The Macrotheme Review

A multidisciplinary journal of global macro trends

An Investigation of International Tourists from Big Emerging Markets (BEMs) of Different Age Groups using Information Sources for Making a Decision to Visit Thailand

RathakarnBuasri*, Pensri Jaroenwanit**, and Rudolph Brown**

*DBA student of Faculty of Management Sciences KhonKaen University Thailand
*Lecturer of Business Department, KhonKaen University NongKhai Campus, Thailand
** Faculty of Management Sciences KhonKaen University Thailand

Abstract

The aim of this study is to investigate the relationships between the age groups of international tourists from Big Emerging Markets (BEMs) and the information sources that they used for making a decision and choosing a destination. The samples used in this study were drawn from three countries belonging to BEMs including China, India and South Korea and top ten countries where their citizens come to visit Thailand most during last five years (2009 – 2013). The data were collected by questionnaire distribution at two airports in Bangkok, Thailand: Suvarnabhumi Airport and Don Muang Airport and via individual interview. The data analysis was carried out by the means of descriptive statistics and inferential Statistics. This study explores information sources used by the tourists in different countries and different age groups. It helps tourism industry practitioners in Thailand have a proper comprehension on segmentation of international tourists by age groups and understand the ways they use the information sources for planning their trips. Finally, the marketers or businesses can directly develop their marketing strategies through marketing communication from the information which the potential consumers use for making a decision.

Keywords: information sources, age groups, China, India and South Korea

1. Introduction

The consumer behaviour field had emerged and was introduced to the academic society in the late 1950s (Shiffman&Kanuk, 2007). It was developed from marketing strategies which some marketers considered for selling more services and goods. The principle of consumer behaviour refers to important areas that is decision making of consumers (Shifman&Kanuk 2007; Blackwell, Miniard& Engel, 2006); Sheth& Mittal, 2004). The consumer decision making includes multiple stages of activity. The buyer decision process represents 5 stages of decision making as follows: need recognition, information search, evaluation of alternative, purchase decision and post purchase behaviour. This model becomes a primary grand model for those who want to study in the areas of consumer behaviour and decision making (Kotler et al., 2010). This study attempts to explain an area of consumer behaviour related to a consumer's decision making process presented by Kotler et al., (2010) through investigating a relationship between a

demographic factor (age) and an information search stage of decision making (information sources). This study tries to deeply reveal the behaviour of the consumers at different age groups in the context of tourism. It uses the tourists from Big Emerging Markets (BEMs) as the sample of this study. The result of this study will segment the tourists from BEMs countries by using the information source which they use to collect data for making a decision. Moreover, this study presents the type and amount of information source tourists acquire for making a decision. This study also presents the differences and similarities of the tourists from BEMs in each level of age.

Information search has become important for all industries, especially an industry that is growing rapidly. In the tourism industry, this is particularly the case for those interested in the tourists conducting a vacation trip, which is the tourism category that is markedly different from other consumer product categories (Snepenger et al., 1990). Many industry practitioners and scholars have realized the importance of information sources through which potential tourists get to know the destination and its tourism products (Goossens, 2000; Santos, 2004; Weaver & Lawton, 2011). Also, in today's dynamic global environment, understanding the ways the tourists acquire knowledge is an important element of making decisions on marketing management, designing effective communication campaigns and delivering services (Srinivasan, 1990; Wilkie& Dickson, 1985). The tourists expect to improve travel quality, minimize costs, and reduce travel uncertainty through their information.

Information is very essential for tourists (Sheldon, 1993). They will seek for potential information to support their decision as much as they feel enough for making a decision (Goossens, 2000; Weaver and Lawton, 2011). Understanding tourist behaviour of information search for a destination is critical for marketers to develop marketing strategies and service delivery for the market (Gursoy& Chen, 1999) Moreover, this issue seems to be a challenge to all marketers (Snepenger&Snepenger, 1993; Fodness& Murray, 1998,1999). Competition in the tourism market is increasing in relation to the emergence of a large number and variety of travel destinations. Understanding of information search behaviour of the travellers is very important in marketing research (Gursoy& Chen, 1999). Some researchers explained the importance of information source in tourism and destination choice as behavioural intentions that have causal relationships with information sources (Correia & Pimpao, 2008). The tourists make an intention to consider the product offerings and resources on channels, through information sources they perceive to be useful and accessible (Erawan, Krairit&Khang, 2010). Many industry practitioners and scholars have realized importance of information sources through the ways target tourists get to know the destination and its tourism products (Goossens, 2000). Furthermore, understanding tourists' information source is particularly necessary for international trips, considered as having high travel costs and risks (Gursoy & Chen 2000).

Trip planning is influenced by various primary factors, consisted of environment (e.g., access to an attraction, distance to destination) (Gursoy and Chen, 2002), situational determinants (e.g., satisfaction with previous trips, time constrains) (Fodness and Murray, 1999), and demographic information (age, gender, education) (Leventhal, 1997; Luo and Naveen, 2006; Smith and Mackay, 2001). Various studies investigated the information sources used by tourists in specific age groups such as college students (Dolnicar, 2004; Howe and Stuss, 2003), middle age adults (Harmon, Webster and Weyenberg, 1999), mature tourists (Boxsbergerans Laesser, 2009; Horneman, Carter, Wei and Ruys, 2002), etc. Their research results are different and the

relationship between age and information source is still unclear. According to this, this study, therefore, attempts to close this research gap.

Thus, the main purpose of this study is to investigate the relationship between age groups of tourists from three countries: China, India and South Korea which are the members of Big Emerging Markets (BEMs). The age groups include: under 20, 21-25, 26-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60, 61-65, 65 and above (developed from Moschis, 2003; Schewe and Noble, 2000). The six information sources consist of reference groups (family/friend/relative), mass media (TV/ radio/newspaper/ magazine), institutional brochure (government sector), commercial brochure (business sector), and travel agent and internet (Luis F L, Jose L A, and Universidade N D L, 2009)**.**

2. Literature Review

Information search

Engel et al (1995) presented that information search is the motivated activation of knowledge stored in memory or acquisition of information from the environment. As the definition suggests, information search can be either internal or external. Internal search is based on the retrieval of knowledge from memory while external search consists of collecting information from the market place. Moutinho (1987) explained that information search consists of the process of consulting various sources before making a purchasing decision. Information search has become an important part of the decision making process. Many researchers agree that the information stage of a decision making process has become very important as it plays an essential role in tourism for private (entrepreneurs) and public authorities (government) (Wober, 2003). Public authorities need to know the ways of tourists when they search for information. This is an important challenge for destination marketers. Also, information search and acquisition are the process of consulting various sources before making a purchase decision (Andereck& Caldwell, 1993). Tourism as an experiential product cannot be tested and examined in advance as decision making and consumption are separated in time and space (Werthner and Klein.1999). This gap can be solved by collecting information related to the ways the tourists make decisions before they visit the destination (Oppermann, 1995; Werthner and Klein, 1999).

Information sources

Definition of information sources refers to the primary sources as first-hand accounts of an event, of life or a moment in time. They are in their original form (diaries, letters, photos, etc.) usually without explanation or interpretation. Secondary sources are often written, sometime after an event happened, by people who were not present when it occurred. Secondary sources are based on a variety of other sources, including books, journal articles, textbooks, and reference sources.

The historian Mary Lynn Rampolla (2009) defines primary sources as materials produced by people or groups that directly involved in the event or topic under consideration. Primary sources consist of not only written documents like letters or diaries, but also the material remains (e.g., tools, furniture, art, architecture, music) of a specific time and place. Primary sources are the essential building blocks for the historian's reconstruction of a moment in time. In addition, Fodness & Murray, (1997) and Gartner, (1993) mention that exposure to travel information can

be defined as the behaviour to search for travel information about the environment (Seabra, Abrantes, &Lages, 2007). For example, travel information sources involve travel agents, brochures, internet, advertisements, and word-of-mouth from friends or family.

The information source is one of the interesting areas that many researchers such as Fakeye & Chompton (1991), Gartner (1993), Mansfeld (1992), Um and Crompton (1990), and Woodside &Lysonsy (1989) propose as a model to investigate how individuals expose information for making decisions. They tried to interpret that this behaviour is established together with various factors which the individuals are declarative and define that certain destinations are interesting and possible to be alternative choices. Some researchers also explained the importance of information source in tourism and destination choice, as traveller's behavioural intentions, which have causal relationships with information sources (Correia & Pimpao, 2008). Tourists tend to consider product offerings and resources on channels, through information sources they perceive that they are useful and accessible (Erawan, Krairit & Khang, 2010). Many industry practitioners and scholars understand the importance of information sources through the ways the target tourists get to know the destination and its tourism products (Goossens, 2000). Moreover, understanding tourists' information source is particularly necessary for international trips, considered as having high travel costs and risks (Gursoy& Chen 2000).

Researchers classify the information source for tourism into various types. For example, Garner (1993) classified information sources into two areas: 1) inducted source including three components; overt induction is found in conventional advertising in the mass media from information, delivered by the relevant institution in the destination or by tour operators and wholesalers, covert induction uses celebrities in the destination's promotion, activities or destination reports or article and   autonomous induction includes mass media broadcasting news, documentaries, film, television program etc., related to a place, and 2) organic source involves people such as friends and relatives who give information about a place, based on their own knowledge or experience whether the information was required or was volunteered. Dann (2001) classified tourism information sources into "induced" and "organic" as well. He explained that 1) induced sources such as destinations or tourism organizations convey direct marketing messages. 2) Organic information is formed by means of nontouristic specific and non-commercial sources including news reports, books, and opinions of family/friends. Gursoy & Umberit (2004) separated information sources into "direct" and "indirect" information sources. The direct sources provide first-hand travel information about destinations such as regional brochures, travel agencies, tour operators' brochures and travel guidebooks, etc. Indirect sources include newspapers and magazine articles, previous tourists' blogs, friends and relatives. Engel ad al. (1995) divided the tourism information resources into two groups: commercial and non-commercial information sources. The commercial source refers to information from tourism businesses. It is designed to convey positive messages about tourism products and services offered by a destination. The mission of these businesses is to persuade tourists to purchase their products and services in order to make a profit. Noncommercial information sources (e.g., friends, relatives, other tourists) are non-profit driven.

Market Segmentation by Age

Dibb et al. (1994) defined the market segmentation as the process of dividing a total market into groups of people with relatively similar product needs. For the purpose of designing, a marketing mix must precisely match the need of an individual segment. There is a clear definition of marketing segmentation as a form of consumer classification designed to support marketing mix. The marketer uses it as a basis to divide customers in all industries.

Age and life - cycle stage can affect behaviour; for example, when the age of people changes, their consumption changes accordingly. They will change to different products and services such as food, exercise and travel. The marketers cannot overlook this factor because consumers will change their behaviour in accordance with their age-life cycle. Young, adult and old people also consume different types and different quantities of product. In addition, spending in all stages is also different. Young people do not have money for spending as much as the adults who have different purposes for their spending. When the marketers understand this factor, they will serve the right products or services in consistency with their dynamics of life.

Since international tourism has become popular, many destinations have developed their strategies by focusing on one or several segments (Bieger and Laesser, 2000; Dodd, 1998). Segmentation strategies allow the business to concentrate directly on strategies to potential customers more effectively and to accurately select suitable promotional techniques (Assael, 1998; Hassan, Craft and Kortam, 2003). Among these, determination of age has been the most wildly used in the segmentation of characteristics in hospitality and travel industry (e.g., Becker-Suttle, Weaver and Crawford, 1994; Kasim and Ngowsiri, 2011) but the result of the relationship between difference of age and information source is still unclear. This study will close this research gap.

Hypothesis 1   H1: Tourists from different age levels use different types of information sources for making a decision.

Hypothesis 2   H2: Tourists from different age levels use different amounts of information source for making a decision.

   3. **Tourism in Thailand**

Over the decades, the tourism industry has continued expanding and changing and turning to be one of the fastest growing economic sectors of the world. New destinations emerge in every part of the word. This can be said that modern tourism is continuing to develop. These dynamics have turned the tourism industry into the main push to the socioeconomic progress. In Thailand tourism industry earns more than hundred thousand billion baths each year and this is likely to increase in the future. The tourism industry is an important sector of Thailand because there are a number of unique places and uniqueness such as nature, culture, people and so on. Also, there are a lot of activities which suit with all tourists such as sport, shopping and night life. The tourism industry in Thailand has the highest value, compared with other services sectors and it also directly affects related businesses such as hotel, restaurant and souvenir (Erawan et al., 2010). The tourism industry in Thailand also stimulates many economic aspects such as investment, employment and distribution of income in rural areas. In the year 2012, the tourism industry had

earned about 527,236 Baht or 8.5% of total exporting of country or 5.8% of GDP (Ministry Of Tourism and Sport 2011:5). Without doubt, this is the reason why tourists from all over the world came to visit Thailand every year. Table 1 presents movement of tourists from top ten countries that their citizens have visited Thailand most during the period 2009-2013.

Table 1 Top Ten Countries (ranking by number of tourist during 2009-2013)

	Country	2013	2012	2011	2010	2009
1	China	1	1	2	2	4
2	Malaysia	2	2	1	1	1
3	Russia	3	4	4	9	X
4	Japan	4	3	3	3	2
5	Korea	5	5	5	5	8
6	Laos	6	7	7	7	5
7	India	7	6	6	6	9
8	Singapore	8	10	10	X	X
9	Australia	9	8	9	8	6
10	UK	10	9	8	4	3
11	German				10	10
12	USA					7

Source: Department of Tourism of Thailand (2014)

Within the groups of tourists who visited Thailand, there is one big group that will greatly change the face of the world economics and Thai tourism has less understanding about this group called Big Emerging Markets (BEMs). The big top ten countries play important role in Thai tourism and some of them are included in the top ten countries that their residents most visited Thailand according to Table 2 .

Table 2 Tourist from Big Emerging Markets (BEMs) (from 2009 -2013)

No	Countries	2013	2012	2011	2010	2009
1	**China**	4,705,173(1)	2,786,860(1)	1,721,247(2)	1,222,219(2)	777,508(4)
2	**South Korea**	1,297,200(5)	1,163,619(5)	1,006,283(5)	805,445 (5)	618,227(8)
3	**India**	1,049,856(7)	1,013,308(6)	914,971 (6)	760,371(6)	614,566(9)
4	**Indonesia**	589,079	447,820	370,795	286,072	227,205
5	**South Africa**	74,356	76,326	68,496	57,100	48,566
6	**Brazil**	36,262	30,387	24,560	20,390	17,650
7	**Argentina**	21,303	17,853	12,970	10,292	7,458
8	**Mexico**	x	x	x	x	x
9	**Poland**	x	x	x	x	x
10	**Turkey**	x	x	x	x	x

(_) = number of ranking from top ten countries that visited Thailand   X = small number not in record

Source: Department of Tourism of Thailand (2014)

Table 2 presents a total number of tourists from BEMs that visited Thailand during the years 2009 to 2013 and three countries including China, South Korea and India are included in ranked number 1, 5 and 7 in 2013 of the countries that their citizens visited Thailand most This tends to expand every year. This study attempts to explore and investigate these three countries from BEMs because few researches try to close this gap.

4. Big Emerging Market (BEMs)

Big Emerging Markets (BEMs) consist of ten large countries from all regions of the world and they are able to influence the world economics and politics in the future. BEMs include Mexico, Brazil, Argentina, South Africa, Poland, Turkey, India, Indonesia, China and South Korea. Big Emerging Countries (BEMs) are characterized in accordance with the large size of population and resource bases and they tend to be liberalized as national economic systems. This study focuses on this group as they will affect to economy of countries throughout the world in the future and be a key factor influencing the future growth of global trade, world financial stability, and the transition to free market economies in Asia, Central Europe, as well as Latin America. Moreover, they are important to nuclear nonproliferation, the improvement of human rights, environmental cooperation, and avoidance of war in some parts of the world. This study focuses on the countries including China, India and South Korea, considered in the top ten countries which their citizens have come to Thailand within the last five years and this is likely to increase in the future.

China

China which is the biggest country of the world and also of the BEMs has a population of 1.2 billion. By several measures, it is likely to be one of the three largest economies within the next a decade. Beijing becomes the fourth largest destination for foreign investment after the United States, Great Britain, and France because it has commitments of overseas funds approximately $80 billion per year in 1994 and 1995 and half of this has already been invested.

In the present, China plays an important role for top hundred America companies considering China as a market for their global marketing strategies. Many gurus believe that the future of China is also the future of most countries in Asia if it is capable of linking its economy into the global network of trade and the world commerce will expand significantly. If China can be a peaceful country and control a good relationship with its border countries as well as try to stop regional disputes. The future prospects of Asia are then truly bright.

Even if China does not belong to BEMs, it is included in countries within "Chinese Economic Area" consisting of China, Hong Kong, and Taiwan. Since 1997, Hong Kong has become a part of China. In spite of having a politic conflict between both China and Taiwan, commercial ties between Beijing and Taipei are still booming. The majority of Taiwanese investors focuses on low-technology production such as shoes and toys. However, Taiwanese investors are now moving into more complicated products such as biotechnology and Chinese-language computer software. Also, many innovative companies throughout the world have realized that Chinese Economic Area is an integrated market. Clinton administration called the Chinese Economic Area as BEMs rather than just China. This study uses the countries in the Chinese Economic Area as the sample, including China, Hong Kong and Taiwan by integrating them under the name, China.

India

India has a population about 914 million and those in "the middle class" are over 100 million. It has various industrial bases such as coal, steel, cement, chemicals, heavy machinery and textiles, produced in large-scale production. India greatly focuses on training and education of their workers. This leads India become one of the world's largest exporters of computer software.

India creates a heart of the national policy emphasizing an economic progress. For the last few years, India has been successful in opening its economy to the rest of the world. This is beyond expectation of many countries. Between the years 1991 to 1995, India government greatly finished a heavy-handed system in which anyone who wants to establish their own business has to wait for a month or years to red tape for getting a license. Businesses have to pay for tariffs with a maximum of 300 percent to 50 percent. At the present, the Indian government has stopped a monopoly system of electric power, telecommunication, and aviation and it also allows foreign investors to invest in India.

India and the United States are largest economic partners and also their trade and investment are still growing in value with America every year. Same as China, India also has a nuclear weapons capability, a large army and an aspiring navy. India and its neighbour, Pakistan, have been wounded three times since independence from United State in 1947 and continued military tensions between those two potential nuclear powers. This makes this region become one of the dangerous hotspots of the world.

South Korea

Korea has a population about 45 million and it is the most highly industrialized among member of BEMs nations. During the last few decades, economics of Soul is growing rapidly. It has made South Korea become one of the most economically powerful nations. Its economy recovers about 7 percent of the entire East Asian GDP and both exports and imports of South Korea increased by over 30 percent, more than those of any other major country.

South Korea has become a major foreign investor in Asia. It spends hundreds of millions of dollars in China, Vietnam, Indonesia and elsewhere. It also creates well-known brand name companies such as Samsung or Goldstar, presented to the world in the last decade. South Korea also focuses on and develops its education and research for competing with the world market. South Korea is a crucial partner of the United States in Northeast Asia. However, South Korea still has a conflict with North Korea that can affect economic confidence for customers around the world. Many countries wish that peace happens in this region.

Tourists expect to have various experiences when they visit the countries with different cultures, but in tourism literature, there are a few studies that have specifically focused on cross culture information search behaviour (Gursoy& Chen, 1999). The lack of literature in areas of cross culture has become one of the major gaps in tourism information search (Uysal, Donald & Reid, 1990). Currently, the literature is unavailable from the perspective of cultural influences for the general use of tourism information and there are insufficient number of studies (Snepenger & Snepenger, 1993; Chen, 2000).

Hypothesis 3 H3: Tourists from different countries use different information sources for making a decision.

5. Research Methodology

This research tested the validity of questionnaire by using Item Objective Congruence (IOC). The questionnaire was sent to 3 experts to mark the score related to validity aspects and the questionnaire of this study has passed all conditions of IOC. After that, the researcher tested the questionnaire by conducting a pilot study to check feasibility of the questionnaire. Some problems were found because the tourists from China and Korea cannot respond the questionnaire in English version. So, the researcher needs to translate it into Chinese and Korean.

The questionnaire was a tool for collecting the data from the tourists. The collectors who are fluent in English language and they need to consider all questions to avoid missing data. The collector needs to be polite to all respondents from self-introduction to an explanation of the reasons for collecting data and benefits from the result of this study in order to make the respondents realize the importance of their answers. The collector thanked the respondents every time when they had finished their response to the questionnaire. The data were collected at Suvarnnabhumi Airport and Don Muang Airport by the questionnaires focusing on tourists who are waiting for a departure flight. This is because this questionnaire needs to collect the data from the tourists who have already finished their journey because they have already perceived all of the environmental aspects of tourism in Thailand. So, they can answer all questions.

6. CONCLUSION

To understand the international tourists, the academics and marketers need to divide them into groups related to characteristics of travellers. The marketing segmentation therefore can be conducted (Awarbrook & Horner, 1999). The segmentation needs to be narrower than before, for example, it has to be separated by age and gender. This study will divide the tourists from BEMs countries in more detail, for example, the tourists from India aged from 40 to 45 prefer to visit Thailand by using travel agency and this will support the marketers to create direct marketing strategies to the needs through suitable information sources affecting their decisions. The researcher expects that the result of this study will present the difference between age groups in using information sources for making a decision for travelling to Thailand and each country has preferred different types of source of information. The result of this study will support the businesses and marketers to directly communicate their marketing strategies through right information to their potential target to save the cost of marketing communication and time for creating marketing strategies.

BIBLIOGRAPHY

Andereck, K. L. & Caldwell, L. L. (1993). The influence of tourists' characteristics on rating of information sources for an attraction. **Journal of Travel & Tourism Marketing, 2**(2/3), 171-89.

Assael, H. (1984). **Consumer behaviour and marketing action**. Boston: Kent Publishing.

Blackwell, R. D., Miniard, P.W., & Engel, J.F.(2006). **Consumer Behavior**. 10th ed. Thomson Higher Education: USA.

Bareham, J. (1995). **Consumer behavior in the food industry**. A European Perspective. Butterworth Heinemann: Oxford.

Blackwell, R. D., Minaird, P. W., & Engel, J. F. (2001). **Consumer behavior.** 9th ed. Harcourt college publisher: Florida.

Bronner, F. D. & Hoog, R. (2011). Economizing behaviour during travel: Strategies and information sources used. **Journal of Vacation Marketing**, **17**(3):185-196.

Correia, A. & Pimpao, A. (2008). Decision-making processes of Portuguese tourist travelling to South America and Africa. **International Journal of Culture, Tourism and Hospitality Research, 2** (4), 330 – 373.

Correia, A. & Pimpao, A. (2008). Decision-making processes of Portuguese tourist travelling to south America and Africa. **International Journal of culture, 2**(4), 330-373.

Cohen, E. (1979). A phenomenology of tourist experience. **Sociology, 13**: 179-201.

Cohen, E. (1972). Toward a sociology of international tourism. **Social Research, 39**, 64-82.

Chen, J. S. (2000). Cross-Culture differences in travel information acquisition among tourism from three Pacific-rim countries. **Journal of Hospitality and Tour Restaurant, 2**, 239-51.

Crompton, J. L. (1983). Search behavior of international vacationers: travel-specific lifestyle and sociodemographic variables. **Journal of Travel Research , 22**, 25–30.

Dibb, S., Simkin, L., Pride, W. M., & Ferrell, O. C.(1994). **Marketing Concepts and Strategies**. 2nd ed. London: Houghton-Mifflin.

Engel, J., Blackwell, R., & Miniard, P. (1995). **Consumer Behavior**. 8th; Dryden TX: Fort Worth.

Erasmus, A. & Boshoff, C. (2001). Consumer decision-making models within the discipline of consumer science: a critical approach. **Journal of Family Ecology and Consumer Sciences, 29**, 82-90.

Fodness, D. & Murray, B. (1997). Tourist information search. **Annuals of Tourism Research**, **3**(24), 503-23.

Fodness, D. & Murray B. (1998). A model of tourist information search behavior. **Journal of Travel Research, 2**(38), 108-19.

Fodness, D. & Murray, B. (1999). A model of tourism information search behavior. **Journal of Travel Research**, **37**(3), 220-230.

Fishbein, M. & Ajzen I. (1975). **Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research.** Massachusetts: Addison-Wesley Publishing.

Foxall, G.(1990). **Consumer Psychology in Behavioural Perspective**. London: Routledge.

Fridgen, J. D. (1987). Use of cognitive maps to determine perceived tourist regions. **Leisure sciences, 9**(1), 101- 117.

Gallarza, M.G. & Gil, I. (2006). Value Dimensions, Perceived Value, Satisfaction and

Loyalty: An Investigation of University Students Travel Behavior, **Tourism**

Management, 27(3), 437–52.

Gartner, W.C.(1993). Image formation process. **Journal of Travel and Tourism Marketing, 2** (2/3), 191, 215.

Gilbert, D. (1988). "**Newport visitor survey**", carried out by the University of Survey for Tibbaldss Colbourne and Newport Borough Council.

Gursoy, D. & Chen, J. S. (1999). Competitive analysis of cross culture information search behavior. **Tourism management, 21**, 583-590.

Goossens, C. (2000). Tourism information and pleasure motivation. **Annals of Tourism Research, 27**(3), 301-321.

Gursoy, D. & Umberit, W. T. (2004). Tourism information search behavior: cross cultural comparison of European Union member states. **International Journal of Hospitality Management , 23**(1), 55-70.

Hyde, K. (2006). Contemporary information search strategies of destination-naïve international vacationer. **Journal of Travel and Tourism Marketing, 21**(2), 63-76.

Holbrook, M.B. (1978). Beyond Attitude Structure: Toward the Informational Determinants of Attitude. **Journal of Marketing Research, 15**, 545-556.

Kotler, P. (2000). **Marketing Management (Millennium Edition)**, N. J: Prentic Hall Upper Sanddle River.

Kerstetter, D., Yen,I., & Yarnal,C (2004). Prioknowledge, credibility and information search. **Annuals of Tourism Research, 31**(4), 961-985.

Kotler, P., Bowen, T. & Makens, J. C**.** (2010). **Marketing for Hospitality and Tourism**. 5th ed. New Jersey: Pearson Prentice Hall.

Kim, Y., Weaver, P., & McCleary, K. A. (1996). Structural Equation Model: the relationship between travel motivation and information sources in the senior travel market. **Journal of Vacation Marketing**, **3**(1), 55–66.

Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's Theory of Planned Behaviour: A cross-market examination. **Journal of Consumer Marketing, 16**(5), 441-460.

Kassarjian, H. H. (1982). **The development of consumer behavior theory. Advances in Consumer Reserach IX**. San Francisco: Association for Consumer Research.

King, McVey. (2003). China Outbound. **Travel & Tourism Analyst**, **1**, 1-32.

Kim, J., Wei, S., & Ruys, H. (2011)Segmenting the market of West Australia senior tourists using an information source for visitors' first awareness of low profile attraction. **Journal of Travel and Tourism Marketing**, **28**(1), 1-12.

Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. **Annals of Tourism Research, 30**(1), 216–237.

Moutinho, L. (1987). Consumer behavior in tourism. **European Journal of Marketing ,21**(10), 25-44.

Murray, K. B. A. (1991). Test of services marketing theory: consumer information acquisition activities. **Journal of Marketing**, **55**: 10-25.

Ortega, E. & Rodriguez, B. (2007). Information at tourism destinations. Importance and cross-cultural between international and domestic tourists 2007. **Journal of Business Reasearch**, **60**, 146-152.

Page, S. J. & Holl, M. C. (2003). **Managing Urban Tourism**. Essex: Person Education Limited.

Raitz, K. & Dakhil, M. A. (1989). Note about information sources for preferred recreational environments. **Journal of Travel Research, 27**(4), 45–49.

Russell, J. A., Lewicka, M., & Niit, M. (1989). A cross-cultural study of a circumplex model of affect. **Journal of Personality and Social Psychology, 57**, 848-856.

Schiffman, L. G. & Kanuk, L. L. (1994). **Consumer Behavior** 5th ed. N.J: Prentic Hall Engelwood Cliffs.

Schiffman, L. G. & Kanuk, L. L. (1997). **Consumer Behavior** 6nd ed. N. J.: Prentic Hall Upper Saddle River.

Schiffman, L. G. & Kanuk, L. L. (2007). **Consumer Behavior**. 9th ed. New Jersey: Prentice Hall

Snepenger, D. Meged, K., Snelling, M., & Worral, K. (1990). Information search strategies by destination-neive tourists. **Journal of Travel Research, 29**, 13-16.

Snepenger, D. & Snepenger, M. (1993) **Information search by pleasure travellers**. In:Kahn MA, Olsen MD,Vat T,editors. Encyclopedia of hospitality and tourism New York: VanNostrand Reinhold

Shaw, D. & Shui, E., (2002b). An Assessment of Ethical Obligation and Self-identity in Ethical Consumer Decision-Making: A Structural Equation Modelling Approach. **International Journal of Consumer Studies, 26**(4), 286-293.

Santos, C. (2004). Framing Portugal: Representational dynamics. **Annals of Tourism Research , 31**(1), 122-138.

Seaton, A. V. **Tourism and the Media**. In S.J. Witt and L. Moutinho Tourism Marketing and Management Hand Book; Prentice-Hall, Hemel Hempstead:

Srinivasan, N. (1990). **Pre-purchase external information search for information**. In V..

Smallman, C. & Moore, K. (2010). Process studies of tourists' decision-making: The riches beyond variance studies. **Annals of Tourism Research, 37**(2), 397-422.

Sheth, J. Mittal, B. (2004) **Consumer Behavior A Managerial Perspective**. 2th ed. USA; Thomson Learning: 2004.

Snepenger, D., Meged, K., Snelling, M., & Worrall, K. (1990). Information search strategies by destination-naïve tourists. **Journal of Travel Research, 29**(1),13–16.

Skinner, B. F. (1938). **The behavior of organisms. An Experimental Analysis**. New York: Appleton-Century..

Stewart, J. (1994). **The psychology of decision making**. In: Jennings, D and Wattamn S . eds. Decision Making: an Integrated Approach; London: Pitman.

Svetlana, S., & Juline, E. M. (2010). Destination Image: A Meta-Analysis of

2000-2007 Research. **Journal of Hospitality Marketing &** Management, 19(6), 575-609.

The Tourism Authority of Thailand.(2007). Analysis of the situation of the international market, Bangkok: **eTAT Tourism Journal**.

Uysal, M., McDonald, C. D., & Reid, L. J. (1990). Sources of information used by international visitors to US parks and natural areas. **Journal of Park and Recreation Administration**, **8**(1), 51-59.

Vogt, C. A. Fesenmaier, D. R. (1998). Expanding the functional information search model. **Annals of Tourism Research**, **25**(3), 551-578.

Wong, C. K. S. & Liu, F. C. G. (2011). A study of pre-trip use of travel guidebooks by leisure travellers. **Tourism Management**, **32**, 616-628.

Wilkie, W. & Dickson, P. (1985). **Shopping for appliances: Consumers' strategies and patterns of information search**. Cambridge, MA: Marketing Science Institute.

Wood, K. & House, S. (1991). **The Good Tourist: A worldwide Guide for the Green Traveller**. London: Mandarin.

Wahab, S. (1971). An introduction to tourism theory. **Travel Rearcg Journal**, **1**, 17-30.

Wober, K. W. (2003). Information supply in Tourism management by marketing decision support systems**. Touriam Management, 24**, 241-51.

Webster, C. The effects of hispanic subcultural identification on information search behavior. **Journal of Advertising Research**; 32: 54–62.

Ward, L. M. & Russel, J. A. (1981). The Psychological Representation of Molar Physical Environments. **Journal of Experimental Psycholog,110**(2), 121-152.

Wen, P. & Laws. (2001). "Tourism marketing opportunities for Australia in China," **Journal of Vacation Marketing, 8**(1):39-48.

Yoo, J.J.E., & Chon, K. (2008). Factors Affecting Convention Participation Decision-Making: Developing a Measurement Scale. **Journal of Travel Research, 47**(1), 113-121.

Zhang & Heung. (2001). The emergence of the mainland Chinese outbound travel market and its implication for tourism marketing. **Journal of Vacation Marketing**, **8**(1). 7-12.