

INFLUENCE OF MEDIA ON CREATION OF A TOURIST DESTINATION IMAGE

UTJECAJ MEDIJA NA KREIRANJE IMIDŽA TURISTIČKE DESTINACIJE

Marko Šantić¹, Arnela Bevanda², Sanja Bijakšić²

*Chamber of Commerce, Mostar, Bosnia and Herzegovina¹; Faculty of Economics, University of Mostar, Bosnia and Herzegovina²
Gospodarska komora, Mostar, Bosna i Hercegovina¹; Ekonomski fakultet, Sveučilište u Mostaru, Bosna i Hercegovina²*

Abstract

The goal of this research is, using certain statistic techniques, to analyse the intensity of influence of various media on a tourist destination image creation. It is therefore necessary to research, analyse and determine every single intensity and potentiality of effects of various media on creation of tourist destination image. Furthermore, this statement presents the major part of the problem which this paper has been trying to research and solve systematically. Based on the research goal, the following hypothesis was set: *Different media have different intensity of influence on creation of tourist destination image.*

The sample included 1,000 respondents. The primary data was collected through field research, using the survey technique. Internal consistency, that is, reliability of each measurement scale was tested by Cronbach alpha coefficient. The hypothesis was tested by linear multiple regression method. Necessary analysis and testing were made by using R-programming language. The research results have confirmed the hypothesis and shown that different media have different intensity of influence on creation of tourist destination image.

Sažetak

Cilj je ovoga istraživanja, koristeći se određenim statističkim tehnikama, analizirati intenzitet utjecaja različitih medija na kreiranje imidža turističke destinacije. Potrebno je dakle istražiti, analizirati i utvrditi pojedinačni intenzitet i mogućnost djelovanja različitih medija na kreiranje imidža turističke destinacije. Navedeno stajalište ujedno predstavlja glavnu problematiku koja se izradom ovoga rada pokušao sustavno istražiti i razriješiti. Polazeći od cilja istraživanja postavljena je hipoteza: *Različiti mediji imaju različit intenzitet uticaja na kreiranje imidža turističke destinacije.* Uzorak je obuhvatio ukupno 1000 ispitanika. Prikupljanje primarnih podataka obavljeno je terenskim istraživanjem, primjenjujući tehniku ispitivanja pomoću ankete. Unutarnja konzistentnost, odnosno pouzdanost pojedinih mjernih ljestvica testirana je Cronbach alfa koeficijentom. Hipoteza je testirana modelom linearne višestruke regresije. Služeći se programskim jezikom R i njegovim naredbama obavljene su potrebne analize i testiranja. Rezultati istraživanja potvrdili su postavljenu hipotezu i ukazali na to da različiti mediji imaju različit intenzitet utjecaja na kreiranje imidža turističkih destinacija.

1. INTRODUCTION

Destination image (Germ. Image des Zielortes) is totality of perceptions, attitudes, knowledge, experiences, expectations, wishes and feelings that people (both individuals and groups) relate to a certain tourist destination. If all those requirements and expectations were integrated, they would give an "ideal profile" of destination. There are a lot of definitions of tourist destination

in literature, and all of them agree that image is "an agglomerate of beliefs, ideas and impressions which people have about a certain place or destination" /1/. Image of a tourist destination is a simplification of numerous associations and parts of information related to any locality in one's mind endeavour to process and "essentialize" a huge number of data it has about a certain locality /2/. M.G. Gallarza, I.G. Saura and H.C. Garcia /3/ state four basic characteristics of a tourist destination

tion image: complexity, multi-layeredness, relativity and dynamism. Jandal's experience has shown that exaggeration (both in positive and negative sense) in image creation can have negative impact on the tourist destination future, and marketing experts have to take care that tourists are properly informed /4/. Different subjects within tourist sector are involved in the part of marketing process whose task is to provide information about destination, and at the same time to create appropriate image. Research has shown that tourist guides and official information in tourist agencies are perceived as the most reliable source of information, while other foreign papers and magazines are considered as less reliable /5/. When choosing the appropriate communicative media, the most important factors are the time in which it is used as well as communicated service and destination as a whole.

2. EMPIRIC RESEARCH

The results and conclusions of empiric research about the intensity of various media influence on a tourist destination image creation are presented further in the paper. It is therefore necessary to research, analyse and determine individual intensity and potentiality of different media influence on creation of tourist destination image. The mentioned statement withal presents the major part of the problem which this paper has been trying to research and solve systematically.

In that sense, the goal of empiric research was set: to analyse intensity of various media influence on a tourist destination image creation by using certain statistical techniques.

Started from the problems of research and stated goals, the following hypothesis was set, acceptance or rejection of which will serve to check the findings which have been obtained within theoretical part of research *H: Different media have different intensity of influence on creation of tourist destination image.*

2.1. Methodology which has been used

Empiric research has been conducted in the area of the Adriatic coast tourist destinations. The sample covered 1,000 respondents. *External or field research* was used to test the set hypothesis and to collect primary data. Primary data collection was made through field research using the survey technique. *The research instrument* was *questionnaire* in five languages, local, English, German, Italian and

Czech. The questionnaire was developed in accordance with relevant scientific literature, and it was necessary to make certain adjustment related to the research topic. It consists of groups of statements for which the respondents express the intensity of their agreement or disagreement. Eleven questions were related to socio-demographic characteristics of respondents. Together with those questions, the respondents answered the questions related to number of their visits to the destination, transport means they used to come to the destination, time when they decided to travel, the way they were informed about the destination and their motives to choose that destination. The factors related to tourist destination image were analysed through 33 questions/statements and media through 6 questions/statements.

Likert's intensity scale of five grades is used. It is, so called, balanced scale in which the middle grade (3) is marked as neutral, and on each side of neutral grade there are equal number of grades in positive and negative direction (from 1 – I totally disagree to 5 – I completely agree). From respondents' point of view Likert's scale has some advantages since it is simple and understandable when filled in. From the researcher's point of view, this scale, although it belongs to ordinary ones, is treated as interval scale when data are processed, so it is suitable for calculation of central tendency measures.

With the aim to eliminate possible problems related to intelligibility of each statement and difficulties in responding, a pre-testing of measuring instrument was carried out.

Analysed variables were described by techniques of descriptive statistics, in accordance with data type and form of theoretical distribution of probability which characterizes values of those variables.

Methods of multivariate analysis are used to:

- test the internal consistency, that is, reliability of each measuring scale (Cronbach alpha coefficient), to confirm validity of existing measuring scales
- show how different media have different intensity of influence on a tourist destination image by method of multiple regression.

Coefficients of multiple regression were tested on level of importance $p=0.1$.

3. INTERPRETATION OF THE RESEARCH RESULTS

Out of total number of respondents (elements of random sample) 55.1% are women, and 44.9 % men. Such a gender sample structure shows that women are "more ready" to respond the survey. Related to the age, it is obvious that the visitors of observed tourist destinations are almost equally distributed (group up to 27 years: 33.1%, from 27 to 47 years: 37.5%, from 47 to 64 years: 23.4%), except the group above 65 years which has 6% of respondents. Majority of respondents have university degree (75%), 23% finished high school, and about 2% of respondents finished primary school. With regard to annual incomes, it can be

concluded that visitors to the observed destinations are mostly upper middle class (35.6%), lower middle class (29.4%), and, according to European criteria of incomes, lower class visitors participated with 24.4%, and higher class with 10.6%. From the above mentioned, it can be concluded that, related to annual incomes, middle class tourists dominate in Croatian tourist destinations.

The first five foreign source markets are Germany (17.5%), Slovenia (12%), Austria (10.5%), Italy (10%) and Check Republic (8%).

Structure of respondents in the sample related to source of information about certain destination, number of visits, way of traveling, type of transport etc. is shown in table 1.

Table 1. Characteristics of sample – awareness, traveling, stay in destination

Characteristic	Modalities	No. of responds (N=1000)	%
You are in Croatia	First time	275	27.5%
	Second time	173	17.3%
	Third time	100	10.0%
	More times	452	45.2%
You came on holiday	Alone	48	4.8%
	With a partner	391	39.1%
	As family	294	29.4%
	In tourist group	267	26.7%
How did you come on holiday	Plane	242	24.2%
	Bus	227	22.7%
	Train	51	5.1%
	Car	419	41.9%
	Other	61	6.1%
When did you decide to travel	A year ago	232	23.2%
	6 months ago	277	27.7%
	2-4 months ago	314	31.4%
	Last minute	177	17.7%
Where did you learn about this tourist destination	Agency	256	25.6%
	TV	41	4.1%
	Internet	195	19.5%
	Newspapers	40	4.0%
	Friends	247	24.7%
	Were here before	221	22.1%
You are in this tourist destination because of	Rest	375	37.5%
	Entertainment	239	23.9%
	Price	60	6.0%
	Vicinage	30	3.0%
	Nature	273	27.3%
	Gastronomy	23	2.3%

Source: results of empiric research

Out of total number of respondents, 45.2% were two or more times in one of Croatian destinations before. Similarly, a significant number of tourists,

27.5%, were in Croatia for the first time. Most of the respondents, 39.1%, came to Croatian tourist destinations with a partner, and only 4.8% came

alone. A significant number, 29.4%, of respondents came with family, while 27.7% of them came with a tourist group. Most of the tourists came to Croatian tourist destinations by car, 42%; by plane 24.2% and by bus 22.7. When analysing time when they decided to travel, it is obvious that the respondents usually made decisions 2–4 months before traveling (31.4%). Immediately behind them are those respondents who made decisions 6 months before the travel (27.7%), and the least number of them, (17.7%), made last minute decision. According to the respondents, agencies, 25.6%, and friends' recommendation, 24.7%, are the best source of information about tourist destinations. However, the Internet with its 19.5% is not negligible source of information at all. Still,

the major motives for coming to Croatian tourist destinations are rest 37.5%, nature, 27.3%, and entertainment which is the major motive for 23.9 % respondents.

3.1. Influence of different media on creation of a tourist destination image

Another important question is: "Which media, according to tourists opinion and attitudes, do tourist destinations mostly use to send the message to the tourists"? The question was answered by the visitors to the observed tourist destinations. The level of use of different media, seen by the visitors, is shown in table 2.

Table 2: Media-mean values, standard deviation and variability

Mean values, standard deviation and variability for variables in media (M)			
Variable	M	SD	V
This TD is mostly advertised through	2.875	1.125	0.391
This TD is more intensely advertised on radio-stations than in other media	2.410	1.007	0.418
This TD uses papers for advertising the most intensely	2.905	1.016	0.350
This TD advertises its business very intensely on the Internet	3.337	1.079	0.323
This TD is mostly promoted through external advertising	3.168	1.108	0.350
This TD is almost equally present in all media	2.831	1.120	0.396

Source: results of empiric research

The obtained results clearly show that respondents notice more intensely use of the Internet and external advertising comparing to radio, papers and even television. The least used, or more precisely, the media which respondents stated as the rarest used was radio. Next to it are TV and papers. It is also obvious that respondents perceive that tourist destinations do not use all available media equally in their communicative activities.

3.2. Basic factors of a tourist destination image

Although, by their nature, factors of a tourist destination image are somehow different from the companies which sell physically tangible products, basically they are not very much different. Therefore, it is possible to analyse the factors of a tourist destination image through the prism of

influence of different internal and external circumstances. For the needs and scope of this paper, we will focus on the most important factors, that is, those which, according to the results of previously conducted research in our country and abroad, tourists determined as key factors, and they are the following: tradition and safety, hospitality and ambient, quality of service, employees, general impression, satisfaction and loyalty. Analysis of factors of tourist destination image was made on the basis of data obtained in research conducted for the needs of this paper. Within this research, the respondents finally assessed the overall image of a certain tourist destination, that is, interaction of all experiences, impressions, beliefs and feelings which they had related to that tourist destination.

Table 3: Tradition and safety-mean values, standard deviations and variability

Mean values, standard deviation and variability for variables of tradition and safety in tourist destination image (ITD)			
Variable	M	SD	V
This TD is TD with long tradition	3.795	1.053	0.277
In this TD tourists feel safe	4.224	0.881	0.209

Source: results of empiric research

Tradition is one of basic criteria in positioning of tourist destination in a visitor's mind. That is why, tradition directly affects destination image. It is obvious that relatively new destinations attract tourists in a harder way, except if they have some very attractive segments. Tourist destination has to have certain traditional values and reputa-

tion in the tourist market to attract tourists. Those are preconditions which a new destination does not possess, but it has to develop them systematically, patiently, methodically and in an organized way. Mean values, standard deviation and variability for the statements related to tradition and safety are given in table 3.

Table 4. Accessibility and ambient-mean values, standard deviations and variability

Mean values, standard deviation for variability for hospitality and ambient in TD image (ITD)			
Variable	M	SD	V
This TD is well accessible	3.959	0.927	0.234
Atmosphere in this TD is warm and friendly	4.072	0.927	0.228

Source: results of empiric research

As it is shown in table 4, based on obtained mean values, standard deviations and variability, it can be concluded that visitors of observed tourist destination mainly assess as well accessible destinations those where atmosphere is warm and friendly (average score 4.072 and 3.959). Atmosphere in destinations and their accessibility are, if

not crucial, certainly one of the most important factors when tourists choose tourist destinations. Properly and purposefully arranged ambient where tourist services are given significantly improves service quality and perception of tourist destination image in general.

Table 5: Service-mean values, standard deviation and variability

Mean values, standard deviation and variability for variable service in TD image (ITD)			
Variable	M	SD	V
This TD provides quality service	3.768	0.981	0.260
This TD offer its services on reasonable prices	3.829	1.020	0.266
This TD is flexible and easily accepts changes	3.603	1.015	0.282
This TD is open to public	3.905	0.916	0.235

Source: results of empiric research

Analysis of mean values, standard deviations and variability for statements related to services (table 5), show that respondents are mainly satisfied with quality and price of services in observed destinations (3.768 and 3.829). Respondents also think that destinations they visit are flexible enough, and that they relatively easily accept the changes imposed by the market (3.603). The most important characteristics of tourist services are: reliability, receptivity, communication skills, competence, accessibility, kindness, tradition, safety, understanding and commitment to customers. Still, before a customer uses any service, he can be informed about tradition only. Therefore, this characteristic is a *visible characteristic of*

tourist service quality. Majority of characteristics - accessibility, courtesy, reliability, understanding and commitment to customers as well as communicative skills, are being comprehended just during the use of services. Those characteristics are experienced service characteristics. Other characteristics are assessed after the services are used, and they are called *characteristics of trust*. With the aim to build strong image and make a core of loyal visitors, each destination should have quality sellers of their services and employees in all segments who will gain trust and sympathy of visitors.

Table 6: Employees-mean values, standard deviation and variability

Mean values, standard deviation and variability for variable employees in TD image (ITD)			
Variable	M	SD	V

This TD has modern educated employees	3.842	0.957	0.249
Employees in this TD look decent	4.119	0.849	0.206
Employees in this TD are always kind	4.061	0.893	0.220
Employees in this TD are communicative	4.095	0.858	0.210
Employees in this TD are polite	4.038	0.875	0.217
Employees in this TD are always ready to help tourists	4.025	0.907	0.225
Employees in this TD have necessary knowledge and skills	3.893	0.934	0.240
Employees in this TD understand personal needs of tourists	3.883	0.956	0.246
Employees in this TD are qualified for the jobs they do	3.865	0.906	0.235
Employees in this TD are quick in providing services	3.766	0.936	0.249
Employees in this TD are always ready to meet requirements of the tourists	3.841	0.967	0.252

Source: results of empiric research

Table 6 shows mean values, standard deviations and variability for certain statements related to assessment of mentioned characteristics of employees in tourist destination. It is obvious that respondents perceive the employees in tourist destination as polite, kind and communicative persons who look decent, and who are always ready to help. High mean values (from 4.025 to 4.119) confirm that statement. Somewhat lower values, although still quite good, are calculated for the statements related to education (3.842),

skilfulness in job performance (3.865), necessary knowledge and skills (3.893), and speed at which employees perform their jobs. According to this analysis, it is obvious that permanent education and training of employees in tourist destinations is an important condition for improvement of image, since it will provide necessary preconditions for development and more quality services, use of modern technology, and finally faster and more quality support to tourists in general.

Table 7: General impression – mean values, standard deviation and variability

Mean values, standard deviation and variability for variables general impression in TD image (ITD)			
Variable	M	SD	V
This TD evokes positive associations in me	4.147	0.863	0.208
I find this TD very good	3.995	0.895	0.224
This TD is bad	1.712	1.051	0.614
This TD has a good reputation	3.909	0.877	0.224
I have a positive attitude toward this TD	4.176	0.790	0.189
This TD has a good identity	4.064	0.854	0.210
I think that this TD is better than competitive TDs	3.720	0.976	0.262
I think that this TD has a good perspective	4.150	0.833	0.201
If anybody asked me, I would certainly recommend this TD	4.137	0.861	0.208

Source: results of empiric research

The following set of statements within measurement of factors of tourist destinations image are the statements related to general impressions about a certain destination. They include the attitude toward tourist destination, reliability, reputation, identity, and mean values, standard deviations and variability for those statements are shown in table 7.

Relatively high mean values show that respondents have positive attitude toward destination

they visited (4.176), think that they are reliable and good (3.995), perspective (4.150) destinations which have good reputation (3.909), and good identity (4.064).

Finally, it should be remembered that the effect which can be caused by marginal promotional activity "a word of mouth" is of great importance for service companies in general, and therefore for tourist destinations. Obtained mean value (4.137) for the statement: "If anybody asked me, I would

certainly recommend this tourist destination” leads to the conclusion that those tourist destinations can be satisfied, but still it is necessary to invest permanently into creation and maintenance

of positive image which will directly result in values very close to 5.

Table 8: Satisfaction and loyalty – man values, standard deviation and variability

Mean values, standard deviation and variability for variable related to satisfaction and loyalty in TD image (ITD)			
Variable	M	SD	V
Generally I am satisfied with this TD	4.136	0.834	0.202
I think I will visit this TD again	4.150	0.915	0.220

Source: results of empiric research

Mean values for statements related to loyalty and satisfaction with tourist destinations, shown in table 8, are relatively high (4.150 and 4.136). A very important assumption in tourist destination success is getting new tourists and, at the same time keeping existing ones. Only satisfied tourists can be kept. That is why, concerning extremely strong competition, satisfaction of visitors becomes a basic goal in tourist destination business. Service quality is key factor in efforts to have sat-

isfied tourists, and therefore very important for their loyalty toward chosen tourist destination. In conditions of global competition in the tourist markets, key factor of both survival and development is strong, positive image. Tourist destinations can build strong and positive image based only on satisfied and loyal tourists.

Table 9: Image – mean values, standard deviation and variability

Mean values, standard deviation and variability for variables related directly to image in TD image (ITD)			
Variable	M	SD	V
This TD has a good image	3.967	0.880	0.220
Image of this TD is better than image of competitive destinations	3.592	0.993	0.271
Image of this TD can be improved	4.056	0.927	0.229

Source: results of empiric research

Finally, the respondents were asked to assess their agreement/disagreement with offered statements related to the image of the destination they visited. Mean values, standard deviation and variability for those statements are shown in table 9. Image of tourist destination is result of experienced quality, and not of real quality. In other words, a tourist destination image is an agglomerate of beliefs, attitudes, ideas and impressions which current or possible visitors have about a certain tourist destination. Calculated mean value of 3.967 for the statement that observed destination has good image, is a value with which tourist destinations must not be completely satisfied, especially if we have in mind the extremely high mean value of 4.056 for the statement that the image of that particular tourist destination can be improved.

3.3. Testing of questionnaire consistency

Before defined research hypothesis was tested by regression and correlation analysis, reliability and validity of applied questionnaire had been tested. Reliability of questionnaire and its parts was tested by calculation of Cronbach Alpha coefficients. Recently, Cronbach Alpha coefficient has been the most often used coefficient to define reliability of research instruments (questionnaires). Cronbach Alpha coefficient is a measure of internal consistency of a group of statements and it can have values between 0 and 1. The closer Cronbach Alpha coefficient is to value 1, the more reliable research instrument is. In respect of criteria related to research instruments reliability, Kline (4) states that if coefficient of reliability (including Cronbach Alpha coefficient) has a value approximately 0.9, reliability is considered to be excellent.

If it has a value approximately 0.8, reliability can be considered as a very good, and if it has value approximately 0.7, reliability is considered to be acceptable. In cases when reliability coefficient is less than 0.5, it indicates the fact that more than half of observed variation could be a consequence of random error, and research instruments that have so low reliability coefficient cannot be considered as reliable and they should not be applied in further analysis.

Coefficient of internal consistency of questionnaire as a research instrument is based on coefficient of Cronbach's reliability. Coefficient is calculated using the following formula:

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum_{i=1}^n \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

where:

- n – number of questions in questionnaire,
- $\sigma_{Y_i}^2$ - variance of answers to the question Y_i and
- σ_X^2 - variance of sum of answers to all questions in the questionnaire.

In R language it is enough to load psych package and to call function alpha () for Cronbach alpha test:

```
> library(psych)
> alpha(data)
Reliability analysis
Call: alpha(x = data)
```

Cronbach alpha for the whole questionnaire is **0.91**. But it is also necessary to calculate Cronbach alpha taking into account both parts of questionnaire independently. The results are shown in table 10.

Table 10: Reliability level of questionnaire (Cronbach Alpha coefficient), mean values and standard deviation for entire sample

Part of questionnaire	Code	N	M	SD	Cronbach Alpha
Image TD	ITD	33	128.49	18.841	0.96
Media	M	6	17.53	4.910	0.85

Source: results of empiric research

Based on Cronbach Alpha coefficients shown in table 10, it can be concluded that applied research instruments have excellent level of reliability, that is, they are confirmed as valid instruments for measuring statements and opinions of respondents.

3.4. Testing of hypothesis

Hypothesis of the research *Different media have different intensity of influence on creation of a tourist destination image* is defined in introductory part. Detailed review of testing of set hypothesis and description of each step in the procedure of their empiric check are shown in the following part. The data are pre-processed, prepared in two-dimensional form and stored in the Excel worksheet. Testing of hypothesis is made using the functions of R language.

Firstly, the RODBC package necessary for connection with data source >library(RODBC) is loaded. Questionnaire data prepared for the analysis (pre-processed) are saved in the library IMKomu.xls, they are accessed using the following command:

```
> conn= odbcConnectExcel("C:\\IMKr.xls")
After connection with the data source (IMKomu.xls library), all data are being saved in data frame data:
> data<-sqlFetch(conn, "IMKor")
```

Zero hypothesis H is tested using linear multiple regression model. First of all, coefficients together with variables of multiple linear regression are calculated, and based on values of those coefficients, zero hypothesis that *Different media have different intensity of influence on creation of a tourist destination image* is accepted or rejected. The first step in hypothesis testing algorithm is, using appropriate command of R language, to select values in columns of questionnaire related to five

independent variables (TV, radio, papers, Internet, external advertising) and one dependent variable (tourist destination image):

```
>multiple_regH1c =data.frame(data[,53], data[,54],
data[,55], data[,56], data[,57], data[,48])
```

Display 10: The first five lines of data set (relations) for multiple regression H1c

	[1]	[2]	[3]	[4]	[5]	[6]
[1,]	2	3	3	3	3	3
[2,]	5	3	3	4	4	4
[3,]	3	1	3	3	4	3
[4,]	2	2	4	4	4	4
[5,]	5	3	3	4	4	5

Source: results of empiric research

The following step is to apply general form of linear multiple regression function on data in the questionnaire:

```
>v_regressionH1c<-lm(data[,48]~ data[,53]+data[,54]+ data[,55]+ data[,56]+data[,57] ,
data=multiple_regH1c)
```

Using the command `>v_regressionH1c` multiple linear regression coefficients are displayed.

```
> v_regressionH1c
```

Call:

```
lm(formula = data[, 48] ~ data[, 53] + data[, 54] +
data[, 55] + data[, 56] + data[, 57], data = multiple_regH1c)
```

Coefficients:

```
(Intercept) data[, 53] data[, 54] data[, 55] data[, 56] data[, 57]
3.14068 0.16774 -0.10417 -0.01402
0.21032 -0.02589
```

Linear multiple regression mode in the result is in analytical form:

$$y=3.14068+0.16774x_1-0.10417x_2 -0.01402x_3 + 0.21032x_4 -0.02589x_5$$

where y is values of tourist destination image depending on values of independent variables x_1, x_2, x_3, x_4, x_5 , that is, TV, radio, papers, Internet and external advertising respectively.

After that it is necessary to test zero hypothesis about linear multiple regression coefficient. Zero hypothesis about linear multiple regression coefficient states that all coefficients are equal to zero:
 $H_0: b_1=b_2=...b_p=0$

Zero hypothesis about linear multiple regression coefficient are tested by calling function `summary()`:

```
> summary(v_regressionH1c)
```

Call:

```
lm(formula = data[, 48] ~ data[, 53] + data[, 54] +
data[, 55] + data[, 56] + data[, 57], data = multiple_regH1c)
```

Residuals:

```
Min 1Q Median 3Q Max
-2.84265 -0.56875 0.04592 0.62533 1.65122
```

Coefficients:

```
Estimate Std. Error t value Pr(>|t|)
(Intercept) 3.14068 0.09807 32.024 <2e-16 ***
data[, 53] 0.16774 0.03095 5.420 7.49e-08 ***
data[, 54] -0.10417 0.03196 -3.259 0.00116 **
data[, 55] -0.01402 0.03617 -0.388 0.69836
data[, 56] 0.21032 0.03196 6.580 7.59e-11 ***
data[, 57] -0.02589 0.03367 -0.769 0.44207
---
```

```
Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

Residual standard error: 0.8163 on 994 degrees of freedom

Multiple R-squared: 0.1199, Adjusted R-squared: 0.1155

F-statistic: 27.09 on 5 and 994 DF, p-value: < 2.2e-16

In the given example it is Multiple R-squared: 0.1199, and that means that model explains 11.99% of total variance.

Red: F-statistic: 27.09 on 5 and 994 DF, p-value: < 2.2e-16 expresses significance or insignificance of the model. Model is significant if any of coefficients is not equal to zero. Model is not significant if all coefficients are equal to zero ($b_1= b_2 =...= b_n= 0$).

If p-value is less than 0.1, it indicates that the model is the most probably significant. In the

given example probability (p-value) is 2.2e-16. It is less than 0.1, so it can be concluded that multiple regression model is significant.

Based on multiple regression model it can be accepted a null hypothesis that different media have different intensity of influence on tourist attitudes about a tourist destination. In this model of multiple linear regression it is obvious that the Internet is the most important media with positive influence on a tourist destination image (tourists opinions about tourist destination).

Conclusion

Research results confirm the set hypothesis and clearly show that *different media have different intensity of influence on tourists' opinions about a tourist destination*. It is obvious that tourist sector, as many other sectors, undergoes numerous changes, and that, in this very turbulent time, it is exposed to extremely strong competition. Communication with tourist market and offer of tourist destinations cannot be based only on natural beauty, natural and cultural attractions, sun, sea and beaches. Creation and maintenance of desirable image of any tourist destination is becoming the most important factor in an effort to achieve set goals. For these reasons, and comprehension how much it effects perception of individuals, their behaviour, and choice of tourist destination, the importance of destination image concept is globally accepted. The image communicates the company mission, professionalism, and competence of employees as well as management. Finally, everything that one destination does or does not do in the tourist market is a part of its image.

Therefore, the image has to be clear and precise. It has to be adequately designed, directed, communicated, and permanently managed. According to the above mentioned, the role of media in the image creation is unquestionable. In fact, a certain opinion which possible tourists have gained, in different ways and also through media, results firstly in selection, and then in choice of destination. Therefore, highly positioned image of a tourist destination is important because it, in the visitors' perception, decreases perceived risk of their decision related to choice of tourist destination. In that sense, all responsible actors within tourist destination have to develop their destination in the way which will enable that mean value for the statement "image of this destination is better than image of competitive destinations" strives to excellence.

References

- /1/ Crompton, J. (1979.). An assessment of the image of the Mexico as a vacation destination and influence of geographical location upon the image. *Journal of Travel Research*, 4, Str.19.
- /2/ Schmall G.A., (1977.), *Tourism promotion*, Tourism International Press, London, str.48
- /3/ Gallarza M.G. Saura I.G., Garcia H.C. (2002.), *Destination image: Towards a conceptual frame work*. *Annals of Tourism Research*, 1, str. 59.
- /4/ Jandala C. (1998.), *Destination Image Development*. Conference Proceedings „Destination Marketing-Scopes and Limitations“. Marrakech, St.Gall: AIEST., str. 342.
- /5/ Vukonić B., Čavlek N., (2001.), *Rječnik turizma*, Masmedia, Zagreb, str.130.