision was made to run the sessions separately with participants from each nationality to maintain the needed level of homogeneity among the group's members. To achieve the needed level of heterogeneity within the groups some of these criteria were found in the literature such as age, sex, social class, family composition, life style, and location. (Ives in Langford and McDongh, 2003). Some criteria of these were employed, such as sex and age, while other criteria were also employed, such as choosing participants from different tour groups and choosing participants who do not know each others (not friends or

family members), as suggested in the literature (Morgan, 1988).

One of the main difficulties that faced the researcher was contacting the potential participants before the sessions, because tourists spend a short time in Jordan travelling from one destination to another. Tourists spend more time in Petra as the site is not very close to big cities such as Amman, the capital of Jordan, and the tourist needs at least a day to view the main attractions in the ancient city of Petra. Thus, a decision was made to run the sessions there. Logically, all participants must be from tour groups that are visiting Petra when the sessions were arranged to be conducted. Through coordination with the Jordanian Tourism Ministry, Jordanian Tour Guides Association, and Jordanian Tourism Board, the guided tours from the four nationalities that visit Petra at the same time were determined in advance. Afterward the timing of focus group sessions with each nationality was determined when the largest number of guided tours from that nationality visit Petra at the same time.

Tour guides and tour leaders of these groups were contacted before they went to Petra to arrange appointments with tourists to recruit participants for the group discussions. Potential participants were chosen from a list depending on their details, and afterwards they were asked to participate after a short chat.

3.4 Research Sample Description

48 British, French, Italian and German tourists were invited to participate in focus group sessions (12 from each nationality). 40 tourists have participated in the sessions namely: ten British, twelve French, nine Italian and nine German. Six male tourists and six female tourists from each nationality were invited to participate in the sessions.

Table 1. Distribution of participants' gender

Nationality / Gender	British	French	Italian	German	Total
Male	5	6	6	4	21
Female	5	6	3	5	19
Total	10	12	9	9	40

Table 2. Distribution of participants' age

Nationality / Age	British	French	Italian	German	Total
20-30	3	2	2	2	9
31-40	2	1	2	3	8
41-50	3	5	3	2	13
51-60	1	2	1	1	5
0ver 60	1	2	1	1	5
Total	10	12	9	9	40

As can be seen in Table 1, all the invited French tourists participated in the session while only two British tourists - one female and one male - did not come. Furthermore, all the invited Italian male tourists have participated half of the female tourists have not participated. Finally two German female tourists did not participate, while only one female tourist did not come to the session.

As shown in Table 2, the sample covers different ages, nine of the participants were 20-30 years old, and eight of them were 31-40 years old. The biggest group (thirteen participants) were 41-50 years old; five of them were French participants.

3.5 The Place

In coordination with the public relations office at the Jordanian Ministry of Tourism, the decision was made to conduct the focus groups sessions at Petra Forum Crown Plaza Hotel in Wadi Mousa, near the main entrance to the ancient city of Petra, because some tourists stay for more

than one day in Petra, and a good number of them stay one night in Petra and leave the next day to go to another site or leave the country. All interviews were conducted in a meeting room at the Petra Forum Crown Plaza Hotel. The room has chairs that can be arranged with participants facing each other, and a round table that enables participant to lean forward and be less self-conscious about their bodies, to make participants feel comfortable. Furthermore, the room has facilities to record the sessions.

3.6 Significance of the Research:

This research focuses the light on the importance of understanding tourists' behaviour and their cultural differences, and also provides a theoretical model which can be used for further research and investigation of tourists' behaviour. Also the results of the current research provide significant insights regarding tourists' behaviour, which can be of benefit to the Ministry of Tourism and Antiquities of Jordan (MOTA) in designing promotional programs for each nationality.

4. DATA COLLECTION COMPONENTS

Based on an extensive review of the related literature the main issues that needed to be explored were identified. The majority of studies in the related field investigated issues related to tourists' behaviour before, during and after visiting a tourism destination. Some studies focused on behaviour before the visit, such as information source about the visit (e.g. Baloglu and McCleary, 1999), motivations (e.g. Poria *et al.*, 2003), expectations (Akama *et al.*, 2003) or image (e.g. Crompton, 1979). Other studies focused on tourists behaviour during the visit, such as perceived service quality (e.g. Yuksel and Yuksel, 2001), perception (e.g. Churchill and Surprenant, 1982) or satisfaction (e.g. Tian-Cole *et al.*, 2002). Some studies focused on tourists' behavioural intention, such as repeat visits and spreading information about the visited destinations (e.g. Baloglu and McCleary, 1999). Thus, the main subjects that needed to be explored depending on tourists' experience and perspective were identified:

- Beliefs and expectations that come to participants' minds when they think about the ancient city of Petra.
- Participants' main information sources about Petra.
- The key attributes of good quality services that

participants received at Petra.
- Instances and reasons for satisfaction and dissatisfaction with visiting Petra.
- Participants' overall feeling about the visit.
- Participants' willingness to recommend visiting Petra to others, and their reasons.
- Participants' willingness to revisit the site in the future, and their reasons.

Focus group sessions were pre-planned in detail. A pilot test of the design was conducted on 10 students in the University of Jordan; all the students had visited Petra before. The pilot test helped in determining the consequences of the topics and the minimum approximate time for each session. The minimum time for each focus group session was determined to be 90 minutes.

Each group's discussions started with an ice-breaker question to set the mood for groups as a whole by asking each participant to give a self-introduction. After this, the discussion moved to a general question about whether participants preferred visiting world heritage attractions generally before the discussion moved to focus on their experience in Petra.

5. CODING AND ANALYZING

Tour operators provided information about the number of package tours from the four countries that were visiting Petra in summer 2003. Accordingly four focus group sessions were held on the 23rd of July, the 6th and the 28th of August and the 3rd of September 2003 for the four nationalities (French, German, British and Italian respectively).

Potential participants were selected from lists provided by the tour operators and were individually approached to invite them to participate in the session. Participants represented different age groups, and selected from different package tours and they were not friends or relatives as was explained and justified. All participants speak English as the sessions were held in the English language.

The coding was done manually. Two coders had been appointed for coding the raw data to reduce bias that can happen because the researcher is very close to the topic, and because the researcher has conducted the group sessions himself. Also coders were not involved in the research before this stage and could provide more independent coding of the texts. At the first meeting with coders the schema was negotiated for coding the raw

data. Coders were given copies of the interview scripts, and they worked on the raw data independently. Several meetings were held later with the two coders to confirm the coding, and resolve any disagreements.

Reviewing the related literature revealed that content analysis is a method that is used regularly to analyse qualitative data obtained by focus group interviews (e.g. Hartman, 2004; Kaplowitz and Hoehn, 2001; Morgan, 1996). In the context of the present research, the analysis of qualitative data obtained from focus group interviews has been conducted using content analysis procedures, which is a research method that uses a set of procedures to make valid inferences from a text (Weber, 1990: 9). These procedures started with converting the focus group interviews into text by transcribing the recorded interviews, and auditing the transcripts against the recordings to have the final texts ready for content analysis. The transcripts were then translated into the Arabic language as the coders' first language is Arabic. Quantitative coding stage has been conducted first, and qualitative coding stage has been conducted separately later.

Regarding coding and analysing a text, Weber (1990) stated that the most fundamental and important decision is determining the basic unit of text to be classified. He identified six options, namely word, word sense, sentence, theme, paragraph and whole text.

Two kinds of coding have been used at two different stages: quantitative and qualitative coding. Quantitative coding was used to identify the items pool or the indicators of the latent variables (e.g. motivations and image) which is compatible with the definition of content analysis as a method that is used most frequently to describe the attributes of messages (Holsti, 1969:27). Categories were established to classify the data within different categories, namely motivations, information sources, DCI, DAI, overall satisfaction and behavioural intentions.

The second stage of coding is the qualitative coding stage. This stage is inductive, that is, looking for explicit and implicit patterns from the data which are compatible with George's (1959) suggestions of using content analysis as a diagnostic tool for making specific inferences about some aspects of the speakers' purposive behaviour.

5.1 Motivations

Motivations have been defined in the literature as the

reasons for tourists being involved in tourism activities (Todd, 1999). Analysis of participants' responses about the reasons behind their visit revealed that most participants had more than one motivation. Coders identified sixteen motivations thus:

- Experiencing different cultures.
- Experiencing different places.
- Increasing their knowledge.
- Relaxing physically and mentally.
- Getting away from the demands of every day life.
- Getting a suntan.
- Doing exciting things.
- Being adventurous.
- Being entertained.
- Meeting people with similar interests.
- Developing close friendships.
- Visiting places their friends have not been to.
- Talking about their trip.
- The site's historic background.
- The site's inclusion in the tour package/programme.
- Feeling a sense of belonging to the site.

This list of motivations represents different opinions and situations that are compatible with the findings of previous studies in this area. The list consists of internal and external motivations, push and pull factors, and it represents a wide range of tourist motivations as these motivations are obtained from tourists' experience.

Furthermore, a careful analysis of participants' answers indicated an important role of tourists' motivations in the way that the tourists respond to the visited attraction. In the literature, motivations have been found to be relevant in clarifying tourists' responses to world heritage attractions as different motivations revealed different types of response to heritage attractions. Poria *et al.*, (2004a) employed tourists' motivations to distinguish between heritage and non-heritage tourists in heritage attractions. Furthermore, Bansal and Eiselt (2004) found that tourists' motivation affects their decision-making such as with respect to choice of region. Thus, this broad range of tourists' motivations refers to different needs and interests of tourists and may reflect different ways of responding to the visited attractions. In this context respondents represented different reasons for visiting a world heritage attractions. Some tourists came to the site for clear reason such as *to experience different cultures* or *the site's historical background.* It was clear, however, that some tourists visited a world heritage attraction (the ancient

city of Petra) by chance and were not interested in the heritage characteristics of the site. For instance, when one of the participants was asked why he visited Petra he answered:

"*I had never heard of Petra before. Therefore I had no idea what I would be seeing. At the time I asked what Petra is and was told that it is an ancient city carved out*

of the rock! Didn't sound too exciting to me, but it was a chance to see something new, so I went". [1105][5]

Noticeably, this visitor was not interested in Petra as a heritage site, as he said the site did not sound too exciting to him, but he still had the motivation to visit "*to see something new*" and because this visit was included in the whole package.

Table 3. Participants' Motivations Classified by Participants Nationality and Gender

Nationality	British		French		Italian		German		Total
Gender **Motivations**	F	M	F	M	F	M	F	M	
Experience new cultures	3	1	2	1	1	1	1	3	13
Experience different places	3	1	1	2	2	0	0	3	12
Being adventurous	2	1	2	1	2	1	2	1	9
Increase their knowledge	1	1	1	1	1	1	0	2	8
Relax physically and mentally	1	0	2	1	0	2	1	1	8
Because the site is included in your tour package/programme	0	2	3	0	1	0	2	0	8
Doing exciting things	0	2	1	1	1	0	2	0	7
Being entertained	0	0	0	3	0	1	2	1	7
Because of the site's historic background	3	1	0	0	0	1	1	1	7
Get away from demands of every day life	1	0	3	0	0	1	0	1	6
Feeling a sense of belonging to the site	0	0	1	2	0	2	0	0	5
Meeting people with similar interests	0	0	2	1	0	1	0	0	4
Visiting places their friends have not been to	0	0	0	0	0	3	0	0	3
Developing close friendships	0	1	0	0	0	1	0	0	2
Talk about trip	0	2	0	0	0	0	0	0	2
Get a suntan	0	1	0	0	0	0	0	0	1

Furthermore, motivations seem to be one of the main variables that explain how the perception and experience of heritage may vary nationally, as some participants from different national groups show different reasons for visiting the world heritage attraction. For instance, 'feeling a sense of belonging to the site' is one of the main reasons for visiting the world heritage attraction. This motivation was found to be important for French and Italian tourists only, while it was not mentioned by other national groups. Moreover, some motivations were mentioned by only one national group, such as 'visiting places our/ my friends have not been to' was an Italian tourists' motivation, and 'to talk about the visit', and 'to get suntan' were motivations of British tourists only.

Also the importance of these motivations varies among different national groups. At a meeting with the two coders a schema was negotiated for coding participants' motivations into what became Table 3.

The main motivations of participants in focus group

interviews were 'experience different cultures', 'experience different places', 'adventure', 'increase knowledge' and 'relaxation' as they were mentioned thirteen, twelve, nine, and eight times respectively (see Table 3). Furthermore, the importance of these motivations varies among different national groups. For British participants, the most important motivations were 'experience different culture', 'experience different places', and 'the site's historic background'. For Italian tourists 'adventure' and 'visiting places our friends have not been to' were the most important motivations. For both French and German participants the most important motivations were 'experience new cultures and different places', 'adventure', and 'entertainment', but French participants also reported that they were motivated by 'meeting people with similar interests'.

5.2 Information Sources

It has been argued that Tourist's Destination Image

(TDI) is formed by external factors which include various information sources such as symbolic stimuli (promotion) and social stimuli (word-of-mouth) (e.g. Crompton, 1979 and Um and Crompton, 1990). In the context of this study participants referred to three main information sources about the visited destination, namely word-of-mouth, promotion, and general readings.

Word-of-mouth was found to be the most important source for participants from all nationalities and they considered this source as highly credible as it consists of friends and relatives' recommendations and advice. Participants emphasised the credibility of this source as they trust their friends and relatives who offer this information.

Word-of-mouth consists of verbal and non-verbal information such as photos, and seems to be more effective, as people express not only data and information about a destination they visited or knew, but also they express their feelings, perceptions and memories of destinations. For instance, a British lady explained how she decided to visit the site when she said:

"*My dad visited some of the most famous places in the world, but he describes his visit to Petra as the most memorable*" [1207].

This participant's information source is word-of-mouth – "*my dad*". This source provided not only information, but also feelings and emotions as "*the most memorable*".

Promotion is one of the external factors that forms tourists' image according to Baloglu and McCleary (1999). In the context of this research, participants stated that promotion could be through TV, radio, newspaper, magazine and the internet. Participants differentiated between promotion and their general readings based on the purpose of who produces this information. When the purpose is to convince people to react to this information, such as buying a package or visiting a place, they considered this information source as promotion, while if there is no specific purpose or financial benefit of this information, then they consider this information as general reading. Thus the same source may provide different kinds of information. For example, in newspapers readers may find an article about a destination and/or an advertisement providing information about a tourist destination.

5.3 Destination Cognitive Image (DCI)

As explained earlier in, TDI is classified in the literature into DAI and DCI (e.g. Baloglu and McCleary, 1999; Gallarza, 2002).

DCI is defined as tourists' beliefs or knowledge about a destination's attributes (Gallarza, 2002). Furthermore, researchers from the main schools of knowledge (Nordic and Northern American Schools) considered perceived service quality to be similar to DCI definition. Storbacka, Stranvik and Gronroos (1994:25) - from the Nordic School - defined Perceived Service Quality as "*customer cognitive evaluation of the service across episodes compared with some explicit and implicit comparison standards*", whereas writers from the Northern American school (Zeithmal, 1985; Parasuraman, Zeithmal and Berry, 1988) defined perceived service quality as "*customer global judgment of the superiority of an organization based on the customer ideals of excellence*". Thus tourists' DCI could be considered as tourists' perceived quality of a destination's attributes.

To determine a destination's attributes participants were asked to identify the main factors or dimensions that are important in improving their experiences. Afterwards, they were asked to identify items or attributes of each dimension. At a meeting with the two coders a schema was negotiated for coding participants' cognitive image.

It was found that there are differences among different national groups regarding determining the main factors or dimensions. For instance, British participants determined nine dimensions (Authenticity, Tour guides, Facilities, Hygiene, Accessibility, Security, Safety, Harmony and staff at the site), German participants determined four dimensions (Authenticity, Services, Facilities and Information), Italian participants identified eight dimensions (Authenticity, Tour Guides, Facilities, Accessibility, Communication, Safety and Security, and Staff), while French participants determined five dimensions (Services, Facilities, the Place, Environment and Culture).

Furthermore, the content of each dimension was different among different national groups. Some attributes had been mentioned only by one group, while other groups had not referred to them. For instance, only the French participants considered 'acceptable number of visitors in the site' as an important attribute that may affect the quality of the experience, while 'quality of lighting' was found to be an important attribute to Italian tourists only.

Through analysing all attributes that are mentioned by each group "duplications" were found in some attributes;

in other words, some attributes were mentioned by more than one group with or without using different words. To identify a comprehensive list of attributes duplication was avoided, and each attribute that was mentioned at least by one participant was included. Thus a list of 64 attributes was identified. This list consists of all attributes that are mentioned by at least one participant in any of the four focus groups, considering avoiding duplication even if different groups mentioned the same attribute using different words or names. Thus the comparison between the four lists that were produced by each national group revealed a list of 64 attributes that measure participants' cognitive image of the destination. This list of items or attributes was used to develop the research instrument.

5.4 Destination Affective Image (DAI)

As explained earlier, destination image consists of cognitive/perceptual image, and affective image. Cognitive evaluation refers to beliefs and knowledge of the object, whereas affective evaluations are feelings about the object (Baloglu and McCleary, 1999).

Agreement seems to exist among scholars in the tourism destination image (TDI) field about the measurement of DCI as the quality of destination attributes (Baloglu and McCleary, 1999; Gallarza, 2002). Furthermore, there is a lack of agreement about conceptualisation of perceived destination image (Beerli and Martin, 2004: 624), particularly in the conceptualisation and measurement of DAI.

Table 4. Distribution of Participants' DAI

Participants	perceive the site as related to someone's heritage		perceive the site as related to religion		perceive the site as related to both	
	No	%	No	%	no	%
British	8	29	4	17	2	18
French	7	25	10	43	5	46
Italian	6	21	5	21	2	18
German	7	25	4	17	2	18
Total	28	100	23	100	11	100

For instance, Beerli and Martin (2004) measured DAI using two dimensions, 'exciting' and 'pleasant', while the two dimensions have been used in other studies as motivations (e.g. Poria *et al*., 2003, 2004a, 2004b). On the other hand, Chen (2001) measured DAI using two different dimensions, namely 'adventure' and 'relaxing', while these variable have been considered as motivation measures in other studies (e.g. Pearce: L. 1993; Poria *et al*., 2003; 2004a;b).

Based upon Crompton's (1979) definition of destination image as "*beliefs and expectations that come to visitors' minds when they think about a particular place*", participants were asked to describe their beliefs and expectations of the ancient city of Petra. The words and themes that participants used to express their feelings, expectations and beliefs about the site were analysed to find out how to measure tourists' DAI. Participants used different words and themes to express their impressions about the site. These words and themes were classified into two main categories, namely religion and heritage.

All participants considered the site to be related to a specific heritage and/or religion.

28 participants out of 40 considered the site as being related to someone's heritage while 23 participants out of 40 considered the site as related to religion. Only 11 participants out of 40 participants considered the site to be related to both religion and someone's heritage. On the other hand, 17 participants out of 40 considered the site to be related to heritage only, while 12 considered the site as related to religion only.

Some participants from all groups used religious terminologies and expressions to express their perceptions about the site, such as:

- The Holy Land
- A holy site
- Bible land
- Holy place unseen in the world
- The last crusade
- Biblical city

These religious terminologies and expressions give indications of the religious meanings the participants attach to the world heritage site.

The other category of participants' perception of the site is called Heritage, which means that participants perceive the site to be related to someone's heritage.
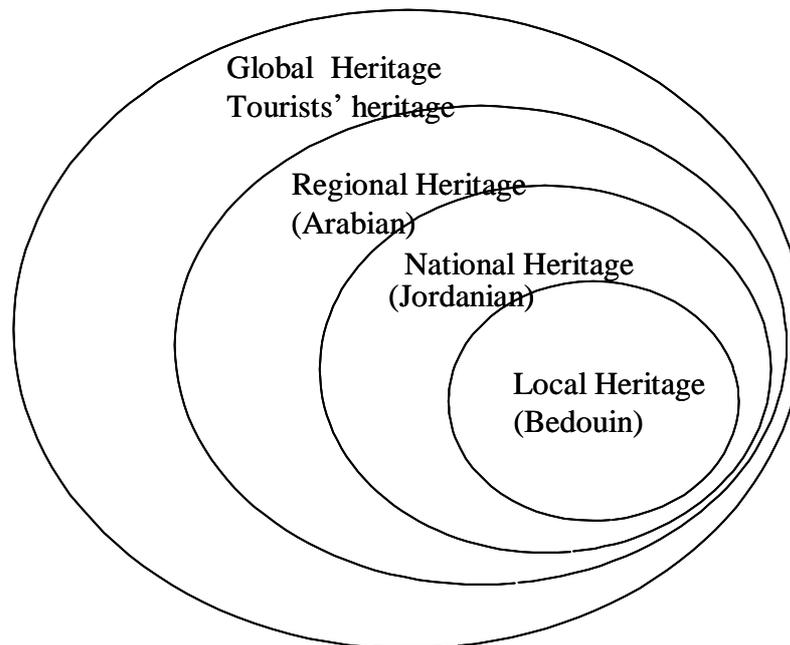
Figure 1. Tourists' Perception of world Heritage Attraction (Petra)

Through analysing participants' impressions about the site, they seemed to perceive the site as belonging to someone or some group's heritage or culture. Participants perceived the ancient city of Petra as:

- Bedouin heritage
- Jordanian heritage
- Arabian heritage and/or
- Global heritage

Participants who considered the site as "Bedouin" perceived it as a local culture related only to locals or the Bedouin community in the south of Jordan. Some other participants considered the site as part of Jordanian heritage; in this case the site is belonging to every Jordanian rather that Bedouins only. Furthermore, there are participants who perceive the site as part of Arabian heritage, which includes Jordan and other Arab countries. Other participants considered the site as global heritage that is belonging to all people around the world. Thus participants' perceptions of the destination range from very limited (Bedouin) to very broad (Global), and, as all participants are European tourists, they are part of the globe and thus perceive the site as part of their own heritage when they think it is a part of global heritage (see Figure 1).

This is consistent with the findings of other studies on world heritage attractions in the Middle East such as (Poria *et al.*, 2003) study on the Wailing Wall site in Jerusalem city and (Poria *et al.*, 2004 b) study on Massada site in Israel. They classified the visitors based on their perception of the site as related to their culture, and they found some of the international tourists perceive the sites as related to their own heritage.

To conclude the DAI is about tourists' impression about the site as related or not related to religion, and to what heritage the site is belonging, local, national, regional or global heritage.

This variable seems to be one of the main variables that explain how heritage attractions may be perceived or experienced vary nationally. For instance, the majority of French participants considered the site as related to religion (ten out of twelve) while seven out of twelve considered the site to be related to heritage. On the other hand, less than half of the remaining national groups considered the site to be related to religion (see Table 4.).

5.5 Satisfaction and Behavioural Intentions

It has been suggested in the literature to ask questions about satisfaction to identify products' attributes that customers use in evaluating the product's quality (e.g. Parasuraman Zeithmal and Berry 1985 and 1988; Frochot and Hughes, 2000; Khan, 2003). Thus participants were asked about satisfied and dissatisfied instances and the

consequences of them. Despite some participants reporting some dissatisfaction with some attributes of their experience in Petra, all of them reported that they were satisfied generally with their visit.

Behavioural intention has been considered in the literature as re-visit and word-of-mouth (e.g. Kozak, 2001; Tian-Cole *et al.*, 2002; Reisinger and Turner, 2002). Implicitly previous studies supposed that if the customer or the visitor intended to re-visit the destination or re-use the product he/she intended to suggest others to do so, or vice versa (e.g. Dewhurst and Dewhurst, 2006:294). In the context of the heritage tourism the analysis of participants' themes revealed that some participants had intentions to revisit the destination while they did not have an intention to suggest the site to others, or some other participants were willing to recommend the destination to relatives and friends while they preferred to visit other destinations instead of re-visit the same destination. As explained in Table 5, 23 participants out of 40 had an intention to re-visit the site some time in the future, and 30 participants out of 40 were willing to recommend the site to others, while only 15 participants out of 40 had both intentions together.

On the other hand, the analysis revealed that behavioural intention is one of the main variables that may explain how heritage attractions may be perceived or experienced vary nationally. As shown in Table 5, more than half of participants from three national groups (British, Italian and German) intended to visit the site again in the future, while half of the French participants had no intention to re-visit the site in the future. Moreover, more than half of the British participants have intended to visit the site in the future and recommend the site to others at the same time, while only a few participants of all the other groups (e.g. sixth of the French) had both intentions.

6. ESTABLISHING THE MODEL

6.1 Interdependency of Variables

Using content analysis of transcripts of all focus group sessions the relationships among variables were investigated. The results revealed relationships between information source and both motivations and DAI; between DAI and both motivations and DCI; between motivations and DCI; between DCI and overall satisfaction; and between overall satisfaction and behavioural intention. These relationships are presented in Figures 2a to 2g, and combined in one figure (Figure 2h) that represents tourists' responses to world heritage. Next these relationships are discussed in more detail.

6.1.1 Information Source and Destination Affective Image

As mentioned earlier participants revealed three information sources, namely word-of-mouth, promotion and general readings. Also DAI was found to be measured using two dimensions: whether the attraction relates to religion and to which heritage or culture it belongs.

These two variables seemed related to each other. For instance, some information sources were associated with respondents' perception of the destination as related to religion and/or to which heritage belongs to. Previous reading about Petra seems to form different perceptions of the site depending on the subject they have read. A German respondent who has read a book about the Swiss explorer Johann Ludwig Burckhardt's re-discovering of Petra perceived Petra as an Arab Heritage:

"*I had wanted to see Petra ever since I first read about it. It sounded like something from an Arabian Nights Fantasy*" [4207].

Thus, reading is the participant's main source of information about the site, and "*Arabian*" is what the site belongs to from that tourist's perspective, which seems to be affected by her sources of information.

Another participant reported that he has read in an architectural book that:
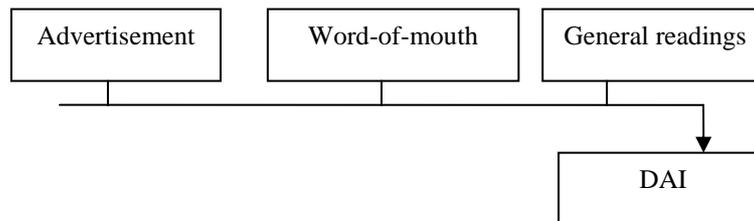
"*Petra came from Petros which means rock in Greek*" [3205].

Furthermore, some information sources affect tourists' perception of the site as associated with religion. For instance, some participants have asserted that they have read that Petra was labelled as "*the biblical city*" [3102]. Moreover, word-of-mouth sources were found to have an effect on visitors' perception of the site. For instance, friends and relatives gave a religious impression about Petra such as "*a holy place unseen in the world*" [2201], and "*Biblical land*" [2109].

Previous studies investigated the relationships between different information sources and destination image. These studies found that information source affects DCI not DAI, whereas this qualitative investigation found indications of relationships between information source and DAI not DCI.

Table 5. Participants' Overall Satisfaction and Behavioural Intention

Participants	Overall satisfaction	Intention to re-visit	Recommend others to visit	Intention to re-visit and recommend others to visit
British	10	7	8	6
French	12	5	9	2
Italian	9	6	7	4
German	9	5	6	3
Total	40	23	30	15

Figure 2a. Relationships between Information Sources and DAI

6.1.2 Information Source and Motivations

As explained before in this chapter, the analysis of participants' themes identified sixteen motivations to visit world heritage attraction. There are some indications of relationships between information source and these motivations. For instance, a young English tourist said:

"*I have been told to see many of the places in Petra one must do a lot of walking and climbing… it seems a good place for adventure*" [1110].

There is a clear connection in the participant's discussion between word-of-mouth as a source of information about the site, "*I have been told*", and his motivation, "*adventure*". Thus, it seems that a source of information about a heritage attraction arouses some motives towards visiting this attraction.

6.1.3 Destination Affective Image and Motivations

There are some indications of relationships between participants' motivations and DAI. Most participants who visited the site to "experience new cultures" considered the site as Arabian or Bedouin heritage. Furthermore, some participants reported that they visited Petra the "Holy place", "the biblical city" or "bible land" to "experience different places". In addition, some participants perceived the site as belonging to global heritage. Simultaneously they felt a sense of belonging to the site. Thus, there seems to be a kind of association between some motivations to visit the destination and the way visitors perceive and recognise this destination. These findings are consistent –to some extent – with the findings of similar studies in the literature. For instance,

Poria *et al*. (2001 and 2004a) investigated the relationships between tourists' motivation and perception of a world heritage site in Israel (Massada) and in both studies they found relationships between tourists' perception of the site as related to their own heritage, and they found that tourists with different perception of the visited site have a different motivation to visit it.

6.1.4 Destination Affective Image and Destination Cognitive Image

Participants' affective image DAI and cognitive image DCI seem to be associated with each other. Some participants made a kind of connection between their perception of the destination as related to religion and some attributes of destination cognitive evaluation. For instance, a participant considered Petra as:

"*the most authentic holy place in the world*"[4101]

In this example the participant linked his DCI, "holy place", and one attribute of his DCI "authenticity". Furthermore, the participant emphasised the importance of maintaining the authenticity of places that are considered as "holy".

Furthermore participants linked their perception of the destination as belonging to a specific heritage and some attributes of destination cognitive evaluation. For instance, participants who perceived the site as belonging to Bedouin heritage [1104; and 3205] emphasised some destination cognitive attributes such as "*shops must reflect local culture*" [3205], and visitors' ability to have "*contact with local people*" [1104].
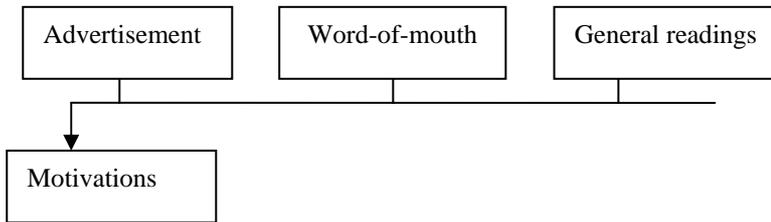
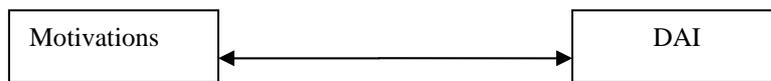**Figure 2b. Relationships Between Information Sources and Motivations**

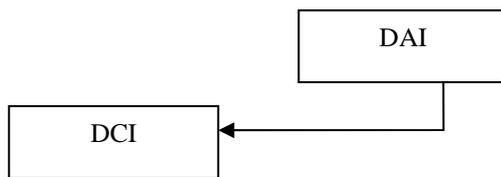**Figure 2c. Relationships Between Motivations and DAI**

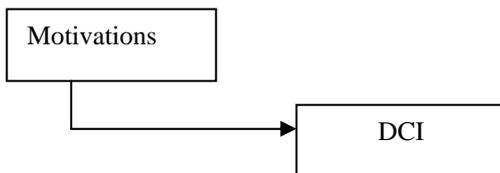**Figure 2d. Relationships Between DAI and DCI**

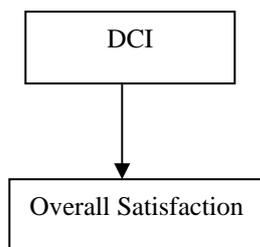**Figure 2e. Relationships Between Motivations and DCI**

Figure 2f. Relationships Between DCI and Overall Satisfaction
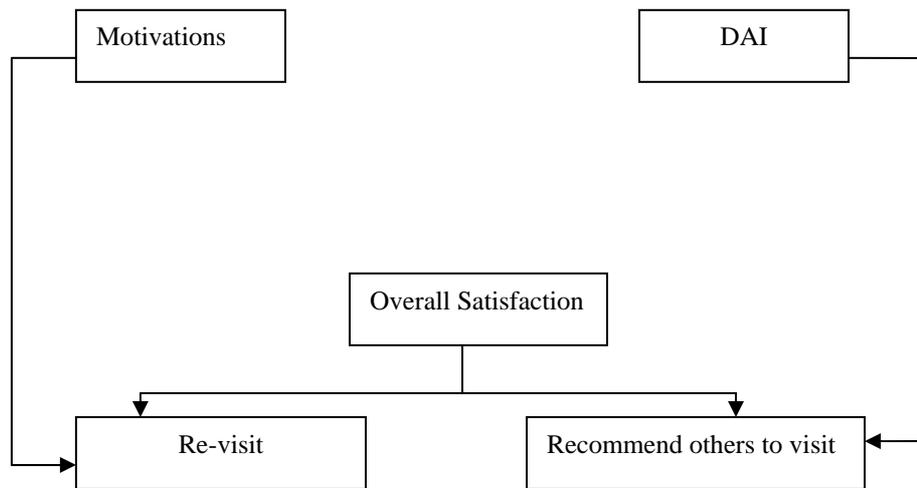
Figure 2g The Effect of Overall Satisfaction, Motivations and DAI on Behavioural lntentions
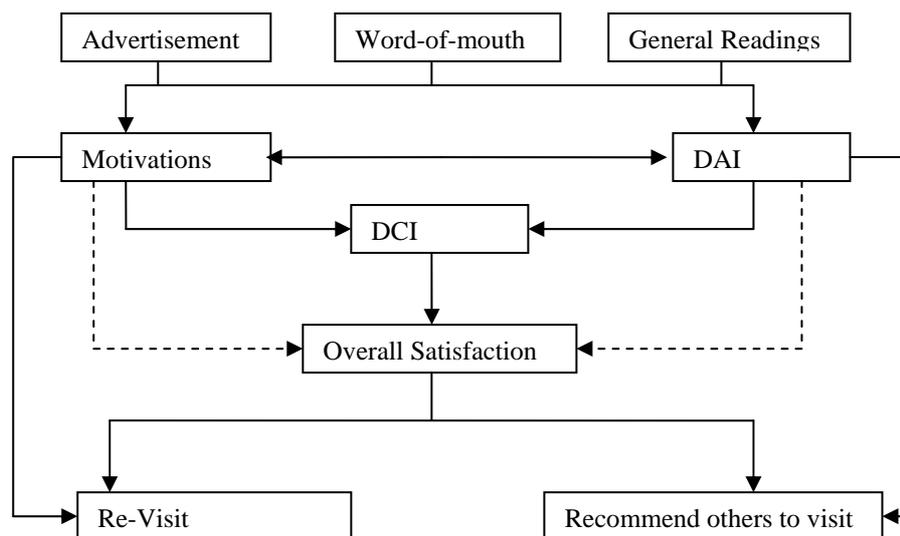

Figure 2h. The Initial Model of Tourist's Response to World Heritage

DAI: Destination Affective Image.

DCI: Destination Cognitive Image.

→: Relationships indicated in focus groups and supported by previous studies.

----: Relationship indicated in previous studies but not supported by focus groups.

6.1.5 Motivations and Destination Cognitive Image

Content analysis of themes indicated some kinds of association between motivations and some attributes of DCI. For instance, participants considered "*level of crowd at the site*" when they evaluated the quality of their experience in Petra. Afterwards they made a linkage between their motivation 'relaxing' and the level of crowd, when they suggested the best time to relax in Petra and avoid the crowd either by coming early in the morning:

"*Go early in the morning before the tourists arrive. Once they do arrive there are places to climb so you can avoid them*" [1106]

or coming after the crowd:

"*The best way to discover Petra is to first see it as I did: at the wrong time of day. Instead of arriving in the tourist-traffic of morning, I came just before dusk …*" [4101].

Moreover, tourists who visited Petra motivated by adventure were more concerned with safety and security procedures at the site.

6.1.6 Destination Cognitive Image and Overall Satisfaction

The satisfying and dissatisfying instances, and overall satisfaction have been used for different purposes and they do not have the same meaning. Satisfying and dissatisfying instances are about specific situations that happened *during* the visit. They have been asked in order to find the criteria that participants mind in evaluating the quality of their experience, while overall satisfaction is participants' overall feeling **after** the visit.

Tourists were asked about their overall satisfaction after the visit and they reported that they are satisfied. When they were asked about the reasons, they linked them with some attributes of DCI, especially authenticity. For instance, a participant reported he was satisfied about his experience in Petra because:

"*It was the most authentic city I have ever seen*". [3109]

Another participant was highly satisfied because the site was:

"*Two thousand years old, and still near-perfect*".

Thus these two examples indicate a kind of relationship between authenticity of the destination and their overall satisfaction after the visit. On the other hand, all participants reported that they were satisfied overall; consequently there was no chance to compare between satisfied and dissatisfied participants' estimation of DCI and their overall satisfaction to find more about this relationship.

6.1.7 Overall Satisfaction and Behavioural Intentions

The nature of the relationship between participants' overall satisfaction and their behavioural intentions was investigated through analysing participants' responses and discussion of questions about their satisfaction and dissatisfaction instances and their consequences.

However, the relationships between their overall satisfaction and behavioural intention (willing to re-visit, and recommend the destination to others) were debated.

As shown in Table 5, 15 participants out of 40 reported that they are willing to re-visit the site again some time in the future, while they disagreed about recommending the site to others, as they think what suits them may not suit other people. On the other hand, some participants had no intention to re-visit the site in the future, while they reported that the site is "*highly recommended*" [e.g. 3101; 1106; 2207; 4202] for others to visit once in their life, because they thought the place were "*very nice*" and "*amazing*" but they prefer to experience other places around the world rather than continue visiting the same site. Back to participants' motivations, there was an association between their behavioural intention and their motivations. Most participants who had no intention to re-visit the site again were found to have almost the same motivations; for instance, six of eight of those participants who visited the site because "*it was included in their package*" had no intention to re-visit the site again in the future. Other participants who had a strong intention to re-visit the site again were found to have similar motivations; for instance, five participants stated that they feel a sense of belonging to the site; all of them stated that they have a strong intention to re-visit the site in the future.

6.2 Developing the Initial Model

One of the main results of this study was developing a holistic model of tourists' responses to world heritage attractions from tourists' experiences (see Figure 2h). This model is based upon the main variables that emerged from the analysis of the main themes and discussions. Thus the model has emerged from the qualitative analysis of tourists' experience with world heritage attraction to be a genuine model of tourists' responses to world heritage attraction that are embedded in heritage as a field.

Tourists asserted that they have three information sources about the visited destination, namely promotion, word-of-mouth and general readings. These information sources seem to have an effect on tourists' motivations to visit the destination and their DAI. The results of analysis found no indications of any relationship between information sources and tourists' DCI while some previous studies found a direct relationship between them (Baloglu and McCleary, 1999).

Furthermore there are some indications of relationships between DAI and DCI which are supported by previous studies (e.g. Baloglu, 2001). However the

previous work found DAI to be affected by DCI, while this study found some indications of a reverse relationship. Moreover, the result indicated some indications of relationships between tourists' motivations and their DCI. These relationships are supported by previous studies (e.g. Baloglu and McCleary, 1999). Regarding the direction of relationship, tourists' motivations were found to have an effect on DCI, and this is supported by previous research (e.g. Baloglu and McCleary, 1999); furthermore, this relationship seems to be reasonable for first-time visitors, as their motivations are formed before the visit while their DCI happened during or after the visit.

Tourists' overall satisfaction was found to be affected by their DCI. Previous studies in this field found similar results. Previous studies investigated the relationships between satisfaction and perceived service quality (which can be considered as DCI as explained earlier), for example, Chhabra *et al.* (2003) and Yuksel and Yuksel (2001) found tourists' satisfaction to be affected by their perceived service quality. Also, previous studies found overall satisfaction to be affected directly by tourists' motivations and DAI (Baloglu and Mangaloglu, 2001), while no indications of these relationships have been found in this qualitative assessment.

Intention to re-visit the destination and recommend others to do so have been investigated. The results found relationships between these two behavioural intentions. Previous studies have investigated these two intentional behaviours and implicitly considered them to be simultaneous while this study found different results; some participants were found to have an intention to re-visit the site while they have no intention to recommend this site to others. Also some other participants have the intention to recommend the site to others without the intention to visit the site again in the future.

Finally, relationships were found between the intention to recommend others to visit and DAI, while relationships were found between tourists' intention to re-visit the destination and their motivations.

7. SUMMARY

The items pool for tourists' motivations and destination cognitive image -from their perspective- were established in this study. Package tourists were found to visit world heritage attractions for sixteen motivations. The identified motivations can be used to develop an

instrument to further study tourists' motivations in the context of world heritage attractions using a representative sample. Package tourists are concerned with tour guides, staff at the site, information, and authenticity of the site. The current study provided a good items pool that can be used to study tourists' image and behaviour in the context of world heritage.

The results revealed that tourists get information about world heritage attractions from three main sources, namely advertisement, word-of-mouth and their general reading.

One of the main outcomes of this study is the initial model of tourists' responses to world heritage, namely the initial HeriQual Model (see Figure 2h).

The outcomes of the current study can be used as an initial phase of further studies. The structure of tourists' motivations and cognitive image can be investigated using Exploratory Factor Analysis (EFA) techniques. The initial HeriQual model could be tested and cross-validated using SEM techniques. Furthermore; further investigation of national differences of tourists' responses to world heritage (i.e. motivations and image) could be done building upon the outcomes of the current study.

8. CONCLUSION

Tourism is very important to the Jordanian economy, thus, understanding tourists' behaviour is critical to the decision makers in the tourism field. The study provides quantitative tools for investigating and understanding tourists' behaviour in order to develop better tourism product and promotional programs.

The study established a holistic model of tourists' responds to world heritage which encourage decision makers to think more comprehensively. Tourists perceptions seems to affect their further respond to the site, thus building good image of the site is critical to increase the number of visitors.

RECOMMENDATIONS

In the light of the results, the study provides recommendations to both the academics and practitioners in the Jordanian tourism market. Researchers are encouraged to conduct further research on tourist's behaviour for further understanding of tourists behaviour and experience, they may employ the theoretical model to investigate inter and cross-cultural differences of tourists'

responses to tourism attractions. Furthermore they may investigate the behaviour of tourists from other nationalities.

Practitioners and decision makers should give more attention to tourists' perception and image to establish a good positioning strategy for the Jordanian tourism sites and service quality to attract more visitors. Also much attention should be given in order to achieve tourists' satisfaction to enhance their loyalty to the Jordanian tourism attractions.

NOTES

(1) World Tourism Organisation.
(2) The service sector contributes almost 70% of Jordan's GDP.
(3) The main foreign exchange is the Jordanian overseas remittances, especially from those who work in the Gulf States. They provide Jordan with around US$ 3 billion each year.
(4) Ministry of Tourism and Antiquities of Jordan.
(5) Interviewees are identified by four-digit numbers the first one on the left is the nationality (1 British, 2 French, 3 Italian, and 4German), and the second digit consists of two numbers: 1(male) or 2 (female), while the last two digits consist of the participant number (from 1 to 12).

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