



A Relevant, Clear and Efficient List

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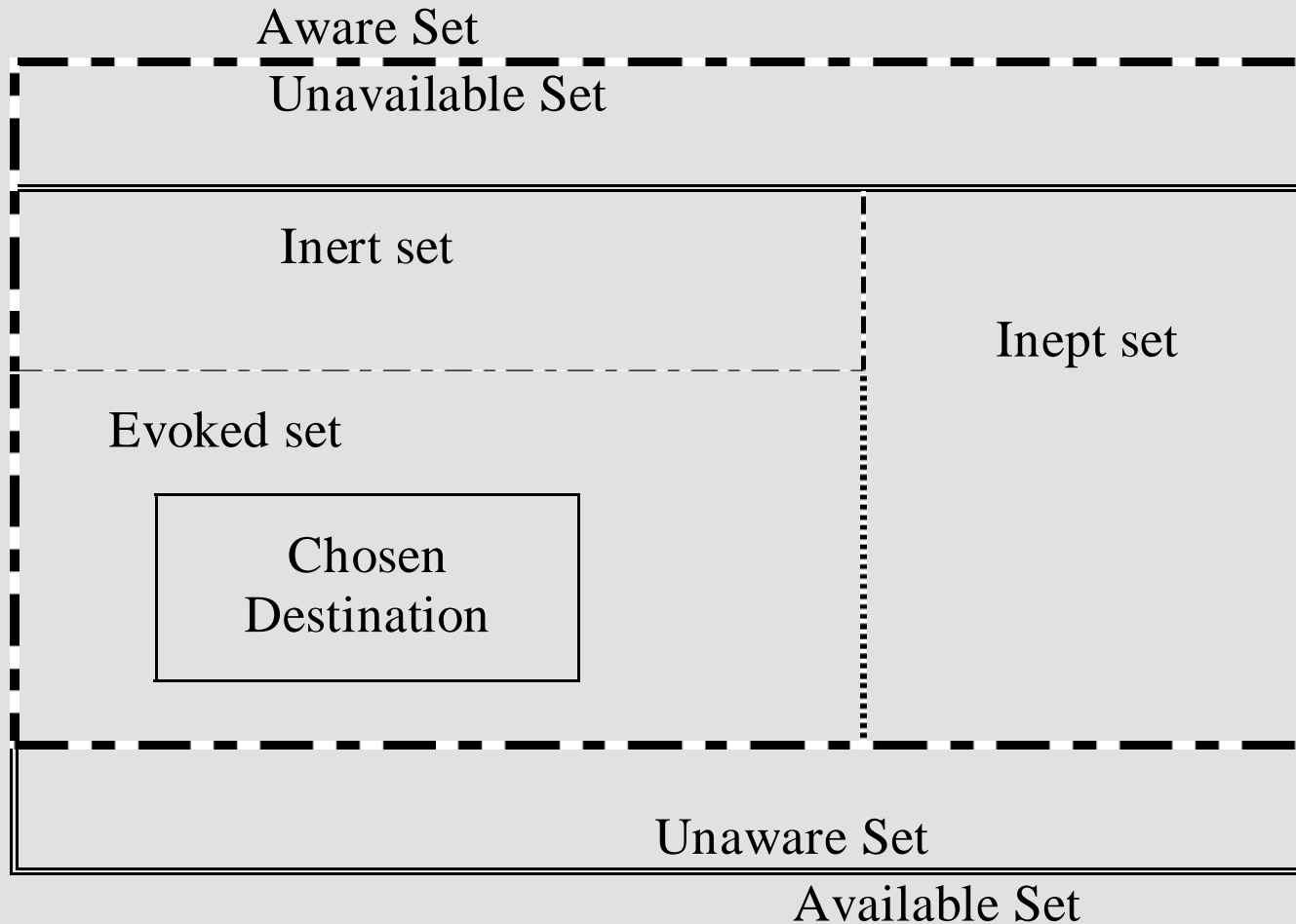
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Introduction

- Decision making process
- Destination image studies
- Limiting lists
- Arbitrary process
- Four step process
- Outcomes
- Conclusions

Decision Making

Woodside and Sherrell 1977: 15



Destination Image Measurement

- Previous studies
 - Largely structured attribute lists
 - Overall about 600 attributes identified in 30 studies
 - Largely from literature or researcher defined
 - No mention of limiting lists or eliminating irrelevant, unclear and inefficient items
- This study, two methods to identify the initial list
 - Free-elicitation survey (n=202)
 - In-depth interviews (n=10)

Limiting Lists

- A need to limit lists so not to be overwhelmed by heterogeneity
 - Precise delimitation is necessary for successful measurement of a concept
- Concerns can be minimised through the development of a precise process of elimination
 - Generally the elimination of items is by the researchers' 'good judgement'
- Limit the large list of items to a list that is manageable, though still provides a sufficient explanation of the semantic space

Limiting Lists

- Relevant
 - The relevance, relationship or correlation of the items identified to the concepts being studied
 - A consideration of the item being a measure of the concept
- Clear
 - The clarity and familiarity of the items identified for respondents to understand and implement
 - A consideration that respondents can understand the items
- Efficient
 - The efficiency of the items identified to measure the concepts being studied
 - A consideration of the representativeness of the items in explaining the concept

Arbitrary Process

- Derived from previous studies
 - Lack of documentation in tourism literature
 - Largely psychology studies
 - 10 studies, using between 1 and 5 steps
- Four step process
 - Initial list of 144 decision making factors and 254 destination image attributes

Four Steps

Eliminating irrelevant, unclear and inefficient items

1. Items stated by less than five percent of respondents in the survey put on elimination list
 - Items retained in the final list if identified by at least 25 percent
2. Items identified in step 1 not supported by interview content eliminated

Four Steps

Eliminating irrelevant, unclear and inefficient items

3. Independent relevance and clarity survey (n=34) on the whole list of items identified in the survey and interviews
 - Extreme and location specific items eliminated
 - Items eliminated with less than 75 percent agreement
 - Items retained in the final list with 95 percent agreement
4. Comparison of the step 2 and step 3 retention lists to identify any irregularities between the two lists
 - Matched items between the two lists selected for final list
 - + Items retained from 1 and 3 and not matched

Outcomes

- List of
 - 20 relevant and clear decision making factors
 - 124 irrelevant and unclear items eliminated
 - 40 relevant and clear destination image attributes
 - 214 irrelevant and unclear items eliminated
- Efficient lists?
 - Items explain 70 percent of initial list responses
 - 9 minutes to complete with semantic differential scales
 - Compared to 1 hour 15 minutes for the initial list

Conclusions

- Arbitrary process
 - (Precise) process of elimination
 - Documented and repeatable process
- Limiting lists to be relevant, clear and efficient
 - A list that is manageable, though still provides a sufficient explanation of the semantic space
- Comparable items to other destination image studies