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Are eco-tourists different? A study of marketing communications effectiveness in destination selection

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Abstract

This paper builds on previous research on the effectiveness of the communications mix and sources of information used by tourists in destination selection. It argues that a differentiated marketing promotional strategy is required for each of the different destination sites within a country and that the product life cycle model is a useful concept for destination marketing strategy formation.

Data collection for this exploratory research was obtained from a survey carried out in an internationally recognized eco-tourism destination, the state of Sabah in Malaysia. Correspondent and MANOVA analysis revealed significant differences between international and domestic tourists. Key findings highlight that the effectiveness of the media chosen and the source of information consulted in destination selection varied with the site chosen which may be related to its stage of "newness".

Keywords: Tourist characteristics; Marketing communications effectiveness; Information sources; Eco-tourism sites

Introduction

Travel and tourism has grown into one of the largest income generators worldwide (Bonn *et al.,* 2005) and has been identified as a global industry (see, for example, Mowlana and Smith, 1993; Riege and Perry, 2000). Indeed the World travel and tourism council (WTTC) indicates that "world travel and tourism contributes $5890 billion to global GDP in 2008 rising to US$10855 billion in the next ten years" (www.wttc.org). For that reason, tourism makes a major contribution to the gross national product of many nations and has highlighted the growth in marketing tourist destinations (Reige and Perry, 2000).

Given the competitive nature of the global tourism industry, destinations need to create a way to differentiate themselves from their competitors (Morgan *et al.*, 2002). Yet many destinations continue to use images and communications which are still relatively simplistic in approach. This may be as a result of the stage of development of the destination in question or a lack of understanding of the nature and value of marketing to tourism (March, 1994). Indeed it may also be a failure to operate at a strategic level, relying heavily on a more tactical marketing communications approach. A key challenge facing tourism organizations is the effectiveness and relevance of marketing and promotional practices to enhance destination selection (McCartney *et al.*, 2008) in today's fiercely competitive environment.

Tourism marketing studies have addressed some of the marketing communications issues including destination publicity (Dore and Crouch, 2003), destination branding (Morgan *et al.,* 2002, 2003), advertising effectiveness (Kim *et al.,* 2005), and destination image (Bonn *et al.,* 2005; Govers *et al.,* 2007; McCartney *et al.,* 2008). Absent in the literature is the formation of destination marketing strategy (McCartney *et al.,* 2008), specifically the significance of whether respondents heard about a destination from the media and the level of importance given to each media in destination selection. The catalyst for this study was based in part on the suggestion by McCartney *et al.,* (2008).

In this paper we argue that central to the formation of a destination marketing strategy is a clear understanding of marketing communications effectiveness in relation to destination selection and that a differentiated approach is required for different sites within a country. The contribution of this exploratory research is that it addresses the gap in the literature outlined above and gives a better understanding of marketing communications effectiveness and the characteristics of eco-tourists in relation to information sources used and eco site visited. In particular, it reveals significant differences between international and domestic tourists in terms of information sources consulted in relation to the site chosen and its degree of "newness".

Following a review of the literature, the paper explains the methodology adopted, presents our results, and concludes with a discussion of the key implications for educators, practitioners and researchers.

Background

Marketing communications effectiveness
The historical development of the application of marketing to tourism has focused on the promotion of destinations as being key in attracting increased numbers of tourists (Ryan, 1991). The combination of different promotional tools has been critical in achieving this and the range of media used has spanned from the use of TV, print advertising, travel brochures, travel agents, tourism bureau websites, the internet, and PR. Tourists have perceptions and images of a destination which form their view of a particular destination (Wheeler, 1995) and the way in which this is achieved via the promotional mix has been through the use of imagery, for example, sunshine, palm trees, golden sandy beaches, beautiful people, and tranquility. Initially, studies were simply about awareness creation for destinations. For example, Ashworth and Goodall (1988) suggest the process is about creating awareness of a destination using "official" sources and the appropriate media and the understanding of these images by target tourists. Without a combination of all these factors meaningful impact cannot be achieved. Looking at destination image formation studies the use of different media or sources of information has played a central role.

Role of Information Sources
The role of information sources has been examined in numerous research studies from a range of perspectives (Baloglu and McCleary, 1999; Fakeye and Crompton, 1991; Gartner, 1993; Um, 1993). Indeed, Um's (1993) model looks at symbolic stimuli (promotional efforts through various media) and social media (friends and relatives' recommendations or word of mouth).

Information sources or stimulus factors (Baloglu and McCleary, 1999) or image formation agents (Gartner, 1993), work together with other factors to form perceptions and evaluations of a destination (Beerli and Martin, 2004).

Gartner (1993) suggests that the image formation process is a continuum of different agents or information sources. He classified the information sources as a) overt induced (such as advertising in mass media by tourist boards b) "covert induced" (*i.e.* using celebrity endorsement in promotional activities), c) autonomous using mass media news, broadcasting documentaries and TV, and d) organic i.e. friends and families based on their experience or knowledge and e) a visit to the destination. In the development of his framework the perceptual component is a function of the amount and type of information sources used by tourists.

Baloglu and McCleary's study (1999) concluded that the variety of information sources, the type of source, age and education, influence perceptual evaluation of a destination image. They further suggest that destination marketers should encourage tourists to consider "multiple information sources" and to review and evaluate their promotional channels to greater effect. Word of mouth (WOM) was the most influential source of information in forming destination images.

Govers *et al.* (2007) looked at sources of information influencing previsit image. They discovered that covertly induced and autonomous agents (for example, TV, magazines, internet) had a dramatic effect as over 60% of tourists mentioned these information sources. In own travel experience, WOM and friends and family were also highly relevant. Bonn *et al.* (2005) investigated destination attributes which contribute to destination image perceptions and looked at differences between international versus domestic visitors. They concluded that tourists from different cultural backgrounds form different image perceptions of the destination visited. More recently, McCartney *et al.* (2008) suggest that a detailed understanding of the influences of the information sources can help destination marketers to create effective destination marketing promotional strategies. To this end they created and tested a "communications effectiveness grid" in order to develop an optimum communications mix for use with Macao Special Administrative Region. They concluded that apart from broadcast media, non paid media, fro example, recommendations from family and friends, books, films and travel programmes

were rated as important sources of information. Their study highlighted where promotional effort was being wasted.

There is a need to cut through the advertising 'clutter' with clear messages from reliable sources. McCartney *et al.*'s study (2008) looked at the degree of influence of information sources and found that those which had "less control" (*i.e.* friends and family) were more credible than some of the more "controlled" sources (*i.e.* print and broadcast media). "Direct experience and personal recommendation" are cited as the most credible sources of information on destination choice (Sussman and Unel, 1999, cited in McCartney *et al.* 2008, p.185).

Sources of information span from simple brochures, use of travel agents personal recommendations and WOM, to broadcast media (for example, TV, print media and radio) and the internet. In a study by Dore and Crouch (2003) the influence of publicity programs conducted by national tourism organizations was investigated. Their conclusions support that while PR may not be first in terms of marketing spend it is rated as a top priority in terms of promotional importance. It is widely accepted that WOM has a greater impact on consumer choice than many of the more traditional promotional tools. It may affect the destination choice of travelers (Nolan, 1976). Murphy (2001) suggests that WOM has been highlighted as an important source of information within tourism research.

Tourism officials need to understand the effects or influence of WOM communications on destination choice in order to improve targeting to different segments. In focusing on the local residents in the local market they could positively influence outsiders via extolling the benefits of the region via friends and family (Simpson and Siguaw, 2008). The tourism industry is a fragmented and information rich industry lending itself to the benefits of the internet as a source of information (Schwartz, 1998). The use of the internet and Websites as sources of information have been widely accepted as having global reach and there have been a number of studies looking at web site content and its influence on destination image (Law *et al.*, 2004) and Web site content and its influence on travel intentions (Kaplanidou *et al.,* 2006).

Despite the growing body of knowledge on destination image formation, lacking is the formation of destination marketing strategy specifically the significance of whether the respondents heard about a destination from the media in destination selection (McCartney *et al.,* 2008).

The purpose of this paper is to identify the relative effectiveness of tourism promotion and information sources utilised in destination selection by eco-tourists. Hence the research questions are:

- What are the various information sources used by tourists in selection of an eco destination?

- What is the relative effectiveness of communications media and information sources consulted?

- Are there any differences between international and domestic tourists in terms of information sources used?

Methodology

Research Setting
The region of the study investigated was the state of Sabah in Malaysia which has low agriculture capacity due to deterioration of natural resources and therefore the economy relies heavily on tourism and the service industries (Jakobsen *et al.*, 2007, p. 84). Located in the northeast of the island of Borneo, recognized as one of the world's emerging eco tourist destinations (Weaver and Oppermann, 2000), the beauty of Sabah, its nature-based resources and cultural diversity are factors which lend themselves to the unique positioning of Sabah as an emerging eco tourist destination (http://www.sabahtourism.com/sabah-malaysian-borneo/en/travelguide/3-sabah-travel-map/).

Background to the different tourist sites
Within Sabah, there are a number of eco tourist sites which range from established to emerging destinations. For example, established eco sites such as Sukau Ecolodge and Spidan Island and Tawan are globally known and the trademark of Sabah and very accessible, and Maliau Basin, Sepliok, Danum Valley and Guamantong are World heritage sites. The latter areas are virgin territory with more jungle and tend to lend themselves more easily to an "eco" destination. Emerging destinations which

are "newish" parks and very accessible, for example, Tabin Wildlife Park and Rahman Park and Tip of Borneo and Tawu Hill can be regarded as new eco sites.

Research instrument

The questionnaire was designed from the themes which arose from literature related to effectiveness of media on tourism. Data collection was via face-to-face interviews using a close-ended questionnaire as the survey instrument, to reduce the assumptions in interpreting the questions by the respondents. Generally this method generates higher level of usable response but it involves higher level of cost (Sekaran, 2000). The interviewer identified whether the tourist fell into the category of 'soft' or hard eco tourist based on a series of questions at the beginning of the questionnaire.

The questionnaire was divided into two sections.

- The first section elicited demographic details of the respondent, that is, the tourist (Table 1).

- The second section attempted to elicit the sources of information used by tourists in visiting Sabah as an eco-tourist destination using dichotomous responses.

Within the questionnaire, the variety of information sources used by visitors from which they heard about Sabah as an eco tourist destination was examined. Ten sources were identified (see Table 2). A pilot study of the research instrument was executed to check the validity and the reliability of the scale items in the survey using undergraduate students in a business school of a university in Malaysia. Items on the type of information required were modified in order to achieve higher reliability (the Cronbach factor improved to 0.78).

Data collection

Data was collected at different eco tourist sites located near the areas of Kundasang, Kudat, Sandakan, Tawau, Lahad Datu and Kota Kinabalu and at the exits of each tourist attraction (see map of Sabah). Purposive sampling was used to obtain a wide range of responses from tourists representing as many different foreign nations as possible. Every third tourist visiting the location was approached and asked if he or she was willing to do a face-to-face interview to complete the questionnaire. Following similar

procedures, the domestic sample was obtained at similar locations. All respondents were voluntary, and precautions were adopted to maintain anonymity and confidentiality. A total of 406 tourists were contacted and surveys were completed and returned by 363, which represents an 89% response rate.

Data analysis included a three steps process. First, the chi-square analyses were used to identify the similarities and differences in sources of information across eco tourist sites. Second, correspondence analysis was used to provide interpretable results illustrating the relationship between the tourism products and sources of information utilized. Finally, to further detect the significant relationship between these variables, MANOVA analysis was used which is more parsimonious in nature (Hoffman and Franke, 1986).

Findings

Profile of respondents

The sample consisted of 182 international tourists and 181 domestic tourists (see Table 1). Within the sample, a large proportion of tourists were educated to degree level (61.4%) and the split between international and domestic tourists in terms of their educational achievement was roughly in equal proportions.

- Insert Table 1 Here -

The sample was further broken down into categories of those who were traveling on their own - independent travelers (35%), those traveling with friends and family (37.5%), and those traveling in groups (27%). Most international tourists were independent travelers, who would spend time exploring an unknown eco tourist destination at their own pace rather than being part of a guided group with a detailed schedule. Domestic tourists, however, preferred to travel with friends and family.

From the chi-square analyses all items were statistically significant at a 0.05 level. To compare the information sources consulted and the eco site visited, the items were arranged in a contingency table

as shown in Table 2. What this reveals is that WOM, the internet, and travel agents were the most consulted information sources for each destination.

- Insert Table 2 Here -

However, further analysis revealed a different result. Correspondence analysis was used to create a perceptual map (see Figure) to illustrate the relationship between the source of information used and the eco sites visited.   A one-dimensional solution was found appropriate as it explained 76% of the variance (Hair *et al.,* 1998). The perceptual map in the Figure reveals an interesting outcome in relation to the "newness" of the eco site. Looking at the bottom right quadrant, the most frequent sources of information used by tourists for eco sites such as Maliau Basin, Sepilok, Danum Valley and Guamantong are through word of mouth from friends who had been there and internet surfing. For newer eco sites like Tabin Wildlife and Tengku Abdul Rahman Park (top left quadrant) the sources are through friends, travel agent, print media and outdoor billboard. For the famous Sipadan Island which is famous for deep sea diving, National Park and Sukau Ecolodge (bottom left quadrant) tourists consulted the website and television channels. The very new eco sites such as Tip of Borneo and Tawau Hill (top right quadrant) attracted tourists through road shows and audio broadcast.

- Insert Figure Here -

Multivariate analysis (MANOVA) was then employed to reveal whether there was any relationship between tourists characteristics and the eco sites and to test the effectiveness of the associated sources of information used at each of the sites. The results are presented in Tables 3-6.

At both sites more international than domestic tourists were attracted. After conducting the Wilks's Lambda statistics for intercorrelation between independent variables, Table 3 reveals that there is a significant difference in the numbers of international tourists visiting the new eco site of Tip of Borneo indicating a possible lack of awareness of the eco site amongst domestic tourists. In addition, the

education level shows significant differences for both Tip of Borneo and Tawau Hill, with diploma holders frequenting the sites in greater numbers.

- Insert Table 3 Here -

In Table 4, variables such as tourist type and travel pattern show significant differences for Tengku with higher means of international tourists (1.912) and traveling in groups (1.980). This indicates that more international tourists visit Tengku and tend to travel with family or in escorted groups. In terms of the sources of information, the outdoor billboard variable showed significant difference for Tengku and Tabin Wildlife, indicating that outdoor billboards were not an effective source of information. In the case of Tabin, Table 4 reveals a significant response of (1.821) for print media, indicating that tourists were less aware of Tabin via this medium.

- Insert Table 4 Here -

For the eco sites of National Park, Sukau and Sipadan in Table 5, the education level of tourists is statistically significant (p=0.00) across all three sites. Tourists visiting these eco sites are less well educated. Looking at the sources of information, websites of the three sites show significant differences. For example, for the National Park, the mean response to website as a source of information is lower than expected. Sipadan island indicated the most significant difference with more tourists indicating that they had not seen the website. Sukau has the opposite result.

- Insert Table 5 Here -

In Table 6, statistically significant differences between the variables in relation to the eco sites of Maliau, Sepilok, Danum and Gumanotng are education level (p=0.00) and travel pattern (p=0.04). The table indicates that tourists to these areas tend to be less well educated regardless of tourist type. In terms of the travel pattern, it is interesting to note that Maliau Basin, Danum Valley and Gumantong sites favour escorted groups whereas Sepilok favours travel with friends and family. This may be related to issues

of accessibility with the former three sites being located deep in the jungle. WOM does not seem to have been effectively used as a source of information, indicating that tourists might be using other sources of information as they travel in escorted groups, and that travel agents may be important. A similar pattern emerges for Maliau Basin, Sepilok, and Danum Valley in terms of internet surfing.

- Insert Table 6 Here -

Conclusion

This study has provided an understanding of the sources of information used by international and domestic tourists for different eco sites in Sabah (Figure) and an indication of which media were being used effectively at each site (revealed in Tables 3-6). At the time of the study, STB was aggressively promoting Sabah as a destination for nature and adventure using an undifferentiated marketing communications strategy. STB's primary objective was to position Sabah as an eco tourist destination using the full range of promotional media available with the Internet being the most prevalent. In this way, Sabah's tourist destinations were promoted as a whole, rather than developing a distinct promotional strategy for each site. Despite the success of this undifferentiated approach, (tourist numbers grew from 1.2 million in 2003 to 2.3 million in 2008), STB were unaware of which media were most effective with international and domestic tourists.

Interestingly, our findings reveal that more international tourists visited the relatively new and newest eco sites in Sabah and yet the marketing communications media were more geared towards the domestic market. This indicates a mismatch between visitor type and marketing communications channel used.   In addition, it revealed significant differences between international and domestic tourists and the source of information consulted in destination selection particularly related to the stage of site "newness". If the product lifecycle concept is used, it seems evident that different media will be effective at different stages. For example, initially with the establishment of a new product, the objective is awareness creation and therefore the Internet and broadcast media lend themselves for this purpose.

As the product matures a different mix becomes more meaningful as tourists engage differently and consolidation becomes more important.

It therefore appears that STB had not effectively planned its communication strategy in relation to the eco-tourist sites and the possible different tourist types or segments, which resulted in ineffective use of marketing communications media. Initially, the findings (Table 2) highlighted that friends and family who had been there and WOM appeared to have greater influence than broadcast media. This is similar to Murphy's view (2001) that WOM has been highlighted as an important source of information within tourism research. However, what became clear through deeper analysis of the findings is that the sources of information used by tourists, were different depending on the tourist site visited and that tourist characteristics (for example, international versus domestic, travel pattern and level of education) were an influencing factor. In particular, the level of education is in accordance with other studies (Govers *et al.*, 2007; Kwan *et al.*, 2008; Meric and Hunt, 1998; Tao *et al.*, 2004). Ultimately, it is only through a comprehensive understanding of the type and sources of information used that tourism marketers can develop an effective marketing and promotional mix (McCartney *et al.*, 2008). This paper has argued that central to the formation of a destination marketing strategy is a clear understanding of marketing communications effectiveness in relation to destination selection and that a differentiated approach is required for different sites within a country.

Managerial Implications
The findings illustrate the relative effectiveness of marketing communications and information sources utilised in destination selection and that different eco sites need to be viewed differently in the development of a destination marketing strategy. Additionally, significant differences between international and domestic tourists in terms of information sources used was revealed. Based on the findings, several recommendations were made to STB regarding the effective use of sources of information and a more clearly differentiated strategy to reflect the tourist segments and eco tourist site.

This research demonstrates a number of managerial implications for practitioners involved in tourism marketing. Firstly, that a more strategic approach to establishing eco tourist destinations would lead to better decision making, an improved targeting strategy and the development of a differentiated promotional strategy tailored to the needs of different tourist types. Secondly, the contribution of Sabah as an emerging eco tourist destination has applications to other emerging economies particularly relying on tourism. Finally, tourism organisations might gain useful insights if they considered product lifecycle analysis in the formation of destination marketing strategy.

Limitations and directions for Further Research
This exploratory research investigated the characteristics of eco-tourists travelling to an emerging eco destination such as Sabah, the sites visited and the sources of information consulted. It could be argued that the findings are destination specific and therefore it is recommended that other emerging eco tourist destinations need to be investigated to improve the robustness of the findings. In addition, tourists in the study were interviewed during their visit. Future research could attempt to include potential tourists prior to travel.

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Table 1: Summary of respondents

	Frequency	%	Frequency	%		%
Type of tourist	International		Domestic			
	182	50.1	181	49.9		
Education level						
Primary	6	3.3	19	10.5	25	6.9
Secondary	17	9.3	35	19.3	52	14.3
Diploma	35	19.2	17	9.4	52	14.3
Bachelor	105	57.7	101	55.8	206	56.7
Postgraduate	13	7.1	4	2.2	17	4.7
Travel Pattern						
Independent	77	42.3	50	27.6	127	35.0
With friends/family	44	24.2	92	50.8	136	37.5

Escorted group	59	32.4	39	21.5	98	27.0

Table 2: Information sources for eco tourism sites in Sabah, Malaysia

Sources of information	Sites	Maliau Basin	National Park	Tabin Wildlife	Tip of Borneo	Sukau Ecolodge	Sepilok	Tengku Abdul Rahman	Danum Valley	Tawau Hill	Gumantong	Sipadan Island	Total
		2	3	4	5	6	7	8	9	10	11	12	
Friend/family who had been there	A	149	256	25	90	73	186	19	105	10	48	247	1208
Friends	B	89	203	25	79	67	127	18	77	12	23	198	918
Broadcast	C	43	81	10	33	26	56	7	29	4	10	72	371
Travel agent	D	104	218	32	74	77	137	19	79	7	21	208	976

Television channel	**E**	82	169	23	28	68	114	4	70	7	28	169	762
Roadshow	**F**	42	62	11	28	11	59	8	40	5	22	60	348
Print media	**G**	57	126	25	41	36	83	9	46	4	17	124	568
Outdoor billboard	**H**	41	100	19	36	28	53	14	26	2	11	84	414
Internet surfing	**I**	138	250	18	86	80	184	20	101	8	41	247	1173
Websites	**J**	78	181	23	52	63	104	11	59	3	17	175	766
Total		823	1646	211	547	529	1103	129	632	62	238	1584	7504

Table 3, Level 1: MANOVA of tourist characteristics and sources of information

Tourist characteristics	Tip of Borneo	Tawau Hill
	Mean	Mean
Tourist Types		
International	1.74*	1.97
Domestic	1.64*	1.95
Wilks lambda=0.954 , F= 4.31, p=0.002*		
Travel Pattern		
On your own	1.64	1.95
With friends/family	1.72	1.94
Escorted group	1.70	2.00
Wilks lambda=0.977, F=0.862 , p=0.461		
Education Level		
Primary	1.60	1.84
Secondary	1.77	1.96
Diploma	1.83	2.00
Bachelor	1.63	1.97
Postgraduate	1.71	1.88
Wilks lambda=0.924, F=2.72 , p=0.02*		
Broadcast		
Yes	1.612	1.953
No	1.709	1.964
Wilks lambda=0.992, F=2.842 , p=.093		

Roadshow		
Yes		
No	1.600	1.929
Wilks lambda=0.986, F=2.982 , p=.085	1.706	1.969

Note: * Show significant difference

Table 4, Level 2: MANOVA of tourist characteristics and sources of information

Tourist characteristics	Tabin	Tengku
	Mean	Mean
Tourist Types		
International	1.929	1.912*
Domestic	1.923	1.845
Wilks lambda=0.990 , F=0.046, p=.830		
Travel Pattern		
On your own	1.898	1.699*
With friends/family	1.868	1.919
Escorted group	1.867	1.980
Wilks lambda=0.996, F=03.717 , p=0.012		
Education Level		
Primary	1.920	2.000
Secondary	1.712	1.962
Diploma	1.885	1.885
Bachelor	1.937	1.908
Postgraduate	1.765	2.000
Wilks lambda=0.896, F=1.497 , p=0.190		
Family /friends		
Yes		
No	1.890	1.921
Wilks lambda=0.997, F=0.212 , p=.646	1.860	1.934

Travel agent		
Yes		
No		
Wilks lambda=0.997, F=0.235 , p=0.628	1.867	1.921
	1.902	1.935
Print Media		
Yes		
No		
Wilks lambda=0.979, F=0.336 , p=0.563	1.821*	1.936
	1.915	1.919
Outdoor Billboard		
Yes		
No		
Wilks lambda=0.973, F=6.698 , p=.010*	1.826	1.872
	1.902	1.949

Legend: * denotes significant difference.

Table 5, Level 3: MANOVA of tourist characteristics and sources of information

Tourist characteristics	National Park Mean	Sukau Mean	Sipadan mean
Tourist Types			
International	1.071	1.912	1.143
Domestic	1.116	1.751	1.144
Wilks lambda=0.988 , F=2.127, p=0.146			
Travel Pattern			
On your own	1.055	1.685	1.118*
With friends/family	1.125	2.007	1.221
Escorted group	1.102	1.786	1.061
Wilks lambda=0.942, F=1.362 , p=0.354			
Education Level			
Primary	1.320	3.440	1.240
Secondary	1.115	1.731	1.327
Diploma	1.115	1.615	1.115
Bachelor	1.029	1.762	1.063
Postgraduate	1.176	1.412	1.235
Wilks lambda=0.740, F=9.853 , p=0.00			
Television channel			
Yes	1.077	1.821	1.071*
No	1.126	1.836	1.218
Wilks lambda=0.955, F=2.284 , p=0.116			

Website			
Yes			
No	1.072	1.871	1.106*
Wilks lambda=0.988, F=3.579 , p=0.059	1.131	1.785	1.183

Legend: * denotes significant difference.

Table 6, Level 4: MANOVA of tourist characteristics and sources of information

Tourist characteristics	Maliau Basin Mean	Sepilok Mean	Danum Mean
Tourist Types			
International	1.489	1.401	1.654
Domestic	1.558	1.381	1.635
Wilks lambda=0.988 , F=1,731, p=0.189			
Travel Pattern			
On your own	1.433	1.291	1.551
With friends/family	1.537	1.463	1.676
Escorted group	1.622	1.418	1.724
Wilks lambda=0.931, F=2.735 , p=0.044*			
Education Level			
Primary	1.960	1.920	1.880
Secondary	1.615	1.673	1.846
Diploma	1.596	1.538	1.750
Bachelor	1.413	1.214	1.558
Postgraduate	1.588	1.353	1.471
Wilks lambda=0.683, F=7.433 , p=0.00*			
Heard from friends/family who have been there			
Yes	1.485	1.321	1.617
No	1.640	1.607	1.730
Wilks lambda=0.912, F=6.555 , p=0.011*			
Internet Surfing			
Yes	1.479	1.306	1.619
No	1.643	1.622	1.714
Wilks lambda=0.910, F=7.800 , p=0.006*			

Legend: b denotes no significant difference.

Figure: Correspondent analysis of eco sites and sources of media

Symmetric plot
(axes F1 and F2: 75.34 %)