

Determining Measurement for Destination Attributes Performance and Emotions in Tourist Visit Experience Assessment

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Abstract: Tourist visit experience is commonly influenced by the numerous elements available at the destination. Tourists often encounter these destination attributes and make assessments of the encounter. Ultimately, the outcome of the attributes' performance assessments would elicit emotional responses. Thus, a combination of cognitive appraisal and the affective outcome would be important in the destination visit experience. Nonetheless, there seem to be some disagreements in the literature about the attributes that are influential in determining destination visit experience. In addition, scholars seem indecisive about a bipolar or unipolar approach for measuring the emotional dimension. Hence, this paper aimed to ascertain the dimension of the emotional response measurement for destination attributes. In order to achieve this, a pilot study was conducted among Chinese nationality tourists using a set of questionnaires that had listed a list of destination attributes and emotional responses measurement items. The data was analyzed for validity and reliability using SPSS software. The results indicated that all dimensions tested have satisfactory validity and reliability. Destination attributes performance construct is classified into six dimensions: attraction, activities, service and hospitality, facilities, local culture, and trip value. It is also affirmed that emotional responses can be investigated using the two dimensions of positive and negative emotional responses. This paper is helpful for studies that are related to destination visit appraisal in terms of confirming the attributes of the destination that may be influential in stimulating the visit experience. As for the industry, the dimensions derived from this paper can be used as a guideline in order to understand the areas that need to be given due attention in order to meet tourist needs and wants, which ultimately will elicit a memorable visit experience

Keywords: Cognitive evaluation, destination attributes performance, Emotions, Visit experience

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Introduction

Tourists visit a destination and obtain a visit experience during the trip. This generally occurs when tourists engage with elements or products and services at the destination. Murphy *et al.* (2000) proposed that the two main elements of a destination's products that may influence the tourist experience are the destination's environment and service infrastructure. Hence, besides providing a sustainable environment, the destination needs to manage and enhance its service infrastructures, such as food services, attraction services, and shopping services. The tourist visit experience shall be seen as the consumption experience after consuming the various products and services at the destination. Ultimately, a comprehensive understanding of factors influencing tourist visit experience is crucial. Researchers and scholars generally view tourists' visit experience as tourist overall consumption experience at

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the destination (Quan & Wang, 2004; Andersson, 2007; Kim & Ritchie, 2013; Mossberg, 2007; Oh, Fiore, & Jeoung, 2007). This is because a destination is central to the tourism system that offers a combination of products, services, and facilities relevant to the tourists. These products' standards and performance levels, including accommodation, food and beverage, transportation, shops, and other leisure and recreation activities, would eventually influence the tourist visit experience (Otto & Ritchie, 1996; Buhalis, 2000).

One of the crucial outcomes of consumption experience is related to emotional responses. In terms of emotion, Bagozzi, Gopinath, and Nyer (1999) defined "affect" as an umbrella for a set of more specific mental processes, including emotions, moods, and possibly attitudes. Although people's perceptions (cognitive aspects) are related to the environment and surroundings, people's emotions are a kind of chemistry-affected reaction (Ortony, Clore, & Collions, 1988). Carù and Cova (2003) pointed out that visit experiences could generate emotions, and experiences can also influence consumer responses. Based on this, consumption emotion can be depicted as an emotional reaction from one's response to consuming the products or services (Richins, 1997).

In the service industry, the consumption experience can be a service process that creates cognitive, emotional, and behavioural responses among customers (Edvardsson, Enquist, & Johnston, 2005). In sum, when the consumers experience the consumption process, they feel and think; thus, the emotions are generated typically through the consumption of products and services. Similarly, in tourism settings, the tourists would encounter tourism products, services, and facilities when visiting a destination, which eventually evokes emotional responses as a result of this encounter. In other words, tourists obtain visit experience during their visit when they consume (or experience) the various tourism products, services, and facilities at the destination. These are the destination's attributes that the tourists evaluate. The result of this consumption would elicit specific affective responses or emotion, which is called consumption emotions.

Scholars have stated that consumption emotion could be regarded as an emotional reaction to one's response to consumption; it is a series of emotional responses resulting from the cognitive evaluation of consumers' experience of products and services (Westbrook & Oliver, 1991; Izard, 1993; Oliver, 1997; Richins, 1997; Bagozzi, Gopinath, & Nyer, 1999; Menon & Dubé, 2000).

Overall, this paper affirms the measurements for destinations attributes and the dimension of consumption emotion. Conceptually, it is postulated that after a series of encounters with the destination attributes, the tourists are expected to develop some forms of emotional responses. Specifically, tourists cognitively evaluate these products and services, and the result of this evaluation evokes emotions. Hence, this paper reiterates the cognitive-affective assessment approach proposed in various consumer and tourism studies literature.

Tourist Experience at Destination

Numerous past literature on tourist destinations focuses on the tourists' visit experience and destination attributes' performance. Wang (1999), for example, argued that tourist experiences are not based on objects but rather on people's personal feelings, which are reflected in activities. Bigné and Andreu (2004) indicated that emotion plays a vital role in tourism experiences, and tourists' emotions are generally considered a key element in their experiences. Recently, the emotional role of tourism has received more attention. However, the literature's evidence pointed to the role of cognitive and affective elements in the formation of the visit experience. Hence, this paper conceptually supports integrating the cognitive process (destination attributes' performance evaluation) and the affective dimensions (positive and negative emotions) in tourist visit experience assessment.

Tourists' Visit Experience and Destination Attributes' Performance

According to Tung and Ritchie (2011), there is no consensus on defining visit experience, although many scholars have tried to study it to provide insights into various components of the definition. Nonetheless, they summated that tourism experience is the relationship between people and their view of the destination, dependent on the location and the society to which they belonged. Other scholars argued that tourist experiences are not based on objects, but rather on people's personal feelings derived from activities (Wang, 1999). Similarly, Pine and Gilmore (1988) found that experience with an event relates to emotional, physical, spiritual, and intellectual impressions; all of these are people's feelings. Conclusively, tourism experience may be defined as the subjective

evaluation (i.e., affective, cognitive, and behavioural) of people's every activity and event when they begin, during, and after the trip (Tung & Ritchie 2011).

Numerous studies have endorsed the importance of attracting more tourists by encouraging positive, memorable, and high-quality visit experiences in order to improve the destination's success, competitiveness, and sustainability, which in turn can benefit the tourists themselves, the tourism industry, and the local communities (Binkhorst & Dekker, 2009; Crouch, 2011; Prahalad & Ramaswamy, 2004; Jennings & Nickerson, 2006; Manente & Minghetti, 2006; Mossberg, 2007; Tung & Ritchie, 2011). Nonetheless, attracting and sustaining tourists can only be achieved if the destination elements or attributes are provided at a satisfactory level.

The importance of destination attributes on tourist experience is depicted in Murphy's model (Murphy *et al.*, 2000), which proposes that two main elements of destination products influence tourist experience: service infrastructure and destination environment (Figure 1).

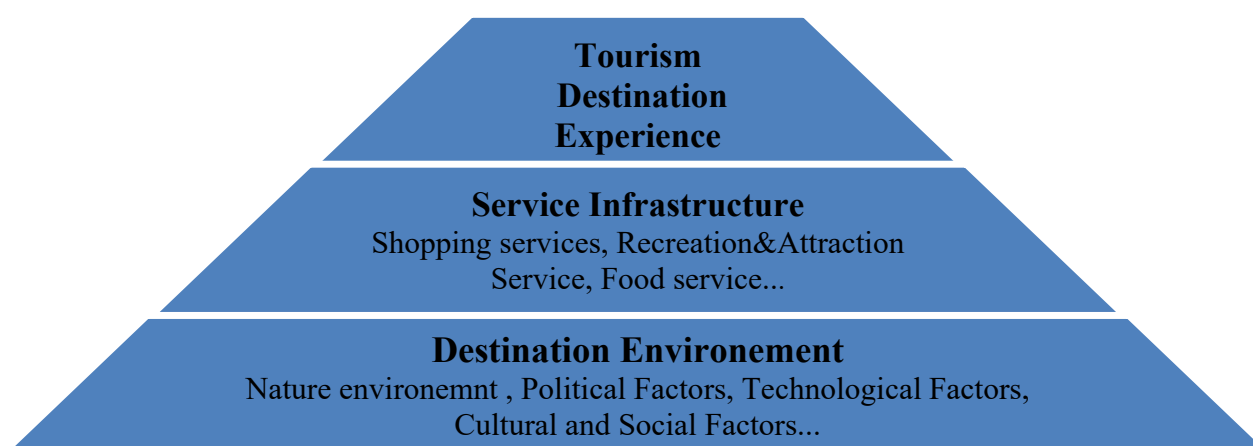


Figure 1: A conceptual model of the destination product
(Source: Murphy *et al.*, 2000)

Murphy *et al.* (2000) specified that a stable environment is a basic requirement for a successful tourism business, and of course, a stable environment could increase the visitors' expectations. Furthermore, it is important to manage and enhance the service infrastructure, to satisfy the tourists at their destinations.

Destination attributes combine the different elements intended to appeal to tourists in a destination (Lew, 1987). Tourists visit the destination as they are attracted by these attributes, at which point these attributes become components and factors which influence their visit experience (Kim, 2014). Therefore, providing a good, memorable visit experience relies on the performance of the destination attributes. Some studies suggested that a number of attributes may entice memorable experiences: local culture, various activities, hospitality, infrastructure, environment management, and superstructure (Ghazali, Radha & Mokhtar, 2021; Kim, 2014). His research also showed that local culture, activities, hospitality, and superstructure have higher mean ratings than the other destination attributes. These findings supported the work of many other similar past studies (Crouch, 2011; Laws, 1995; Dwyer & Kim, 2003; Murphy *et al.*, 2000; Kim, Hallab, & Kim, 2012; Rashid, 2013).

In principle, destinations attributes that are in the forms of products, services, or features are the factors that appeal to and attract tourists to travel to the destination. These attributes are elements that were categorized as attraction, facilities, infrastructure, transport, and hospitality (Cooper, 2008; Gunn, 1994; Gunn & Var, 2002; Hosany, Hunter-Jones, & McCabe, 2020; Weaver & Lawton, 2006). Murphy, Pritchard, and Smith (2000) studied the destination products and their impact on travellers' perceptions of Canada. The results suggested that destination attributes significantly impact visitors' perceptions of quality, trip value, and intent to return. In terms of attributes, Rashid (2013) suggested five groups of destination elements to represent destination attributes' performance: natural attractions, man-made attractions, infrastructure, superstructure, and service and hospitality. Thus, following these previous studies, this paper proposed that destination attributes can be grouped into the following five elements (Figure 2).

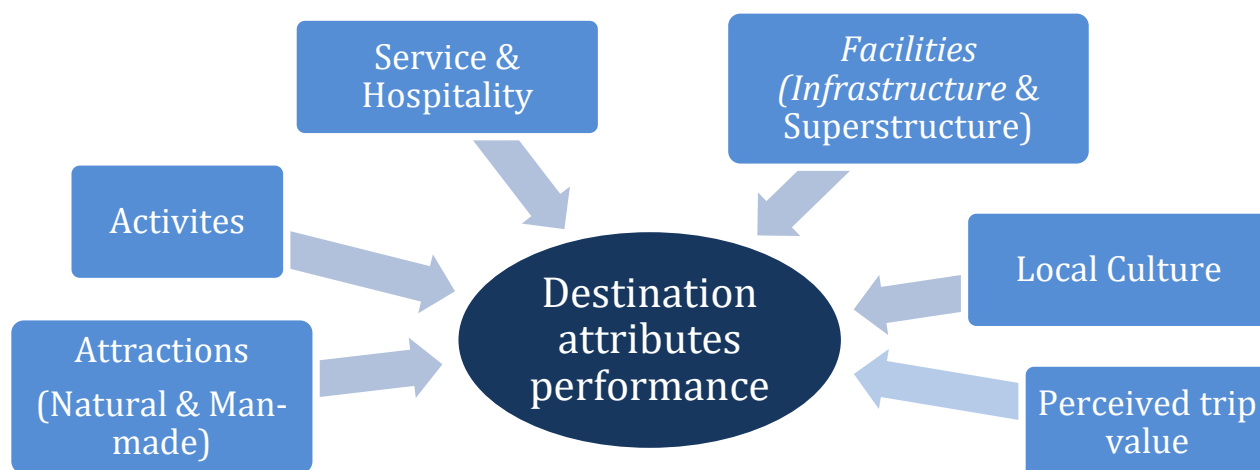


Figure 2: Variables for destination attributes

Conclusively, evidence from the literature suggests that the tourist visit experience can be examined by evaluating the destination attributes' performance. Accordingly, it is sensible to adopt variables and components outlined in previous studies. Therefore, this paper proposes six dimensions of destination attributes: attractions (natural and man-made); activities; service and hospitality; facilities (infrastructure and superstructure); local culture; and perceived trip value. Hence, a series of reliability and validity tests were conducted to ascertain the stability of these measurement attributes dimensions

The literature also pointed out that destination attributes influence post-experience outcomes. In this case, emotion is anticipated to be the outcome of destination attribute assessment. Emotion as an affective dimension is regarded as a critical component of the visit experience since tourism is experientially based, linked with post-experience emotion. Hence it is sensible to explore emotion as an affective dimension of the visit experience.

Consumption Emotion

Emotion is regarded as the result of peoples' cognitive evaluation of some events or thoughts. This commonly happens through physiological processes and can be expressed by gestures, posture, facial features, and other physical expressions. Ultimately, depending on its nature and meaning to individuals, the emotion may result in a specific reaction. For example, Russell and Pratt (1980) stressed that independent emotions can be described as anger, joy, and fear.

Ortony, Chore, and Collins (1988) thought that emotions could be regarded as chemistry, an affective reaction from peoples' perceptions (cognitive) to their environment and surroundings. Based on this, consumption emotion is an emotional reaction stemming from one's response to consumer products or services (Richins, 1997). Most previous literature on consumption emotion (Bagozzi *et al.*, 1999; Dubé & Menon, 2000; Han, Cui, & Guo, 2020; Jia, Gao, Wang, Westbrook & Oliver, 1991; Izard, 1993; Oliver, 1997;), agreed that from a consumer behavioral point of view, consumption emotions could be regarded as a series of emotional responses arising from the cognitive evaluation of the consumer's experience of products and services.

Past studies related to consumers' emotions affirmed that consumption emotions could be distinctively classified into positive and negative emotions (Laros & Steenkamp, 2005; Mano & Oliver, 1993; Westbrook, 1987). In other words, customers' positive and negative emotions are independent variables to be measured separately. In terms of measurement, Westbrook and Oliver (1991) used Izard's Differential Emotion Scale (DES) to study American customers' emotion and satisfaction in purchasing cars; and the result showed that the DES scale measurement has high measurement reliability in the service environment. In addition, Richins's (1997) Consumption Emotion Scale (CES) is applauded to be reliable for measuring post-consumption emotions responses. Moreover, Babin and Griffin (1998) demonstrated that despite the convenience of the bipolar view,

emotions could clearly be distinguished as the positive and negative dimensions.

In this paper, the emotions are measured using a number of items indicating the positive and negative dimensions of emotions based on the CES, DES scales, and from a few other post-consumption emotional responses studies (Richins, 1997; Petrick, 2004; Williams & Soutar, 2009). Hence the emotion scales chosen are as follows: Positive emotions (6 items) romantic, peaceful, fulfilled, happy, excited, relaxed; Negative emotions (7) angry, worried, scared, sad, bored, disappointed, and frustrated.

Conceptual Background

Emotions are affective variables; they are more intense in nature than moods and are associated with a specific stimulus (Cohen & Areni, 1990). Emotions play an important role in defining consumption experiences and influencing consumer reactions (Babin, Darden, & Babin, 1998). The notion that people have an emotional reaction to their immediate environment is widely accepted in psychology (Machleit & Eroglu, 2000), and the potential to evoke an emotional response toward tourist destinations is significant given that vacations are rich in terms of experience attributes (Otto & Ritchie, 1996). Specifically, the hedonic nature of the holiday consumption experience evokes emotions (Liljander & Strandvik, 1997; Mattila, 1999), which, in turn, can lead to various outcomes, such as satisfaction, behavioral intention, and attitude judgments (Gnoth, 1997).

In the literature, researchers tend to borrow and adapt measures developed by emotion theorists when measuring emotional consumption. Such measures include the ten primary emotions of Plutchik (1980), the differential emotion scale (DES) of Izard (1977), the scale for pleasure, arousal, and dominance (PAD) of Mehrabian and Russell (1974), the positive affect and negative affect scales (PANAS) of Watson, Clark, and Tellegen (1988), and the consumption emotion set (CES) of Richins (1997). Regardless of the set of applied emotions, the most common classification is the two-factor structure, which divides emotions into positive and negative emotions (Bagozzi *et al.*, 1999).

The categorical approach rests heavily on appraisal theories of emotions (Scherer, Schorr, & Johnstone, 2001). Appraisal theories of emotion contend that events per se do not determine emotional responses but affect evaluations and interpretations of events (Roseman, 1991). Different appraisal situations elicit different emotion types, leading to various behavioral consequences (Frijda, Kuipers, & Ter Schure, 1989; Roseman, Spindel, & Jose, 1990).

This paper reviewed a number of theories and models, namely the appraisal theory and cognitive appraisal theory on emotion, and other related models, paradigms, and evidence from the literature. In line with the aim of this study, a research model is proposed to investigate the outcomes of tourist visit evaluation in terms of tourists' assessment of the performance of destination attributes (cognitive) and emotional responses (affective). Thus, the cognitive-affective paradigm is appropriate for use in this research.

Thus, based on the literature, the research model is as shown in Figure 3:

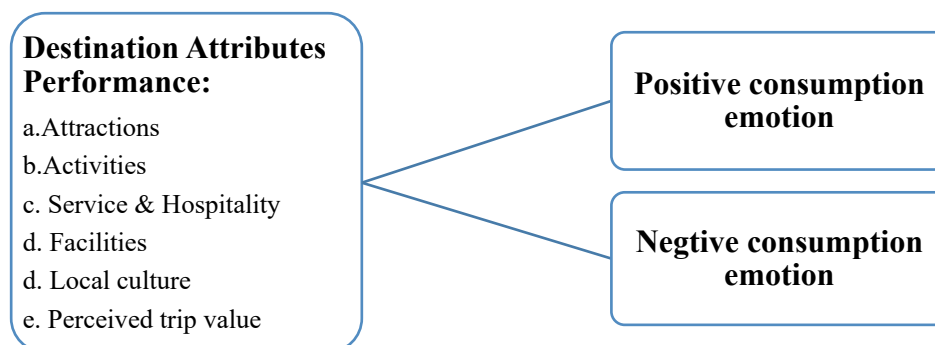


Figure 3: The Conceptual Model

Methodology

First, the study runs the pilot test to reduce the risk of missing possible alternative answers and adjust any inappropriate words, statements, or descriptions in the questionnaire. Specifically, the pilot test aimed to obtain feedback on the wording and Chinese translating expression in the questionnaire. More importantly, it also attempted to adjust the measure items of the preliminary questionnaire. For doing that, factor analysis is a generally useful statistical method.

In this study, the pilot test was conducted with 55 Chinese nationals who had visited Malaysia and travelled to various tourist destinations. The questionnaire was used to collect data from respondents by internet collecting at this phase.

The total 42 items scale, which involves two groups of constructs, is as follows:

- Destination Attributes: attractions (5 items), activities (3 items), service and hospitality (4 items), facilities (10 items), local culture (3 items), and trip value (4 items);
- Emotion: positive emotions (6 items) and negative emotions (7 items). All of the above items were tested with factor analyses and reliability tests.

Data Analysis and Result

This section presents the factor analysis and reliability test. According to Neuman (2007), reliability refers to the consistency with which any research method is carried out. The scale's reliability ensures that surveying at different times under the same conditions will lead to similar results (Ryan & Bernard, 2000). Babbie (1995) describes reliability as a necessary action where the same results will be reached when similar research and or technique is repeated. In this study, a pilot study was conducted to test the questionnaire items to ensure respondents' understanding. The alpha coefficient (Cronbach's alpha) was used to show that the questionnaires are reliable and valid in obtaining data about tourists' visit experiences.

Factor analysis is employed to reduce the number of variables that cannot be measured under analysis. According to Meyer, Allen, and Smith (1993), factor analysis is a technique to reduce the number of variables by combining variables that appear to be measuring a similar construct. Asubonteng, McCleary, and Swan (1996) stated that factor analysis is a major tool that provides a means to determine questions that are measuring dimension number one or number two. Therefore, factor analysis will be used to remove questions that cannot measure the dimensions that the study intends to evaluate. The results of the factor analysis and reliability test will report as follows:

Factor Analysis

A factor analysis was regarded as a "data reduction" technique. Pallant (2013) explained that the factor analysis takes a large set of variables and looks for a way that the scale items might be reduced or summarized using a smaller set of factors or components. This research used a principal component method with varimax rotation for the factor analysis.

As for the factor analysis of tourist attractions, Table 1 shows the KMO result is .842 and Bartlett's test 0.000, and a single factor is extracted from the solution; the Cumulative % of the variance is high (75.390); the communalities of these items range from .582 to .872. Thus, the factor analysis of tourist attraction items is appropriate.

Table 1: Factor Analysis of Tourist Attraction

No.	Items of Tourist Attraction	
1	Appropriate facilities	.872
2	Maintained facilities	.839
3	Sufficient activities	.789
4	Cleanliness	.687
5	Caple of holding crowds	.582
Cumulative % of the variance		75.390
Bartlett's Test		.000
KMO'S MSA		.842

Table 2 shows the factor analysis of tourist activities, the range of communalities is from .784 to .833, and the cumulative % of the variance is 75.390; the KMO (.741) and Bartlett's test (.000) are appropriate for factor analysis, and only one factor extracted from the solution.

Table 2: Factor Analysis of Tourist Activities

No.	Items of Factor Activities	
1	Diverse activities	.833
2	Interesting	.784
3	Easy to access	.814
Cumulative % of the variance		81.058
Bartlett's Test		.000
KMO'S MSA		.741

As shown in Table 3, the KMO and Bartlett's test of service and hospitality indicates that the data are appropriate for factor analysis, one factor is extracted, and the one component could explain a total of 75.390 percent of the variance. The communalities of these items are high (from .763 to .867).

Table 3: Factor Analysis of Service and Hospitality

No.	Items of Service and Hospitality	
1	Good restaurant service	.795
2	Good hotel service	.770
3	Local people hospitable	.867
4	Service provider hospitable	.763
Cumulative % of the variance		79.891
Bartlett's Test		.000
KMO'S MSA		.759

As observed from Table 4 of factor analysis of facilities items, the KMO value is .923, and Bartlett's test is significant ($p=.000$); therefore, factor analysis is appropriate. The communities range these ten items from .531 to .812. As expected, a single factor was extracted, and the cumulative percent of the variance is 72.450 percent.

Table 4: Factor Analysis of Facilities

No.	Items of Facilities	
1	Water and electricity	.768
2	Transport	.756
3	Communication networks	.737
4	Information centre	.732
5	Accommodation clean	.732
6	Facilities in accommodation	.733
7	F& B in restaurant	.812
8	Restaurant cleanliness	.699
9	Security	.531
10	Entertainment facilities	.745
Cumulative % of variance		72.450
Bartlett's Test		.000
KMO'S MSA		.923

As represented in Table 5, the KMO value (.758) and Bartlett's Test (Sig.=.000) of items of local culture suggest the appropriateness of conducting factor analysis. The high communalities range from .849 to .879, and a single factor is extracted from the solution.

Table 5: Factor Analysis of Local culture

No.	Items of Local Culture	
1	Experience local life	.849
2	Learn local history	.854
3	Experience local culture	.879
Cumulative % of the variance		86.058
Bartlett's Test		.000
KMO'S MSA		.758

As for the factor analysis of perceived trip value, Table 6 shows the results of the KMO value (.856) and Bartlett's test (sig.=0.000), which are appropriate for factor analysis. The communalities are high (from .860 to .878), and only a single factor is extracted.

Table 6: Factor Analysis of Perceived trip value

No.	Items of Perceived Trip Value	
1	Value for trip	.878
2	Value for money spent	.867
3	Prices is reasonable	.860
4	Value relative to destination	.868
Cumulative % of the variance		86.818
Bartlett's Test		.000
KMO'S MSA		.856

Tourist emotional responses are the dependent variables relative to the destination attributes performance as independent variables in this research. Factor analysis of emotion was conducted by 13 items based on the previous literature. It is assumed that emotions variables could be divided into positive emotions and negative emotions. Table 7 shows the results of the factor analysis of emotions. The results show the positive emotions'

communality ranges from .692 to .859, and the negative emotions' communalities are also high, from .659 to .889, and two factors were extracted. In the meantime, the table shows that the KMO value is .863 and the Bartlett test is 0.000, which are appropriate for factor analysis. Thus, it can be concluded that these emotions items are appropriate to be the samples as positive and negative factors.

Table 7: Factor Analysis of Emotion

No.	Items of emotions	Positive Emotions	Negative Emotions
1	Romantic	.812	
2	Peaceful	.773	
3	Fulfilled	.813	
4	Happy	.859	
5	Excited	.692	
6	Relaxed	.810	
7	Angry		.659
8	Worried		.822
9	Scared		.861
10	Sad		.838
11	Bored		.889
12	Disappointed		.853
13	Frustrated		.868
Cumulative % of variance			
Bartlett's Test			.000
KMO'S MSA			.863

Reliability Test

There are several different aspects to reliability; one of the main issues should be the internal consistency of measure items, which refer to the level at which items could make up the scales being together (Pallant, 2013). One of the most common methods to indicate internal consistency is Cronbach's alpha coefficient. DeVellis (2012) suggested that a good Cronbach alpha coefficient of a scale should be above .7.

The measurement items were tested based on the two main constructs, namely destination attributes and emotions. The results are depicted in Table 8, which shows that all factors in the constructs produced plausible alpha readings.

Table 8: Reliability Tests

Construct	Factor (items)	Alpha	Measurement Items	Alpha if item deleted
Destination Attributes	Attractions (5)	.918	Appropriate facilities	.879
			Maintained facilities	.885
			Sufficient opportunities	.894
			Cleanliness	.910
			Capable of holding crowds	.924
	Activities (3)	.883	Diverse activities	.813
			Interesting to experience	.857
			Easy to access	.831
	Service and Hospitality (4)	.915	Restaurant service	.892
			Hotel service	.900
			Local people hospitable	.867
			Service providers hospitable	.900
	Facilities (10)	.956	Water and electricity	.950
			Transport	.951
			Communication networks	.951
			Information centre	.952
			Accommodation clean	.952
			Accommodation Facilities	.952
			F&B in Restaurant	.949
			Restaurant cleanliness	.953
			Security	.957
			Entertainment facilities	.951
	Local culture (3)	.916	Experience local life	.883
Learn local history			.888	
Experience local culture			.863	
Trip value (4)	.949	Value for this trip	.931	
		Value for money spent	.934	
		Prices reasonable	.936	
		Value relative to destination	.934	
Emotion	Positive emotions (6)	.941	Romantic	.933
			Peaceful	.929
			Fulfilled	.927
			Happy	.924
			Excited	.937
			Relaxed	.930
	Negative emotions (7)	.960	Angry	.964
			Worried	.953
			Scared	.952
			Sad	.952
			Bored	.951
			Disappointed	.951
			Frustrated	.951

Within destination attributes factors, the attraction recorded alpha of .918, activities .883, service and hospitality .915, facilities .956, local culture .916, and trip value, .949. In terms of the Emotions construct, the alpha score of positive emotion factors is .941, and negative emotion is .960. These factors alphas are all well above .7; Thus, it can be concluded that the reliability of this research instrument is satisfactory.

Discussion and Conclusion

This paper has discussed the concept of destination visit assessment from the cognitive and affective dimensions. Tourists commonly evaluate the performance of the destination's attributes which later evokes their emotional responses. Nonetheless, it is also important to ascertain the measurement used to assess these attributes and emotional responses. Hence, this paper has proposed and tested an array of measurement items based on previous literature, which was depicted as a conceptual framework that signifies the relationship between destination attributes' performance and consumption emotions. In this framework, tourists' cognitive evaluations of the destination attribute performance would elicit emotional responses. The proposed framework indicates that the destination attributes performance involves six attributes: attractions, activities, service and hospitality, facilities, local culture, and perceived trip value. The result from destination performance appraisal will lead to consumption emotions which are represented by the positive and negative emotions. Accordingly, this paper initially minimizes the literature gap by combining both cognitive and affective responses to examine the tourists' visit experience in the tourism and hospitality industry.

The validity and reliability results show that all the measurement items are satisfactorily acceptable, indicating that similar studies about destination visit assessments may use these items in the future. Nonetheless, the result from this study may have certain limitations. Firstly, the measurement items were administered among Chinese tourists at two well-known Malaysian destinations. Thus, these measurements should be further tested to a larger set of multi-nationality tourist samples. Nonetheless, this paper has made a plausible effort to add information and contribute to the current understanding of tourism destinations topic.

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