

Do Frequency of Visit and Length of Stay Alter Perceived Cognitive Destination Image? A Multivariate Approach

Sabari Shankar R.¹
Elizabeth Renju Koshy²
Chandan³

Abstract

The Indian tourism industry is competing with global destinations through effective and lucrative strategies. Strategic destination branding is one of the finest ways of achieving the frontier. This requires careful analysis of tourists' perception and behavior from time to time and inculcate insights on the branding process. Accordingly, this research work is an extract from a major research that focused on whether the behavioral elements such as tourists' frequency of visit and length of stay to/in the destination influenced the perceived cognitive destination image. Even though literary sources indicated the connection between these factors, a void was identified in terms of the aspects of the cognitive image, specifically in the Indian context. Hence, a district in Tamil Nadu that had high tourist attractions and potentialities to serve distinct tourist motives was chosen for the study. The respondents answered a structured questionnaire that contained the necessary questions and statements on tourists' sociodemographic characteristics, frequency of visit, length of stay, and perception of the cognitive image of the destination. The sample size was rounded to 327 after data cleaning. Simple percentage analysis revealed that the highest percentage of tourists were frequent visitors and stayed in the destination for more than a week. This is a good sign for marketers to increase the tourists' inflow and invest in branding strategies. The multivariate analysis of variance technique of SPSS was employed to analyze the data. The results indicated that despite the frequency of visit and length of stay, some of the cognitive belief aspects remained unaltered. Suggestions were made to the marketers on deploying the cognitive image aspects while designing the advertisement campaigns and including the cognitive image elements in the branding process. Theoretical implications were also indicated on the outcome of this research. Also, limitations were stated in terms of the sample size, research location, and other aspects. Scope for further research was also indicated.

Keywords : frequency of visit, length of stay, cognitive image, destination, tourists

JEL Classification Codes : L1, L8, M1, M3, O2

Paper Submission Date : March 15, 2021 ; **Paper sent back for Revision :** October 1, 2021 ; **Paper Acceptance Date :** October 25, 2021 ; **Paper Published Online :** December 20, 2021

¹ *Pedagogical Research Associate*, IIMBx Digital Initiative, Indian Institute of Management Bangalore, P 202, Second Floor, Faculty Block D, Indian Institute of Management Bangalore, Bilekahalli, Opp. Apollo Hospital, Bangalore – 560 076, Karnataka. (Email : sabarishankar92@gmail.com) ; ORCID iD : <https://orcid.org/0000-0003-2463-2355>

² *Assistant Professor*, Department of Professional Studies, Christ University Bangalore, Hosur Road, Bhavani Nagar, S. G. Palya, Bengaluru - 560 029, Karnataka. (Email : dr.renjukoshy@gmail.com)
ORCID iD : <https://orcid.org/0000-0002-2221-3133>

³ *Assistant Professor*, Department of Professional Studies, Christ University Bangalore, Hosur Road, Bhavani Nagar, S. G. Palya, Bengaluru - 560 029, Karnataka. (Email : singhchandan836@gmail.com)
ORCID iD : <https://orcid.org/0000-0002-0434-4447>

DOI : <https://doi.org/10.17010/pijom/2021/v14i12/167458>

The Indian tourism industry, perhaps one of the largest national revenues generating sectors, has been witnessing fierce competition in world commerce. Many countries and their destination management organizations are trying to position their destinations through effective branding strategies and promoting through distinct value proposition and positioning. With the government initiatives and destination marketers' strategic moves, Indian destinations are portrayed as a multifaceted tourism product that could attract global tourists. One of the most critical assertions as to why destination branding is decisive is sustainability. Tourism destination sustainability is the high-impact, perhaps the predominant pondering aspect in this era (Shankar, 2021b) cultivating cultural integrity (Chavan & Bhola, 2014). Also, destination branding and management are high as these elevate tourists' inflow, satisfaction, and intention (Bandaru & Venkateshwarlu, 2020) and can produce various benefits and betterment to distinct stakeholders such as tourism-based allied businesses, travel industry, local producers, food industry, and even facilitate the local economies to boost and produce revenues (Shankar, 2019; Shankar, 2020a; Shankar, 2021a, Shankar, 2021b). In such a context, the tourism industry and academic fraternity require varied views of destination branding. Thus, this research focuses on one of the most decisive tourism marketing paradigms: cognitive destination image. Under the stringent assertion, the cognitive image is influential and is a branding element that marketers would try to cultivate in consumers' minds. Though several studies lead to understanding the cognitive image of destinations, some of the inherent factors are left unpenetrated. Tourists' length of stay and frequency of visiting the destination, though the normative behavioral elements have been considered widely in generic perspective of tourists' behavior, however, this area has not been researched with respect to the destination image. However, these factors inculcate reference to the destination marketers and other marketers of allied businesses such as travel, hotel, hospitality, and food, etc. This research work is an extract from a major research work on understanding the various perspectives of destination image and tries to ascertain the significance of these factors (tourists' frequency of visit and length of stay) on the perceived cognitive image. Thus, the following objectives have been framed :

- To assess the tourists' frequency of visit and length of the stay to/in the selected destination.
- To study the impact of tourists' frequency of visit and length of the stay to/in the selected destination on tourists' cognitive perception about the destination.
- To provide implications based on the research outcomes.

This research is expected to produce outcomes that would facilitate the destination marketers and brand managers in marketing, branding, and positioning their destinations and indicate implications for the academic research community. A careful analysis of previous research evidence is required to understand the existing facts through an intensive literature review.

Review of Literature

This paper predominantly focuses on two approaches. One is whether tourists' frequency of travel to the destination impacts the perceived cognitive image of the destination, and second, whether tourists' duration of stay in the destination influences their cognitive perception about the destination. Hence, this review focuses on three aspects: tourists' frequency of visit & duration of stay to/in the destination, cognitive destination image, and finally, the interrelationship of both.

Tourists' Frequency of Visit and Length of Stay

Various reasons shape up tourists' length of stay in the destinations. Some of these factors are the cost involved in

the trips, the time and flexibility of bookings, tourists' varied motives, and even gender differences (Thrane, 2016). The research work by Bavik et al. (2020) inferred that tourists who were regular visitors and who traveled in larger groups tended to stay for longer in the tourism destinations. In other words, tourists' duration of stay and frequency of visit have relationship significance (Ganzon & Fillone, 2015). However, the tourists' travel budgets, civil status, and occupation profiles significantly influenced their length of stay (Ganzon & Fillone, 2015). Accordingly, tourists' duration of stay was found to have greater significance based on their trip characteristics and nationality as well (Aguilar & Díaz, 2019). Researchers such as Abuamoud et al. (2018) indicated that the events and happenings in the tourism destinations also influenced tourists' intention and frequency of visit. Perhaps, this would apply to the length of the stay as well. Despite the generic influencing factors, Barros et al. (2008) identified that publicity of the tourism destinations could be a force to reflect on tourists' decision on the duration of stay and frequency of visit. As a unique finding, a study even indicated that the homemade food cuisine was a factor determining tourists' pattern of traveling and preference of stay; perhaps this could also inculcate frequency of visit and duration of stay (Ibrahim et al., 2009). Research on understanding the length of stay for low-cost tourism by the authors Martinez-Garcia and Raya (2008) highlighted that the destination itself was a factor that impacted the duration of the trips. De Menezes et al. (2008) pointed out that the destination image and the environmental initiatives influenced the tourists' length of stay in the destination.

Along with the tourists' socio-demographics, destination attributes also facilitate the length of stay. Contrastingly, research indicated that length of stay is a driver for destination demand (Barros & Machado, 2010). The concept of tourists' frequency of visit and length of stay is critical as it reflects on tourists' loyalty towards the destination (Tiru et al., 2010). Similarly, research has indicated this assertion (Oppermann, 2000; Petrick, 2004). Also, tourists' frequency of trips to the selected destination was found to be an impacting factor in tourists' motives (Todorović & Jovičić, 2016). In terms of destination attributes, the cultural attractions also determine the tourists' frequency of visit and length of the stay in the destination (Atsız et al., 2020). Supporting this evidence, Gokovali et al. (2007) inferred that tourists' duration of stay and frequency had a connection with the perceived destination attributes and their destination choice.

Thus, it has been inferred that travel-related factors such as tourists' frequency of visiting the destinations and length of their stay are highly critical in destination branding studies. Various factors have been found as the compelling forces for these two aspects – frequency of visit and duration of stay to/in the destinations, and those have been inferred above.

Cognitive Destination Image

According to Kim and Richardson (2003), the destination image is the totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time. There are two critical factors affecting destination image — cognitive and affective (Crompton, 1979). Cognitive image is defined based on the existing belief or imbibed knowledge about the attractions, attributions, and characteristics of a tourist's destination that an individual has in his/her perception (Pike & Ryan, 2004); whereas, the affective image is the feelings or experience acquired by an individual when he/she is actually in the destination (Chen et al., 2017). Though studies have proven that these two have a significant correlation (Baloglu & McCleary, 1999), studies have witnessed that tourists' perceptions about these cognitive and affective images of the destination vary based on various factors such as tourists sociodemographic characteristics (Shankar, 2019), information sources (Shankar, 2020a), and even tourist motivations (Shankar, 2020b). Some studies have considered both cognitive image and affective image to understand the overall destination image; whereas, some researchers have considered the cognitive image because of its complex phenomenon, and some researchers have considered the affective image to understand the perception as those can be altered with marketing efforts (Beerli & Martín, 2004; Gartner & Shen,

1992; Kim & Richardson, 2003; Shankar, 2021a; Shankar, 2021b). Researchers also inferred that affective image did contribute to knowledge addition or the tourists' cognitive belief about the destination (Kim & Yoon, 2003). Also, some found the existence of a connection between the cognitive and affective image to have a statistically significant impact (Agapito et al., 2013; Woosnam et al., 2020). Since this study focuses on the cognitive image perspective, reviews about this approach have only been considered for detailed orientation. The natural environment includes landscapes, scenic beauty, bestowed natural resources, weather & climatically prevailing conditions, etc.

The cultural attributes that cover the historical perspectives of the destination, varied cultural elements and even events, tourists' infrastructure that includes accommodations and safety measures, and the atmosphere of the destination are some of the characteristics of cognitive destination image (Baloglu & McCleary, 1999; Baloglu & Mangaloglu, 2001; Chi & Qu, 2008; Del Bosque & San Martin, 2008; Deng et al., 2002; Pike & Ryan, 2004; Shankar, 2019; Shankar, 2021a; Shankar, 2021b). Destination image studies, mainly the cognitive approach, is highly decisive as the image perceived by tourists about the destination reflects on perceived destination personality traits, tourists' loyalty, tourists' revisiting intention, and recommendation behavior (Afshardoost & Eshaghi, 2020; Basaran, 2016; Chen et al., 2010; Chen & Phou, 2013; Wang & Hsu, 2010). Thus, it is critical to note that the cognitive image is one of the most pinnacle factors in destination branding strategies and marketing. However, as the core ideology of this research, the following review has been intended to understand the significant impact of the upcoming, perhaps decisive factors – frequency of visit and duration of stay on the essentially considered concept – perceived cognitive destination image.

Interrelationship

The above reviews highlight the intensity of research works found on tourists' length of stay, frequency of visit, and the perceived cognitive image. However, it is decisive to look into the interrelationship, if any, between these factors (dependent and independent) as per the framed objectives. Many researchers attempted to find the perspectives of destination image, yet a void was always witnessed in terms of perception before and after visiting the destination (Yilmaz et al., 2009). However, research also indicated that tourists who visited the destinations frequently would also prefer to consider and revisit the same destination (Yilmaz et al., 2009). A study also inferred that there was a significant difference in tourists' perception based on their frequency of visit (Yurtseven & Emel, 2002). Machado (2010) found that tourists' perceived destination image determined the tourists' length of stay in the tourism destinations.

Similarly, Pike (2002) pointed out in his research on destination image analysis – a review of 142 research papers — that length of stay had a significant connection with perceived destination image. Accordingly, few researchers emphasized that tourists' frequency of visit and duration of stay influenced their perception about the cognitive image of the destination (Beerli & Martin, 2004; Baloglu & Mangaloglu, 2001; Chon, 1991; Fakeye & Crompton, 1991). Supporting this inference, De Menezes et al. (2008) suggested that the destination image and the attitudes about the environmental initiatives influenced the tourists' length of stay in the destination. Despite these generic findings, Alegre and Pou (2006) identified the determinants of tourists' length of stay in the destination, such as tourists' sociodemographic characteristics, frequency of trips, and repeat visitation rate. Barros and Machado (2010) stated that the tourists' length of stay in the destination influenced destination demand. Tourists' length of stay in the destination is one of the factors of the destination's distance that is considered to understand the process of destination image formation (Fakeye & Crompton 1991; Gallarza et al., 2002). Also, the frequency of visits to the destinations influences the perception formation (Dann, 1996; Gartner & Hunt, 1987; Gallarza et al., 2002). Contrastingly, the destination image perceived by the tourists does intrude the revisiting intention, perhaps increasing the frequency of visits as well (Bui & Lee, 2015). Visitation as a factor does influence the destination image perceived by tourists (Tasci, 2006).

These reviews indicate predominant inferences such as the factors — tourists' frequency of visit, length of the stay, and destination image as critical factors in destination branding and management arena and are interrelated and require lots of research evidence to enhance the tourism research and industry's effectiveness. Research reviews also highlight that these three factors are the behavioral components of tourists (Qu et al., 2011; Shankar, 2019). Also, a void has been identified that there are studies portraying destination branding and management with reference to many countries other than India. Hence, this study would also add value in many perspectives of destination branding, perhaps in the Indian context as well.

Research Methodology

Type of Research

Since this research focuses on understanding whether the perceived destination image has any significance with respect to two tourist behavioral elements – length of stay and frequency of visit, an empirical research type was employed through the data responses acquired from the tourists.

Elements of the Study and Sample Frame

The core element of this study was tourists. Coimbatore, a district in Tamil Nadu with many tourist attractions, was chosen to narrow this research by location. Tourists who visited the district on distinct motives, perhaps for tourism purposes only, were grouped into the sample frame.

Sampling Method, Size, and Time Period

A convenient sampling technique was adopted, being non-probability in nature. The sample was decided as 400. However, after the data cleaning and validation of responses, the sample was rounded to 327 respondents. The data were collected between June 2019 and February 2020.

Methods of Data Collection

A structured questionnaire was prepared containing the necessary statements and questions, including tourists' sociodemographic characteristics, length of the stay, frequency of visit, and perceived cognitive destination image. Since this research is an extract from a major research work, factors constituting this paper alone have been provided. The dependent variable – the cognitive destination image, had 20 statements. However, after the pilot testing, five questions were removed based on the responses, and 15 were retained, measured using a Likert 5-point scale.

Data Analysis Tools and Techniques

SPPS and MS Excel were used for data analysis and creating charts, respectively. Statistical techniques such as simple percentage analysis and multivariate analysis of variance were used to achieve the study's objectives.

Analysis and Results

Simple percentage analysis has been employed to understand the distribution of tourists – respondents' sociodemographic characteristics, frequency of visit, and duration of stay. Multivariate analysis of variance has

been used to understand the significance of tourists' frequency of visit and duration of stay on their perceived cognitive destination image.

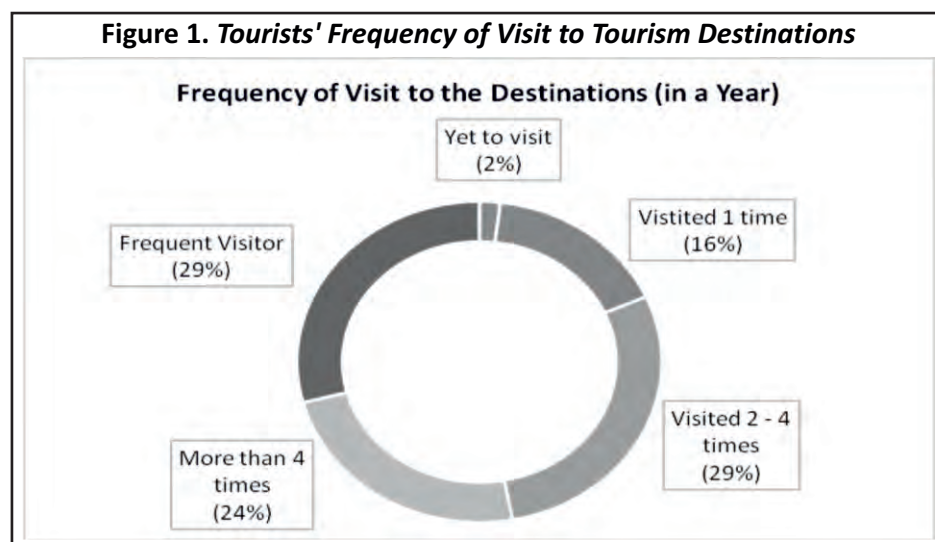
Sociodemographic Characteristics of the Respondents

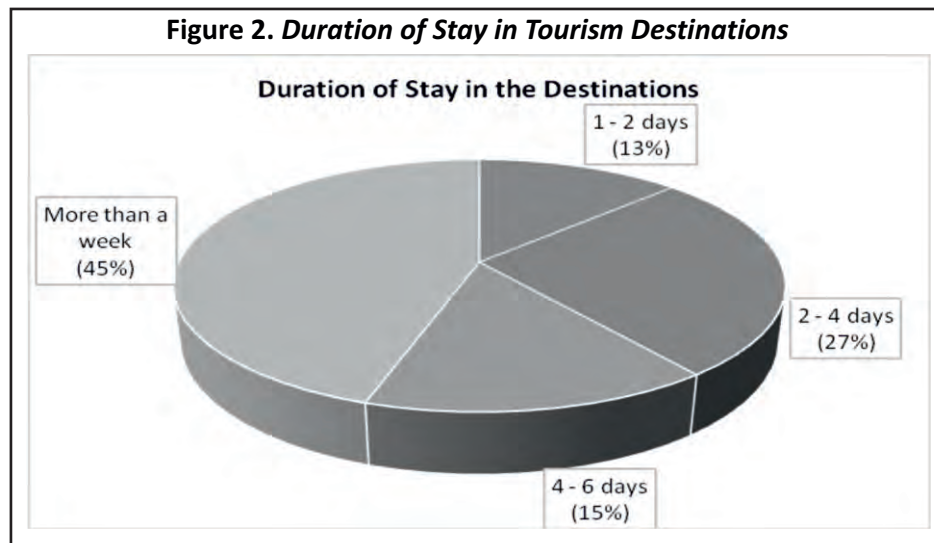
Tourists' sociodemographic characteristics play a vital role in understanding their perception of tourism destinations (Shankar, 2019). Though the study's objective is not to analyze the significance of tourists' personal factors on their perception, analyzing respondents' personal factors would facilitate better respondent profile picturization.

The total number of respondents was 327. Gender is a predominant factor of consumer behavior (in this case, tourists) as the differences reflect distinct behavior. In this context, the highest percentage of the respondents – 56.9% were male; whereas, 43.1% were female respondents. Age, perhaps a critical classification of tourists and reflects on their motives to travel (Shankar, 2020a), plays a significant role in understanding tourists' behavior. Accordingly, nearly 39% of the respondents (the highest) in this research cohort were between 25 and 34 years of age. However, only 30.3% and 27.5% of the tourists fell between 18 and 24 years and 35 and 44 years of age, respectively. With respect to the educational profile, it being a factor in the destination choice process, it is observed that more than 30% were postgrads, and more than 26% were undergrads. Occupation is an allied economic factor in the destination decision process; 25% of the respondents were government service employees and private service employees, respectively. However, close to 20% (19.8%) were found as entrepreneurs or business owners. As far as monthly income is concerned, more than 30% of the respondents earned more than 50,000 (INR) per month. Close to equal distribution was found in tourists' marital status – 51% were married; whereas, 49% were unmarried.

Frequency of Visit and Duration of Stay

Perception varies from tourist to tourist based on various factors. It could be distinct on their factors (Shankar, 2019), information source types and forms (Shankar, 2020a), and even on reflecting on their behavior (Shankar, 2020a). However, there is a need to add evidence to the literature on whether the frequency of visit and





duration of stay influence tourist perceptions. The following charts depict the frequency of visits to the tourism destinations and duration of stay in the destinations.

The donut chart (Figure 1) represents the distribution of the respondents based on their frequency of travel to the destination. It was found that 29% of the respondents were frequent visitors. Subsequently, 29% had visited the destination 2 – 4 times in a year ; 24% of the respondents had visited more than four times in a year, and only 16% had visited the destination once. This indicates that out of 327 respondents, 321 had visited the tourism destinations in the selected district, which shows a good turnover or inflow of tourists. The count also reveals to the destination marketers that there is a potential space for tourism marketing and revenue generation.

The pie chart (Figure 2) indicates that the highest percentage of respondents, that is, 45%, spent more than a week in the district. This inference is because many tourist attractions in the selected district could serve varied tourists' motives. However, 27% of the respondents spent between two and four days in the destination; whereas, 15% of the respondents stayed for more than four days but limited to six days. The least percentage of the respondents – 13% spent either one day or two days in the destination.

Impact of Frequency of Visit and Duration of Stay on Perceived Cognitive Destination Image

A multivariate approach has been used to understand the compelling impact of tourists' frequency of visit and duration of the stay to/in the destination on tourists' perception – perceived cognitive destination image. In other words, MANOVA (multivariate analysis of variance) has been used to determine whether there are any differences between independent groups (tourists' frequency of visit and duration of stay) on more than one continuous dependent variable (perceived cognitive image of the destination).

The multivariate approach has been chosen to accommodate the required assumptions to perform this sophisticated statistical analysis. The dependent variables are more than two and measured on a Likert 5 - point scale. The independent variables are categorical; there is an adequate sample size of 327 respondents. There is a perfect correlation between the dependent variables (linear relationship has been found), and no multicollinearity has been found. Since the research objective is to determine the impact of the frequency of visit and duration of stay on the perceived cognitive image of the destination, the descriptive statistics between the factors have been excluded. Table 1 represents the multivariate test results.

It can be inferred from Table 1 that there is a statistically significant difference in the perceived cognitive image

of the destination based on tourists' frequency of visitors to the destination as [F value = 9.824 ; Wilk's Λ = 0.117 ; p -value = 0.000 < 0.05]. Similarly, a statistically significant difference has been found in perceived cognitive destination image based on how long the tourists stay in the destinations – the F - value is estimated to be 9.998, Wilk's Lambda value is .267, and the significant p -value is 0.000, which is less than the threshold value 0.05. These two inferences indicate that tourists' cognitive perception or cognitive belief tends to vary based on how many times they visit the destination and how long they stay in the destination. Hence, the following two hypotheses are framed and tested:

✎ **Ha1** : There is a statistically significant difference in the perceived cognitive image of the destination based on tourists' frequency of visitors to the destinations.

✎ **Ha2** : There is a statistically significant difference in tourists' perceived cognitive destination image based on tourists' duration of stay in the destination.

However, it is also important to refer to the follow-up individual ANOVA results to understand the individual

Table 1. Multivariate Test Results (Frequency of Visit, Duration of Stay, and Cognitive Destination Image)

| MANOVA - Wilks' Lambda | Value | F | Sig. |
|-----------------------------------|-------|-------|-------|
| Frequency of visit and perception | .177 | 9.824 | .000* |
| Duration of stay and perception | .267 | 9.998 | .000* |

Note. *Significant @ 0.05 level.

Table 2. Individual ANOVA Results – Perceived Cognitive Destination Image and Frequency of Visit

| Frequency of Visit and Perception | F | Sig. |
|--|--------|-------|
| The destination is clean, hygienic, and safe. | .950 | .435 |
| The destination has adequate infrastructure. | 6.130 | .000* |
| The destination is safe for everyone. | .506 | .351 |
| The destination has nightlife and entertainment attractions. | 17.758 | .000* |
| The destination has all types of suitable accommodations. | 10.089 | .000* |
| Local food items are so appealing – it is a food destination. | 12.606 | .030* |
| The destination's residents are friendly and well-mannered. | 8.023 | .000* |
| The destination has cultural and historical attributes to explore. | .928 | .425 |
| The scenic beauty and natural landscapes are plenty. | 8.976 | .000* |
| Economy-wise, it is cost-effective. | 3.989 | .004* |
| The weather condition is quite good. | 19.563 | .000* |
| It is a shopping destination. | 18.629 | .000* |
| The destination is for fun and adventure. | 0.269 | .650 |
| The destination is known for spirituality. | 1.768 | .058 |
| The destination has religious attributes. | .727 | .167 |

Note. * significant at the 0.05 level.

significances. Table 2 represents the individual ANOVA results – derived from MANOVA analysis of the impact of tourists' frequency of visiting the destination on tourists' perceived cognitive image.

Though the critical MANOVA results indicate that there are significant differences in tourists' perception based on the frequency of visit, some of the measuring statements (cognitive destination image) do not fall under the expected criteria for indicating consistency. From Table 2, it has been found that the aspects such as the destination's cleanliness, hygiene, and safety in terms of health (f - value = 0.950), safety of the tourists (f - value = 0.506), the destination's cultural and historical attractions (f - value = 0.928), fun and adventure attributes of the destination (f - value = 0.269), spirituality aspects (f - value = 1.768), and the religious attributes in the destination (f - value = 0.727) have significant values such as 0.435, 0.351, 0.425, 0.650, 0.058, and 0.167, respectively. However, the p - values of these statements are greater than the acceptable range, that is, 0.05. Hence, these individual perception statements measuring the cognitive image of the destination don't have statistically significant differences based on tourists' frequency of visit. Hence, H_{a1} cannot be accepted in these cases, and it can be inferred that despite the tourists' frequency of visits to the destination, tourists perceive that the destination is always clean, hygienic, safe, fun, adventurous, containing historical & cultural attractions, spiritual & religious. These associations are stringent beliefs that tourists hold despite the number of times they visit; whereas, the aspects such as infrastructure (f - value = 6.130), nightlife & entertaining (f - value = 17.758), suitable accommodation options (f - value = 10.089), local food (f - value = 12.606), people (f - value = 8.023), natural attractions (f - value = 8.976), economic destination (f - value = 3.989), weather conditions (f - value = 19.563), and shopping destinations (f - value = 18.629) have significant values less than 0.05. This indicates that tourists' cognitive perception alters based on the number of times they visit the destination. Hence, H_{a1} has been accepted in these cases, and it can be claimed that tourists' frequency of visits to the destination impacts their perception of the cognitive destination image. It is decisive to note that multivariate analysis results indicate that tourists' frequency of visit determines their cognitive perception about the destination. The results have found the

Table 3. Individual ANOVA Results – Perceived Cognitive Destination Image and Duration of Stay

| Duration of Stay and Perception | <i>F</i> | Sig. |
|--|----------|-------|
| The destination is clean, hygienic, and safe. | 22.460 | .000* |
| The destination has adequate infrastructure. | 35.760 | .000* |
| The destination is safe for everyone. | 1.586 | .193 |
| The destination has nightlife and entertainment attractions. | 3.490 | .016* |
| The destination has all types of suitable accommodations. | 22.460 | .000* |
| Local food items are so appealing – it is a food destination. | 6.673 | .000* |
| The destination's residents are friendly and well-mannered. | 4.013 | .008* |
| The destination has cultural and historical attributes to explore. | 2.657 | .070 |
| The scenic beauty and natural landscapes are plenty. | 10.147 | .000* |
| Economy-wise, it is cost-effective. | 1.883 | .132 |
| The weather condition is quite good. | 11.422 | .000* |
| It is a shopping destination. | 2.756 | .042* |
| The destination is for fun and adventure. | 4.219 | .006* |
| The destination is known for spirituality. | 2.012 | .089 |
| The destination has religious attributes. | 2.156 | .093 |

Note. * significant at the 0.05 level.

differences. However, as a sophisticated view, individual ANOVA results indicate the significant differences in every aspect of perception about the cognitive image of the destination; perhaps perception includes many associations based on the tourists' frequency of visitors to the destination.

Table 3 enumerates the individual ANOVA test results between the tourists' duration of stay in the destination and the perceived cognitive image of the destination. Table 3 shows that there is a significant difference in tourists' perceived cognitive image of the destination based on their duration of stay in the destination (based on the f -value and sign value). However, it is crucial to analyze the differences in individual attributes of cognitive destination image as indicated in Table. 3. Table 3 shows the individual ANOVA follow up test results and indicates that the cognitive destination image attributes such as safety (f -value = 1.586), cultural & historical attractions (f -value = 2.657), economic destination (f -value = 1.883), spiritual aspects (f -value = 2.012), and religious aspects (f -value = 2.156) have the significant value (p -value) of 0.193, 0.070, 0.132, 0.089, and 0.093 (respectively) > 0.05 – the acceptable sig range. Hence H_{a2} cannot be accepted in these cases. That is, the perceived cognitive destination image aspects such as safety, cultural & historical, economic destination, spiritual and religious aspects do not change based on tourists' duration of stay in the destination. In other words, however, the longer tourists stay in the destination, these perceptions don't change. However, the other image aspects such as the cleanliness of the destination, infrastructure, nightlife & entertainment, accommodations, local food, people, natural attractions, weather conditions, shopping destination, and fun & adventure (f -values of 22.460, 35.760, 3.490, 22.460, 6.673, 4.013, 10.147, 11.422, 2.756, and 4.219, respectively) do tend to be perceived differently based on tourists' duration of visit as their corresponding p -values are lesser than the threshold value (that is, p values < 0.05).

Managerial Implications

The overall multivariate analysis reveals that tourists' perception about the destination image, specifically the cognitive perception – the inbuilt belief differs based on tourists' frequency of visit and duration of stay to/in the destination. However, the follow-up variance results indicate that not all the cognitive aspects are perceived differently. That is, there are two phases of understanding cognitive perceptions, such as the perception that is consistent despite the influencers and perceptions that vary based on some influences. Researchers have already indicated that the cognitive image has been influenced by various factors such as tourists' sociodemographic characteristics, information sources & types, and perhaps cognitive image itself is an influencer of tourist motivation. However, not all the associations of the cognitive image are significant, and this research has also indicated such differences. Cleanliness, safety, historical & cultural attractions, spirituality, and religious attributes have been found to be very stringent in tourists' perception. This inference requires keen attention for the destination marketers that these aspects can be inculcated in designing advertising campaigns, perhaps inculcating these aspects as elements in ad visuals. Also, the brand recall or associations can be enhanced by portraying these image attributes through the logos, tag lines, and even in terms of sonic branding. It is important to note that the destinations have vast attractions to increase the tourists' inflow as the attractions are the satisfiers of tourists' distinct motives. Hence, this also facilitates the destination marketers to promote the destinations from various combined focuses. For example, the destination can be promoted to deliver a spiritual and religious experience with varied cultural and historical attractions. These aspects are difficult to build in perception but can be enhanced through effective integration of marketing communication messages, even in the digital marketing space and other traditional marketing communication channels.

However, other cognitive image attributes vary when tourists' frequency and duration of stay differ. Those attributes are unlike the non-varying ones and conceive a potentiality for the destination marketers to promote and brand the destination. Nightlife & entertainment, accommodations, local food, and people attributes can be

enhanced for bettering tourists' perception and experience. This can be possible when marketers analyze why tourists perceive these attributes differently when their visit frequency and duration vary. Also, it is important to note that, from the simple percentage analysis, there is a positive sign for the destination's growth as the majority of the tourists' visiting frequency ranges between 2 to 4 times and the duration of stay is more than a week. As a note to ponder, the marketers should look for whether these features, for example, nightlife and entertainment, are not adequate to experience or sufficient to consume when tourists visit again or stay for more than a day.

Similarly, other features such as accommodations and local food can be focused on as these are allied businesses of tourism but facilitate in building the destination image and local revenues, perhaps boosting local economies. Overall, the marketers should enhance the standard and quality of destinations' facilities and services to increase the tourists' length of stay and frequency of visit (Bavik et al., 2020). Co-created advertising and branding strategies on these attributes would facilitate the marketers to not only increase the tourists' inflow but also obtain a competitive position in the global tourism market.

Theoretical Implications

Evidence from the literature indicates that destination image and branding studies, though evolving over the years, require many supporting and wider theories. However, progressive research creates value addition in terms of associating the destination studies not only with marketing management as a discipline but also with sustainability, environment management, country image, tourism marketing, corporate governance, and even public policy. In such a context, this research has contributed to destination branding from a marketing perspective in the form of evidence adding to existing literature (more of cognitive destination image). This research has also indicated two new factors: frequency of visit and duration of stay as the influencers of the cognitive destination image. Though this research writing is an extract from a major research work, the scales used to measure the cognitive image are based on review and pilot testing. However, researchers need to understand that though scales exist to measure the cognitive image when employed on distinct geography, there may be a requirement to revamp the scale. This is because the scales used may require the addition or deletion of constructs or a change in measurements as this study has witnessed the modification of the constructs (refer to research methodology). In terms of analysis techniques, MANOVA is sophisticated in understanding the differences when the dependent factor (cognitive destination image in this research) has more than one statement, and this research can be cited as the source for using the multivariate technique to understand the statistically significant differences in such nature.

Conclusion

Destination branding is a strategic process that requires careful analysis of the destinations' features, attractions, and tourist behavior. Though an evolving arena in world commerce, the tourism industry has high potentiality for market growth and identifying micro and sub-segments within the given market, as tourists' motives are consistently revamping. The research studies on various themes of this area are highly commendable as this not only generates academic benefits but also concentrates more on sustaining the limited and evading tourism resources. Though this research work focuses on a particular theme of tourists' perception and behavior, it has indicated the ways in which marketers can perform marketing and branding activities lucratively. In business thinking, the more the consumer (tourists) repeat (revisit) the purchase, the likeliness of the business sustainability and profitability increases, and perhaps, the industry's competition delivers economic value.

Limitations of the Study and Scope for Future Research

Limitations exist in terms of sampling; increasing or decreasing the sample would provide distinctive results and may require inference derivation based on the research outcome. Similarly, the same scales or research approaches employed elsewhere at other locations may produce varied views and outcomes. However, these can also be re-termed as the scope for further research. The other aspects of this research in both dependent and independent variables or factors can be considered for further research. For example, there is a scope for further analysis on understanding tourists' choice of travel and designing the touring plans to the destination based on their Perception.

Similarly, the destination's affective or overall image can be focused upon regarding the frequency of visit and duration of stay. Accordingly, further research can focus on understanding tourists' revisiting intention and its influencers, etc. Further studies in this arena can even contribute to building new models and theories in destination branding.

Authors' Contribution

Dr. Sabari Shankar R. is the leading author of this research work. Dr. Elizabeth Renju Koshy worked on the review of literature based on the objectives. Dr. Chandan worked on the data collection and inferencing. However, all three authors were integrated in all the aspects of producing this paper.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgement

The authors received no financial support for the research, authorship, and/or for the publication of this manuscript.

References

- Abuamoud, I., Ibrahim, A., & Alrousan, R. M. (2018). Measuring tourists' satisfaction and loyalty: A perception approach. *Quality Management Journal*, 25(2), 101–107. <https://doi.org/10.1080/10686967.2018.1436352>
- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81, 104154. <https://doi.org/10.1016/j.tourman.2020.104154>
- Agapito, D., Oom do Valle, P., & Da Costa Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30(5), 471 – 481. <https://doi.org/10.1080/10548408.2013.803393>

- Aguilar, M. I., & Díaz, B. (2019). Length of stay of international tourists in Spain: A parametric survival analysis. *Annals of Tourism Research*, 79, 102768. <https://doi.org/10.1016/j.annals.2019.102768>
- Alegre, J., & Pou, L. (2006). The length of stay in the demand for tourism. *Tourism Management*, 27(6), 1343 – 1355. <https://doi.org/10.1016/j.tourman.2005.06.012>
- Atsız, O., Leoni, V., & Akova, O. (2020). Determinants of tourists' length of stay in cultural destination: One-night vs. longer stays. *Journal of Hospitality and Tourism Insights. Ahead of Print*. <https://doi.org/10.1108/JHTI-07-2020-0126>
- Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1), 1–9. [https://doi.org/10.1016/S0261-5177\(00\)00030-3](https://doi.org/10.1016/S0261-5177(00)00030-3)
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868 – 897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Bandaru, R., & Venkateshwarlu, H. (2020). Foreign tourists' revisit intention approach applied in the Indian tourism market. *Indian Journal of Marketing*, 50(4), 43 – 54. <https://doi.org/10.17010/ijom/2020/v50/i4/151572>
- Barros, C. P., & Machado, L. P. (2010). The length of stay in tourism. *Annals of Tourism Research*, 37(3), 692 – 706. <https://doi.org/10.1016/j.annals.2009.12.005>
- Barros, C. P., Correia, A., & Crouch, G. (2008). Determinants of the length of stay in Latin American tourism destinations. *Tourism Analysis*, 13(4), 329 – 340. <https://www.ingentaconnect.com/content/cog/ta/2008/00000013/00000004/art00001#expand/collapse>
- Basaran, U. (2016). Examining the relationships of cognitive, affective, and conative destination image: A research on Safranbolu, Turkey. *International Business Research*, 9(5), 164 – 179. <http://dx.doi.org/10.5539/ibr.v9n5p164>
- Bavik, A., Correia, A., & Kozak, M. (2020). What makes our stay longer or shorter? A study on Macau. *Journal of China Tourism Research*, 17(2), 192 – 209. <https://doi.org/10.1080/19388160.2020.1745346>
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657 – 681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Bui, H. T., & Lee, T. J. (2015). Commodification and politicization of heritage: Implications for heritage tourism at the Imperial Citadel of Thang Long, Hanoi (Vietnam). *Austrian Journal of South-East Asian Studies*, 8(2), 187 – 202. <https://doi.org/10.14764/10.ASEAS-2015.2-5>
- Chavan, R. R., & Bhola, S. S. (2014). World wide tourism: A review. *Indian Journal of Marketing*, 44(3), 24 – 34. <https://doi.org/10.17010/ijom/2014/v44/i3/80426>
- Chen, C. - F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269 – 278. <https://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, C. M., Chen, S. H., & Lee, H. T. (2010). Assessing destination image through combining tourist cognitive perceptions with destination resources. *International Journal of Hospitality & Tourism Administration*, 11(1), 59 – 75. <https://doi.org/10.1080/15256480903539628>

- Chen, J. S., Uysal, M. S., & Prebensen, N. K. (2017). Challenges and research directions in co-creating tourism experience. In, *Co-creation in tourist experiences* (pp. 155–162). Routledge.
- Chi, C. G. - Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Chon, K. - S. (1991). Tourism destination image modification process: Marketing implications. *Tourism Management*, 12(1), 68–72. [https://doi.org/10.1016/0261-5177\(91\)90030-W](https://doi.org/10.1016/0261-5177(91)90030-W)
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Dann, G. M. (1996). Tourists' images of a destination - An alternative analysis. *Journal of Travel & Tourism Marketing*, 5(1–2), 41–55. https://doi.org/10.1300/J073v05n01_04
- De Menezes, A. G., Moniz, A., & Vieira, J. C. (2008). The determinants of length of stay of tourists in the Azores. *Tourism Economics*, 14(1), 205 – 222. <https://doi.org/10.5367/000000008783554866>
- Del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35 (2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>
- Deng, J., King, B., & Bauer, T. (2002). Evaluating natural attractions for tourism. *Annals of Tourism Research*, 29(2), 422 – 438. [https://doi.org/10.1016/S0160-7383\(01\)00068-8](https://doi.org/10.1016/S0160-7383(01)00068-8)
- Fakeye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10–16. <https://doi.org/10.1177/004728759103000202>
- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56 – 78. [https://doi.org/10.1016/S0160-7383\(01\)00031-7](https://doi.org/10.1016/S0160-7383(01)00031-7)
- Ganzon, M. K., & Fillone, A. (2015). An investigation on tourists' length of stay in Guimaras Province, Philippines. *Tourism Planning & Development*, 12(2), 238 – 246. <https://doi.org/10.1080/21568316.2014.925488>
- Gartner, W. C., & Shen, J. (1992). The impact of Tiananmen Square on China's tourism image. *Journal of Travel Research*, 30(4), 47–52. <https://doi.org/10.1177/004728759203000407>
- Gartner W. C., & Hunt, J. D. (1987). An analysis of state image change over a twelve-year period (1971–1983). *Journal of Travel Research*, 26(2), 15 – 19. <https://doi.org/10.1177/004728758702600204>
- Gokovali, U., Bahar, O., & Kozak, M. (2007). Determinants of length of stay: A practical use of survival analysis. *Tourism Management*, 28(3), 736 – 746. <https://doi.org/10.1016/j.tourman.2006.05.004>
- Ibrahim, Z., Zahari, M. S., Sulaiman, M., Othman, Z., & Jusoff, K. (2009). Travelling pattern and preferences of the Arab tourists in Malaysian hotels. *International Journal of Business and Management*, 4(7), 3 – 9.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216 – 237. [https://doi.org/10.1016/S0160-7383\(02\)00062-2](https://doi.org/10.1016/S0160-7383(02)00062-2)
- Kim, S., & Yoon, Y. (2003). The hierarchical effects of affective and cognitive components on tourism destination image. *Journal of Travel & Tourism Marketing*, 14(2), 1–22. https://doi.org/10.1300/J073v14n02_01

- Machado, L. P. (2010). Does destination image influence the length of stay in a tourism destination? *Tourism Economics*, 16(2), 443–456. <https://doi.org/10.5367/000000010791305554>
- Martinez-Garcia, E., & Raya, J. M. (2008). Length of stay for low-cost tourism. *Tourism Management*, 29(6), 1064–1075. <https://doi.org/10.1016/j.tourman.2008.02.011>
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39(1), 78–84. <https://doi.org/10.1177/004728750003900110>
- Petrick, J. F. (2004). Are loyal visitors desired visitors? *Tourism Management*, 25(4), 463–470. [https://doi.org/10.1016/S0261-5177\(03\)00116-X](https://doi.org/10.1016/S0261-5177(03)00116-X)
- Pike, S. (2002). Destination image analysis — A review of 142 papers from 1973 to 2000. *Tourism Management*, 23(5), 541–549. [https://doi.org/10.1016/S0261-5177\(02\)00005-5](https://doi.org/10.1016/S0261-5177(02)00005-5)
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42(4), 333–342. <https://doi.org/10.1177/0047287504263029>
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Shankar, R. S. (2019). The impact of tourists' sociodemographic characteristics on perceived destination image. *IUP Journal of Brand Management*, 16(2), 26–44.
- Shankar, R. S. (2020a). Impact of cognitive and affective image on tourists' travel motivation. *Indian Journal of Marketing*, 50(5–7), 35–45. <https://doi.org/10.17010/ijom/2020/v50/i5-7/152118>
- Shankar, R. S. (2020b). An empirical analysis of tourists' motivation. *IUP Journal of Marketing Management*, 19(2), 35–46. <https://www.proquest.com/intermediatedirectforezproxy>
- Shankar, R. S. (2021a). Do travel partners influence the emotional experience of tourists at destinations? A short communication. *Indian Journal of Marketing*, 51(5–7), 93–98. <https://doi.org/10.17010/ijom/2021/v51/i5-7/163887>
- Shankar, R. S. (2021b). A research note: More to ponder on the perspectives of sustainability of tourism destinations. *Indian Journal of Marketing*, 51(2), 60–66. <https://doi.org/10.17010/ijom/2021/v51/i2/157551>
- Tasci, A. D. (2006). Visit impact on destination image. *Tourism Analysis*, 11(5), 297–309. <https://doi.org/10.3727/108354206779277381>
- Thrane, C. (2016). Students' summer tourism: Determinants of length of stay (LOS). *Tourism Management*, 54, 178–184. <https://doi.org/10.1016/j.tourman.2015.11.010>
- Tiru, M., Kuusik, A., Lamp, M. - L., & Ahas, R. (2010). LBS in marketing and tourism management: Measuring destination loyalty with mobile positioning data. *Journal of Location Based Services*, 4(2), 120–140. <https://doi.org/10.1080/17489725.2010.508752>
- Todorović, N., & Jovičić, D. (2016). Motivational factors of youth tourists visiting Belgrade. *Journal of the Geographical Institute*, 66(2), 273–289. <https://doi.org/10.2298/IJGI1602273T>

- Wang, C. - Y., & Hsu, M. K. (2010). The relationships of destination image, satisfaction, and behavioral intentions: An integrated model. *Journal of Travel & Tourism Marketing*, 27(8), 829–843. <https://doi.org/10.1080/10548408.2010.527249>
- Woosnam, K. M., Styliadis, D., & Ivkov, M. (2020). Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents. *Journal of Sustainable Tourism*, 28(6), 917–935. <https://doi.org/10.1080/09669582.2019.1708920>
- Yilmaz, Y., Yilmaz, Y., İçigen, E. T., Ekin, Y., & Utku, B. D. (2009). Destination image: A comparative study on pre and post trip image variations. *Journal of Hospitality Marketing & Management*, 18(5), 461 – 479. <https://doi.org/10.1080/19368620902950022>
- Yurtseven, H. R., & Emel, C. A. N. (2002). Gökçeada'daki Turizm Çekiciliklerinin İmaj: İlk Kezve Birden Fazla Gelen Turistler Açısından Karşılaştırmalı Bir Araştırma [Image of tourism attractions in Gökçeada: A comparative study in terms of first time and multiple visitors] . *Anatolia: Turizm Araştırmaları Dergisi*, 13(2), 148–154.

About the Authors

Dr. Sabari Shankar R. works as a Pedagogical Research Associate at the Indian Institute of Management Bangalore. He has worked with Christ University Bengaluru, IIM Kozhikode, and a B - School in Coimbatore. He is a doctorate in management, specializing in marketing from a reputed State University in India. His research areas include destination branding and management, destination sustainability, food and wine tourism, tourism marketing, and digital learning.

Dr. Elizabeth Renju Koshy is an Assistant Professor in the Department of Professional Studies at Christ University Bangalore. She is a doctorate in commerce from a reputed State University in India. Her areas of interest include tourism studies, entrepreneurship, and managing human resources in the tourism and hospitality industry.

Dr. Chandan is an Assistant Professor in the Department of Professional Studies at Christ University Bangalore. He is a doctorate in finance from a reputed Central University in India. His areas of interest include tourism sustainability, investing for sustainable tourism, financial inclusions in tourism marketing, and hard-core finance.