# Exploring the difference between projected and perceived tourism destination images in social networks: A case study of the image of New Zealand for Chinese independent tourists

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# ABSTRACT

Creating a destination image with a purpose of strong communication, competitiveness and attractiveness has become a challenge in the further development of destination tourism marketing. With a world-renowned reputation, the New Zealand tourism offering is projected as having a wealth of natural resources, a harmonious social environment, and diverse cultural community. The Chinese market is an important growth market for the New Zealand tourism industry. Tourism organizations and enterprises in New Zealand have to deal with numerous challenges to regain the sustained attention of Chinese tourists in a post-COVID19 environment. In this context, it is important to explore the similarities and differences between the projected image and the perceived image of New Zealand as an outbound tourism destination for Chinese independent travellers.

This study selected travel information published by Tourism New Zealand on Sina Weibo from 2019 to 2020 and the travel blogs published by Chinese tourists on Mafengwo as the two datasets. Utilising netnography as a research approach within an interpretivist framework and the qualitative research method as the practical strategy; combining the comprehensive quantitative data of the research finding as an appropriate instrument, this study adopted content analysis and applied NVivo data management software to compare the projected image of New Zealand as a destination and Chinese tourists' perceived image of New Zealand as a destination.

The projected tourism image of New Zealand is largely determined by three dimensions: its natural resources, tourism destinations, and tourism activities. Furthermore, tourism information on food and beverages is also presented by Tourism New Zealand as an important factor. In addition, Tourism New Zealand adopts culture and art factors with Māori culture being projected as a unique selling point. No particular location preference apparent destinations from both the South Island and North Island combine to shape the projected image of New Zealand.

The perceived image of New Zealand by Chinese tourists is highly consistent as their travel experiences also revolve around the praise of the natural scenery, the experience brought by tourism activities, and experiencing local lifestyle. However, elements such as infrastructure, transportation, and accommodation are not positively evaluated by Chinese tourists. Chinese tourists might not be necessarily interested in Māori culture and the image of New Zealand is mainly influenced by tourist destinations in the South Island.

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| | |
|---|---|
| AUT | Auckland University of Technology |
| B2B | Business to business |
| C2C | Consumer to consumer |
| CCM | Consumer to centric marketing |
| DI | Destination image |
| DMO | Destination marketing organisation |
| E-WOM | Electronic word of mouth |
| FIT | Free independent tourist |
| GDP | Gross domestic product |
| G2C | Government to consumer |
| NTO | National tourism organisation |
| OTA | Online travel agency |
| OTR | Online tourism review |
| TNZ | Tourism New Zealand |
| TGC | Tourist generated content |
| UGC | User generated content |
| UNESCO | United Nations Educational, Scientific and Cultural Organization |
| VTC | Virtual travel community |
| WOM | Word of mouth |

# ATTESTATION OF AUTHORSHIP

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed: _____

Name: Davey Ruidong Xin

Date:  2022.07.28

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# Chapter 1. Introduction

This chapter discusses the purpose and significance of the study as well as the research objective and working questions. This chapter also provides an overview of the research method and dissertation structure to provide a framework.

## 1.1 Research background

People can find a great deal of convenience and benefit in the use of network media. Tourists and tourism enterprises have increasingly turned to social media as a way to exchange information. Tourism enterprises may utilize social media to promote the image of their destination. In addition, tourists may utilize social media to share their travel experiences, such as by publishing travel blogs. This research examined the images of destinations in tourism enterprises and tourists' perceptions expressed in social media to compare similarity and difference between them which would assist NTOs development after Covid19.

### 1.1.1 Social media in tourism

Among tourism operators, along with destination marketing organisations, tourism marketing websites and other stakeholders, there is a growing trend to market destinations using social media platforms (Hana & Putit, 2013). Turner (2011) suggested that tourism operators upload information about their destinations on official websites which can be utilized as a convenient and helpful tool for tourists to collect information and plan their vacations. Official tourism website and social media accounts of tourist destination are the best channels for tourism information distribution (Ráthonyi, 2013). Lojo et al. (2020) expressed that online tourism marketing promotion has become an invaluable channel for interactive transmission of tourism destination image and may determine tourists' travel intentions via online tourism blogs on social networks. The growth of social media has resulted in new communication and marketing strategies which have affected the way in which tourism destinations market and improve their image.

From the perspective of tourists, the popularity of the internet has made it possible for them to collect and access tourism related information without restrictions. The development and upgrading of technology have had significant impacts on social production, the quality of life, entertainment and tourism (Pour, 2016). Travel blogs offer tourists the opportunity to upload their experiences to the internet in the form of diaries

and comments, providing information as well as emotional statements about their travel experiences to fellow tourists, acting as guides (Hays et al., 2013).

The application of social media not only provides tourism destination with an effective communication channel to shape the destination image, but also creates a network platform for tourists to express their travel experience, share travel information, and locate their social identity.

### *1.1.2 Tourism destination image*

The image of a tourist destination not only influences the decision-making of tourists, but at the same time, the tourist destination can benefit from the promotion of the tourism image. Tourists can obtain useful tourism information from the projected images of tourism enterprises in the media, which can also stimulate tourism and consumption desires. Lawson and Baud-Bovy (1977) defined *destination image* as the synthesis of all objective knowledge, feelings, emotions, perceptions, prejudices and imaginations that an individual or groups may have about a place. Destination image affects tourists' decision-making, cognition, and behaviours, as well as their level of satisfaction and memory of their visit (Mak, 2017). Tourists are attracted to a unique destination image, but they are also influenced by recommendations from actual tourists (Litvin et al., 2018). Zheng et al. (2021) examined the effect of popular tourism rural activities on destination image, familiarity, motivation, and intention, and found that popular rural tourism activities can have a positive effect on destination image and familiarity. In addition, destination image and familiarity influenced by popular tourism activities can also have a positive effect on tourists' motivation and travel intentions.

Tourism destinations benefit from enhancement of their competitiveness by constructing a unique image of high-quality tourism that they project. In this context, the image positioning of a tourism destination has become a vital component of sustainable growth and innovation in tourism.

Deng et al. (2019) stated that tourism destination image is a communication intermedium which provides relevant tourism information, and exerts a deep influence on tourist decision-making in a network environment. Taking the destination image as the starting point, research on its constituent factors help understand the distribution role of impact of each factor in the market.

### 1.1.3 The impacts of Covid-19

The COVID-19 pandemic has had an unprecedented negative impact on the global travel industry. Almost all forms of tourism have been put on hold. For instance, the cruise industry which is one of the manifestations of tourism, was one of the worst affected industries in the global stock market due to the COVID-19 epidemic: its market value shrunk by 80% in two weeks, resulting in billions of dollars in value loss (Nhamo et al., 2020). In this context, Penco et al. (2019) emphasized that health and safety is a top priority in travel during and post-COVID-19. Additionally, the COVID-19 pandemic has not only affected the operations of tourism enterprises, but also the tourist's behaviour and travel experience. From a consumer behaviour perspective, according to Radic et al. (2020), in the context of COVID-19, female cruise passengers place more value on the health risk assessment of a dining environment.

The post-pandemic tourism development is bound to face many challenges. Research on the image of tourism enterprises and national tourism organisations' (NTOs) projected and the image of tourists perceived and exploring the differences between the two images is one of theoretical cornerstone for formulating the efficient market strategy that tourism enterprises may apply.

## 1.2 Research questions

Doody and Bailey (2016) expressed the need for researchers to regard a research question, and research objective as a unified whole, which must be closely linked together. Onwuegbuzie and Leech (2006) stated that qualitative and quantitative research can be linked to one or more of five research objectives, among which, the research in exploration category mainly employs inductive methods to discover a concept, structure, phenomenon or situation and advance an understanding, hypothesis or generalization. Abrams (2009) suggested five typical research objectives with five key words that describe the interpretation: "explore", "describe", "explain", "predict" and "influence". Guided by these theories, the topic of the was to explored the difference between projected and perceived tourism destination images in social network using a case study of the image of New Zealand as perceived by independent Chinese tourists.

The purpose of the study was to update the characteristics of the destination image of New Zealand as tourist destination for independent Chinese tourists as well as for Tourism New Zealand (TNZ) in the network environment. Through empirical analysis,

the study examines the differences between projected destination image and the perceived destination image.

The research questions were:

*1. What are the characteristics of tourism projected images and perceived images of New Zealand among outbound Chinese tourists?*

*2. Are there any differences between projected and perceived image?*

*3. How can the tourism destination image of New Zealand be optimised to match the perceived tourism destination image to construct practical marketing strategies for New Zealand to attract independent Chinese travellers post COVID-19?*

## 1.3 Research significance

The formation of a tourism destination image is the process of interaction between the projected image by the destination and the perceived image by tourists. It is the focus of tourism promotion work at present to find a practical strategy to enhance tourists' perceptions of tourist destinations and enhance their satisfaction with the experience. Accordingly, it is essential to analyse projected image and perceived images, to determine the differences and similarities between them to develop a high-quality tourist destination image.

The purpose of this study was to look at the information about tourism destinations shared by NTOs on social media, and explore the projected destination image as expressed to tourists, as well as to analyse the travel blogs written by travellers to explore the perceived destination image. The difference between projected image and perceived image was analysed, and the reasons for the difference are discussed, so as to provide effective marketing strategies for tourism organizations to improve and optimize their tourism market position.

The global spread of the COVID19 epidemic has brought immeasurable losses and negative impacts to the tourism industry. Starting from 2022, mainstream tourist destination regions such as Europe and North America have successively relaxed travel restrictions and tried to restart the tourism industry. The impact of the epidemic has not only affected regional economies, but also the travel habits and behaviours of tourists. New Zealand is a popular overseas travel destination for independent Chinese tourists. National tourism organisations and enterprises should monitor whether the Pure New Zealand image still meets the travel demands of Chinese tourists to the greatest extent.

Based on this, there was an opportunity and motivation for this study to be conducted before the tourism industry fully recovered.

## 1.4 Structure of the dissertation

There are six chapters in this dissertation which are summarised as follow:

*Chapter1: Introduction*

The purpose of Chapter 1 was to discuss this background and importance of the study, and provide a summary of the content and methods of the study.

*Chapter 2: Literature review*

A comprehensive review of previous research in Chapter 2 is presented as related to user generated content (UGC), concepts and theories of tourism destination image.

*Chapter 3: Methodology*

Chapter 3 is dedicated to the design of the research and the creation of a research model. The purpose of this chapter was to provide an overview of the tourism market in New Zealand and the current state of new tourism development in New Zealand. This chapter constructs a measurement model based on the research topic and research objective, describes the measurement content and methodology that was applied for measurement and provides research support for subsequent empirical analysis.

*Chapters 4 and 5: Research findings and discussion*

Chapters 4 and 5 are devoted to the empirical analysis of the research. Both parts, which together make up the analysis and summary of the research findings, are among the most significant contents of the dissertation. In Chapter 4, the study analyses the travel blogs published by tourists as well as the tourism information provided by TNZ in social media networks, to determine the projected and perceived images of New Zealand. In Chapter 5, the correlation and deviation between the two images are further analysed through a comparative analysis. Based on the findings of the research, the study provides an in-depth discussion of these in the context of China's outbound tourism market.

*Chapter 6: Implications*

Suggestions and strategies are provided in this chapter for the enhancement and improvement of New Zealand's image as a tourist destination in response to the current market situation where COVID-19 had an adverse effect on global tourism.

*Chapter 7: Conclusion and limitations*

Chapter 7 presents a summary of the overall research content following which a conclusion highlights difficulty encountered during the research process and outlines the limitations of the research and suggest potential future directions for research in this field.

## 1.5 The research roadmap

**Figure 1.1**

*Research roadmap*
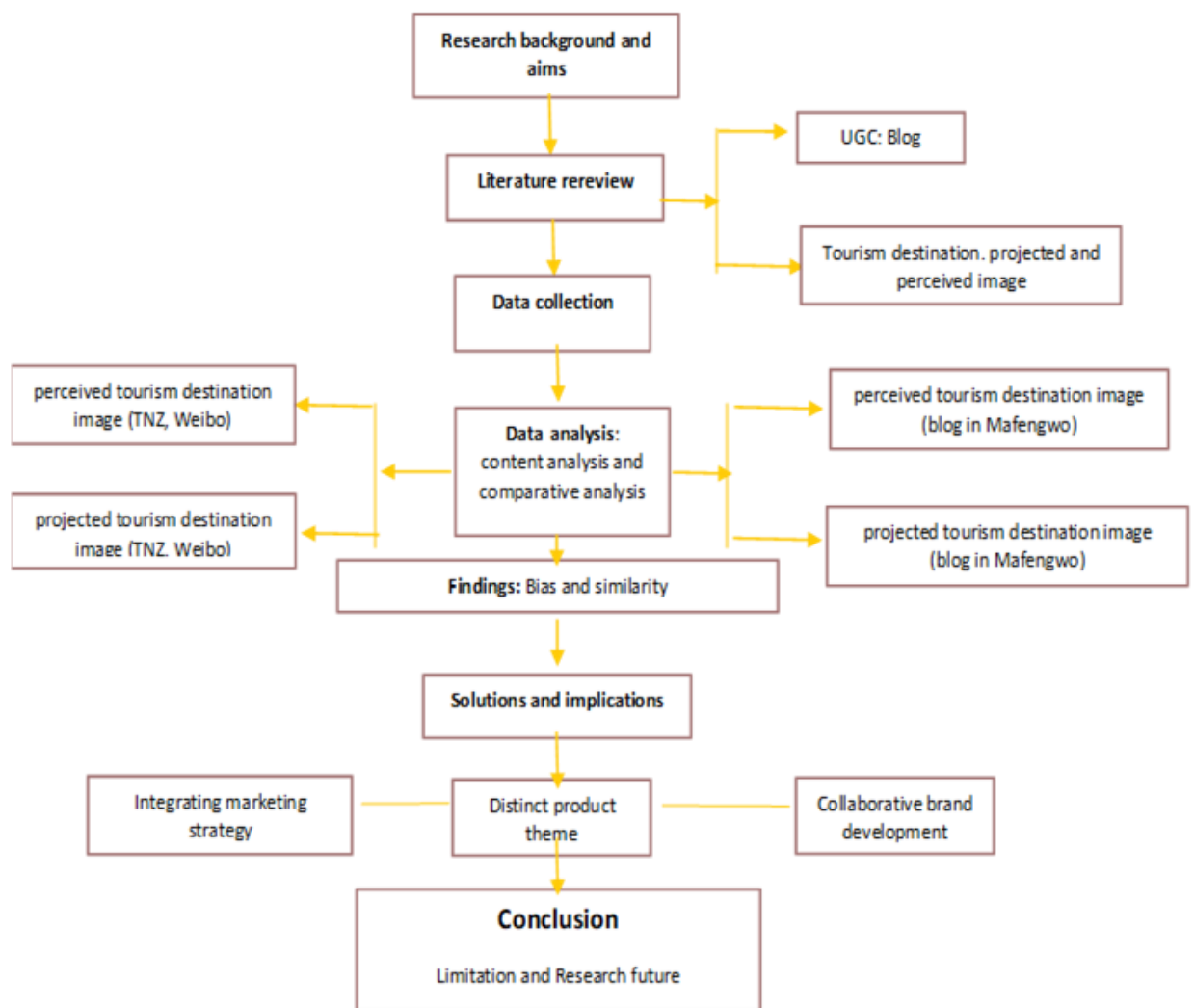
# Chapter 2. Literature review

The theoretical basis for this dissertation is provided in this chapter, which introduces the concepts of social media, tourists' generated content (TGC) and destination image. The chapter introduces three formation models of how a destination image is formed and discusses relevant theories of influencing factors. The chapter also proposes a conceptual working framework based on the relevant theories from a literature review and the objective and goal of the research that guided the overall direction of this study.

## 2.1. Social media and social media in tourism

Official data from the Chinese Government, shows that there were 772 million internet users in China at the end of 2017, with the internet penetration rate exceeding 50% (Fang & Xiong, 2018). In 2015, 90% of young Americans (i.e. from the United States of America [USA]) had internet access and used social media websites (Villanti et al., 2017). According to Convince & convert (2022), about 233 million Americans applied social media in 2021, showing a slight increase from 2020. In comparison to Facebook, Snapchat and Twitter, among Americans aged 12-34, Twitter is a social medium that is still growing steadily in popularity, along with Instagram, and most surprisingly TikTok.

### 2.1.1. Social media
*Social media* refers to interactive digital channels where individuals can share information, views, ideas, and other types of expression through virtual communities and networks of friends and acquaintances (Kietzmann et al., 2011; Obar & Wildman., 2015). Watt's (2002) interpretation of the six degrees of separation theory, found that this applies not only to the physical world but also to networks. Social media were described by Kaplan and Haenlein (2010) as a collection of various applications built on virtual internet platforms based on Web 2.0 technology. The term "social media" refers to the dissemination, creation, sharing, and communication of knowledge and information generated by its users with the role of the users at the centre, and has characteristics such as openness, participation, interaction, and community.

### 2.1.2. Social media in tourism
Generally, the various characteristics of *tourism social media* can be firstly summed up as media designed to present images of tourist destinations and to promote tourism destinations and tourism enterprises. Branding awareness and reputation eventually lead to the production of economic benefits and social benefits for tourist destinations. The

second point is that the content of tourism social media platforms is mainly composed of text, pictures, audio, and video and the information contained on the site is comprehensive with strong interactivity, pleasant and closely associated with the public. Thirdly, tourism social media users (potential or actual tourists) communicate with each other in a two-way and interactive manner. *Social media marketing* refers to a variety of activities that use Weibo, WeChat, and other social media applications for online marketing, community outreach, and customer service. Customers can interact with companies and participate in discussions via these online collaborative media platforms, which are rapidly growing online marketing tools.

When the internet was first developed and the information published online was static and could not be updated easily, the interaction between users and operators was almost non-existent (Fengler, 2008). As a result of the advent of the universal network, new communication media in information sharing on Facebook, WeChat, Weibo and Instagram, have propelled internet users to form virtual travel communities, making it much easier for tourists to access travel related information, stay connected and ultimately make more informed decisions about travel (Chung & Buhalis, 2010). Social media as communication channels are utilized in the tourism market and are influencing and changing traveller decision-making and affecting the share of tourism products in the tourism market (Hu & Olivieri, 2021; John et al., 2018; Xiang & Gretzel, 2010).

Upon review of social media related articles published in the *Journal of Tourism and Hospitality* from 2007 to 2011, Leung et al. (2013) concluded that consumer-centred research generally focused on the use and impact of social media during the decision-making stage for travel, while research on suppliers mostly involved exploration of marketing, promotion, and management functions. Zeng and Gerritsen (2014), in their review of previous research on social media in tourism, indicated that social media was having a significant impact on many aspects of tourism, including information seeking and decision-making, tourism marketing, and consumer relationships. In addition, Zeng and Gerritsen (2014) encouraged researchers to apply their social media research to other tourism stakeholders beyond tourists and tourism enterprises. Research on social media in tourism academic circles is no longer restricted to its function, and is beginning to focus on the analysis and research of text content in social media. For instance, Sun et al. (2015) employed a content analysis of travel blogs posted on tourism websites to explore the impacts of Chinese culture on formulating the perceived image of New Zealand as a

tourism destination. Qiu and Zhang (2021) also adopted the content analysis method to study factors influencing the cognitive image of intangible cultural heritage tourism based on 9074 blogs published on Sina Weibo.

### 2.1.3. The impacts on tourists' behaviour and tourism marketing
*Tourist behaviour*

In contrast to traditional marketing strategies, social media can more effectively foster the sharing of information content (photos, videos, comments, etc.) and is widely utilized by tourists. Social media has a profound impact on tourists' decision-making and enables people to make tourism-related decisions. Customers rely increasingly on word of mouth (WOM) such as in blogs and customer reviews to make purchasing decisions (Martin & Lueg, 2013), and place greater trust in product reviews posted on social media by peers than they do on product information provided by companies (Bilgihan et al., 2016).

A study by Hudson and Thal (2013) not only supported the idea that consumers and tourism organisations benefit from the utilization of networks, but also proposed a new consumer journey that suggests travel companies should focus on the phases of tourists' decision-making rather than choosing the type of social media to use. Leung et al. (2013) state that consumer-centric research focuses on the application and influence of social media in travel planning, while studies from a supplier's perspective focus on impacts and management of social media, and the findings clearly demonstrate the strategic importance of social media for competitive tourism. Pinto et al. (2015) examined the impacts of social media on choosing a tourist attraction, accommodation, restaurant, and flight in purchase decision-making, and their results suggested that travel marketing managers and market strategy consultants need to track the status quo of tourists' use of social media in virtual environments and adjust their marketing strategies. Nave et al. (2018) applied sentiment analysis and text mining techniques to analyse online comments to develop a system termed "DDS" (decision support system) to assist tourism managers to modify the consistency between consumers' online behaviour and the services provided by tourism enterprises, to adjust the implementation of the company's market strategy.

*Online tourism marketing*

Online marketing (online marketing or e-marketing) originated in the 1990s and it was typified by a five-year dot.com boom that began in April 1995 and ended in April 2000, when hundreds of companies used the web to conduct business with consumers

(Kalyanam & McIntyre, 2002). There has been a great deal of academic research on tourism marketing through online media, with research topics primarily focusing on the application of social media to tourism, the performance of tourism network marketing, and tourists' behavioural intentions.

*Research on performance of tourism online marketing*
Online marketing is reputed to be an efficient marketing strategy for enterprises to achieve their marketing goals through the internet to effectively meet the needs and aspirations of customers. As commercial applications enter the internet, the value of online marketing becomes more obvious. Technology enables people to have an improved experience in virtual environments more than in the real world (Ruddle et al., 1997). Cho et al (2002) discussed the concept of web-based virtual tourism and the impact of virtual online tourism on tourism marketing and suggested ways tourism organizations could use virtual online tourism to better market their destinations. Koutoulas (2006) proposed a target performance analysis tool based on the tourism development situation in Lodz, Greece, to support decisions around target marketing and planning tasks using authoritative data. The tool reflects the needs of targeted marketing and planning at the local and regional levels and makes recommendations around tourism statistics and other performance data. Tasci and Garter (2007) noted that the image of tourist destination affects the relationship between supply and demand in the tourism market. Therefore, the destination image is regarded as an important aspect of successful tourism development and destination marketing.

Wang (2008) stated five critical factors affecting the performance of DMO (destination marketing organizations) travel networks in the USA website function design, website promotion, the evaluation of website performance, impact assessment of network marketing, and organizational technical environment. Lee and Morrison (2010) adopted the balanced scorecard (BSC) method and a team composed of 25 trained evaluators measured and compared the overall effectiveness of 14 high-end hotel networks in South Korea and the USA to establish a set of standards and tools to evaluate the performance of high-end hotel websites in internet marketing. As a result of a comparison analysis between Hong Kong, Shanghai, Beijing, and Taipei official travel websites, Bastidia and Huan (2014) concluded that Hong Kong's travel website performed best, while Beijing had the most room for improvement. They suggested that the complexities of network

information flow give rise to difficulties in determining the key marketing performance indicators.

*Research on the application of social media in tourism*

Research on the application of social media in the tourism industry has made significant progress during the past decades. A study by Olga and Razaq (2014) explores the evolution of social media and changes in tourism behaviour to market tourism destinations in the future and explained the type of authenticity and value that advertising and promotional materials will convey to modern travellers about travel destinations through social media. Verma et al. (2012) summarized internet search preferences and the mobile device usage of 2,830 recent travellers, and suggested that during the late decision-making process, respondents tended to visit brand websites or book accommodation through online travel agencies (OTAs).  Leisure travellers usually rely most heavily on recommendations from their friends and colleagues, then travel websites, search engines and online travel agencies. For instance, Filieri and McLeay (2014) reported that product ranking, information accuracy, information value-added, information relevance, and information timeliness influence tourists' making decision through the online reviews. Their research findings indicated that frequent tourists usually rank information quality and product ranking as those most important.

## 2.2. Tourist (traveller)- generated content (TGC) in tourism

The concept of "tourism 2.0" has emerged from Web 2.0, and is associated with network communities and online services, characterized by high levels of social interaction and the efficient transfer of information about tourism between internet users (Dippelreiter et al., 2008). Researchers have proposed a study of tourists' behaviour in a network-assisted tourism environment because of the multiple conveniences made available to tourists through social media. Thomas (2020) reviewed and categorised academic research relating to online consumer reviews that were published in the hotel and tourism literature from 2000 to 2018. The findings of this study helped scholars and tourism practitioners understand the field of online review research, and aimed to provide a reference guide for researchers through thematic clustering analysis of online review-related research.

### 2.2.1. Tourist generated content

"*Tourist generated content (TGC)*" refers to information that is regularly updated and republished online by tourists, and is produced by tourists, and is characterized by its low cost, ease of acquisition, and credibility. There has been an increase in the number of

channels of TGC that are used to collect data related to image research of tourism destinations. Gartner (1993) stated that TGC is the most critical organic factor it terms of influencing destination images, along with a limited amount of tourism information provided by tourism organizations. Rather than being written by employees of NTOs and enterprises, TGC is written by the public (Mak, 2017). Content produced by tourists has become one of the main sources for potential tourists to use to obtain relevant information, and is also an important factor for generating tourists' perception images of a tourist destination (Xiang & Gretzel, 2010). Based on the work of Mak (2017), it is clear that TGC has the basic characteristics of user-generated content. First, the information is usually published on easily accessible online venues, such as websites, forums, and social media. Furthermore, the content created by tourists has gradually evolved from text, pictures, video, audio, and other forms into a collection of content. Finally, travellers are not rewarded financially for posting content about their lives, except for the number of readers they receive, the attention they receive, and fanatical follower termed "followers" or "fans" that they receive within network community settings.

Travel blogs are considered to be online diaries that deal with a specific topic during a specific time period. These travel diaries are published on the websites of travel agencies. However, travel blogs have evolved significantly over the past few years, both in terms of their content and sources. Volo (2012) stated that travel blogs can be classified into five different types, including consumer-to-consumer, business-to-business, business-to-consumer as well as government-to-consumer. A goal of this study was to obtain a deeper understanding of tourists' perceptions of destination images based on their travel blogs. Therefore, this study addresses consumer-to-consumer (C2C) blogs and business-to-consumer (B2C) as its research subjects.

### 2.2.2. Research on Textual tourist generated content of destination image
Textual TGC is the textual account of travels and experiences written by tourists for publication on the internet in text mode. The content can be presented as daily travels, travel-related activities, and travel experiences (Li & Wang, 2011). Scholars have investigated the effects of text tourism blogs on the image of tourism destinations, and some have explored the way text tourism blogs influence the image of tourism organizations and enterprises to better serve tourism destinations. Travel blogs can be seen as an important and highly valuable resource to provide a more intelligent way for the marketing department of a tourism enterprise to understand and analyse the perceived

tourist destination image and tourist experience. Marine-Roig (2019) documented the rapid growth of TGC on social media in the tourism industry and examined the effectiveness of online travel reviews (OTR) in shaping the image of tourist destinations. The findings suggest that trends, preferences, assessments, and opinions, are useful for destination managers for optimising allocation of resources and promoting sustainability.

Li et al. (2015) adopted content analysis method to mine and reanalyse 1033 blogs created by mainland Chinese tourists visiting Taiwan. Their findings suggest that TGC is particularly useful for destination image analysis in tourism marketing and management. Li et al. (2015) highlighted the challenging task of bridging the gap between destination image embodied in TGC and destination image in tourism marketing promotion. Pan et al. (2007) described 17 factors forming a tourism destination image, and found that the destination's strengths and weaknesses in the tourism market competition are primarily based on resources and infrastructure. They recommend travel blogs as inexpensive means for tourists to gather information and for marketing departments to observe tourists' reviews. Sun et al. (2015) collected textual and photographic data from travel blogs as research objects to explore the perceptions of independent tourism destinations in New Zealand. Their findings suggest that Chinese culture plays an important role in perceived destination image composition, especially in terms of the harmony principle, behavioural norms, etiquette and respect for authority.

## 2.3. Tourism destination image

The research on tourist destination image conducted by academics has a critical role in improving the implementation of marketing strategies for tourism enterprises and organizations. The study of destination image in tourism requires attention from both academic and business practitioners, whether the study is conducted from the perspective of improving the tourist experience or from the perspective of market revenue.

### 2.3.1. The evolution of destination image theory
Tourism suppliers seek to convey a positive image of their products and services by using a variety of promotional and marketing strategies. There has been a great deal of progress and evolution in the concept of destination image over the years. In an empirical study, Goodrich (1978) supported the hypothesized relationship between the perceived image and destination preference, in that there is a proportional quantitative relationship between them. In the 1970s, Hunt (1975) proposed a study of tourist destination images

and scholars increasingly embraced this, and defined tourist destination images in the context of tourism destination marketing. Firstly, Crompton (1979) defined *tourism destination image* as a summation of beliefs, opinions, and impressions of destinations— this definition has become one of the cornerstones of tourism destination image research. According to Stabler (1988), a role of marketing is to analyse the relationship between the projected image of a tourist destination and the perceived image of tourists from the perspective of supply and demand. Ashworth and Goodall (1990) stated that if tourism destination image is consistent with tourist preferences, it would strengthen tourist intention to choose the destination, and therefore suggested that destination images play an important role in shaping tourist preferences and decisions to visit a particular destination.

Destination image is constructed by individual elements (i.e., cognition of destination, emotional impression, and other factors) to have a systematic concept of cognitive attitude towards the destination. A concern of academic research on tourism destination image is to determine how tourists construct a tourism destination image or what elements referring to the influencing factors are in the formation of a destination image (Gartner, 1989, 1993). A considerable amount of work has been accomplished with respect to tourism destination image. The literature contains various definitions of the tourist destination image. For instance, Baloglu et al. (1999) expressed that a destination image is a comprehensive individual attitude towards the cognition, emotion and image of a destination. A destination image is closely related to destination preferences. MacKay and Fesenmaier (2000) observed that a destination preference is a method of comparison in which one or more destinations are selected as a travel destination after evaluating and comparing them to other destinations. Ji and Wall (2015) asserted that a tourist destination image can be defined from two different thematic perspectives: the tourist destination from a supply-side perspective, and from a demand-side perspective. The following section summarizes relevant destination image formation models based on the evolution of the destination image just described.

### 2.3.2. Destination image formation model

Research relating to perceived destination images accounts for a significant proportion of research findings on the elements that contribute to the formation of a tourist destination image. The dimensions of tourist destination image can be categorised as a two-dimension model and a three-dimension model based on the outcomes of the previous

studies. Three types of tourism destination image (TDI) theories are described in subsequent the following review of literature, namely, the cognitive-affective-conative image model, the cognitive-affective-overall image model, and the three-dimension continuums declinational image model.

Firstly, Gartner (1993) described the cognitive-affective-conative image model as a typological theory summarizing the role these different agents play in the creation of an image. Gartner (1993) suggested an appropriate combination of agencies in forming a destination image. This study was an attempt to establish a theoretical basis for the tourism image formation process. Gartner (1993) argued that there are eight different categories of image change agents, including cognitive, affective, and conative factors involved in the formation of tourism images. Selby and Morgan (1996) advocated the development of two-dimensional models based on place images and applied an empirical analysis method to a case study of Barry Island to examine the deviation between "naïve" and "re-evaluated" destination images. The results from Selby and Morgan's (1996) study not only provide a model for measuring the input and output of a government agency's investment, but also the basis for a marketing department to identify the advantages and disadvantages of destinations through the application of place images.

Secondly, a three-dimensional destination image model was developed by Echtner and Ritchie (1991) by putting the various sources of tourism information and their roles in the formation of destination image into Gunn's (1988) model. In accordance with this model, there are three levels of image formation: the organic image, the induced image, and the final image resulting from the modification of the original image. Echtner and Ritchie (1991) concluded that destination image is composed both of psychological and functional characteristics, where the function factor is concerned with more tangible aspects of the destination, and the psychological factor is concerned with more intangible aspects. (See Figure 2.1).

**Figure 2.1**

*The components of destination image*



```
                    FUNCTIONAL
                   CHARACTERISTICS
                         ↑
       COMMON            |
         ↖               |
          ↖              |
           ↖             |
            ↖            |
  ATTRIBUTES ←───────────┼───────────→  HOLISTIC
                         |              (Imagery)
                          ↘            |
                           ↘           |
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                             ↘  UNIQUE |
                         ↓
                   PSYCHOLOGICAL
                   CHARACTERISTICS
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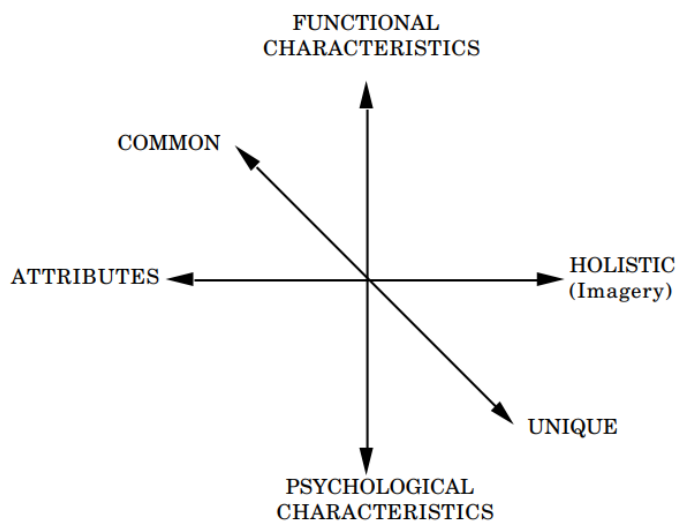
*Note*: This figure was produced CM Echtner and JRB Ritchie in 1991, and presents the components of destination image. From "The meaning and measurement of destination image", by CM Echtner and JRB Ritchie, 1991, *Journal of tourism studies, 2*(2), p43. Copyright 1991 by Journal of tourism studies.

Thirdly, the cognitive-affective-overall image model is a two-dimensional model proposed by Baloglu and McCleary (1999). After considering the results of previous studies, Baloglu and McCleary (1999) concluded that the two main factors that contributed to the formation of destination images were personal factors and stimulus factors, and developed a general framework for the generation of destination images. As opposed to external factors, such as physical objects and prior experiences, personal factors are the perceptions associated with the social and psychological aspects of a destination. Baloglu and McCleary (1999) developed a general framework of formation of destination image and used an empirical test through a path analysis to validate their model. According to Baloglu and McCleary (1999), a tourism destination image is influenced by external stimulators mainly from tourists' outside perceptions as well as personal characteristics that impact the formation of tourism images; these are cognitive/perceptual image, affective image, and overall image. (See Figure 2.2)

**Figure 2.2**

*A general framework for the formation of destination image*
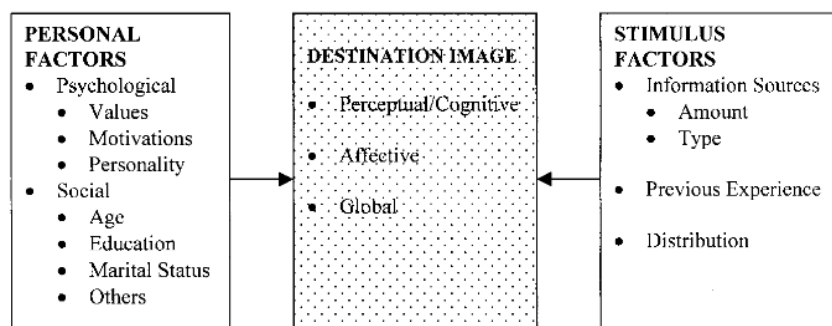


*Note*: This figure was produced by Seyhmus Baloglu and Ken w. McCleary in 1999, and presents a general framework of formation of destination image. From "A model of destination image formation", by S Baloglu, KW & McCleary, 1999, *Annals of Tourism Research*, 26(4), p 870. Copyright 1999 by Elsevier Science Ltd. All rights reserved.

### 2.3.3. Cognitive and affective destination image

Some researchers have suggested that a destination image contains two components: bcognitive and affective (Stylidis, 2016). Researchers tend to use the overall image to indicate the complexity and composition of a destination image, even though the destination image is defined as a two-dimensional or three-dimensional structure. Keeping this in mind, the holistic image is the overall perception of a tourist destination, which integrates cognitive and affective images. Scholars recommend that researchers adopt the two-dimensional destination image formation model, that is, the destination image model including cognition and emotional image components, to carry out related research. (e.g., Baloglu & McCleary, 1999; Josiassen et al., 201; Sönmez & Sirakaya, 2002). According to the analysis of three models of destination image formation described, and following Josiassen et al. (2016), this research adopted a two-dimensional model, that is, the cognitive, affective, and overall image model proposed by McCleary and Baloglu (1999), as the theoretical framework to guide this study.

*Cognitive image*

The *cognitive component* of an image, refers to the beliefs and knowledge of a person related to a certain destination and its attributes, which together create a mental image of a certain place (McCleary & Baloglu, 1999). Cognitive images are the perceptions of destination attributes based on individuals' cognitions, lifestyles, and modes of thinking,

and are influenced both by individual elements and external stimulis. Beerli and Martin (2004) stated that the main elements affecting the construction of destination images are broken down into nine dimensions: natural resources, infrastructure, tourism resources, entertainment, culture, and art, politics, and environment, both natural and social. The following summarizes a comprehensive literature review of factors influencing the cognition image of tourist destinations. Table 2.1 in the appendix, presents a summary of the factors affecting cognitive image identified in previous studies. The cognitive factors corresponding to the blue box, are the cognitive dimensions mentioned in the literature that affect the composition of destination image.

*Affective image*

The *affective image* is the mental mapping and feedback of the destinations in terms of the tourists' emotional evaluation as influenced not only by external stimuli and personal factors but also by the previous experiences of tourists visiting the destination. Researchers have offered a variety of definitions of affective image.Table 2.2 summarizes the concepts and the formulation elements of affective image from the prior research.

**Table 2.2**

*Concepts and Elements of Affective Image*

| Concepts and Elements of  Affective Image | |
|---|---|
| **Scholars** | **Concepts and Elements** |
| **Waston & Tellegen (1985)** | In general, consumption emotions can be divided into positive and negative affectiveness |
| **Oliver and Westbook (1993)** | As a psychological concept, the affective image refers to a customer's current emotional state, usually somewhere between a positive and a negative one at any given time. It is not surprising that consumers encounter both positive and negative aspects of consumption activities. |
| **Babin and Griffin (1998)** | The distinction between positive and negative affectivity among consumers is difficult to define. |
| **Carroll (1990)** | In addition,  Carroll (1990) presented an emotional circle model that conceptualized the customer's affective image of a destination as a two-dimensional, two-machine space defined by eight variables. |
| **Sun and Tang (2021)** | The term "affective image" refers to evaluations of the emotional dimension of a destination that can be expressed in the form of adjectives. |

Specifically, this study examined the components of affective destination images in relation to Baloglu and McCleary (1999) and Pike and Ryan (2004) theories, specifically Russell and Pratt (1980)'s two-factor model of pleasure-evoked consumption emotion. As the followed, Wastson and Tellegen (1985) proposed a two-cause model of emotion that

divides customers' consumptions strength into positive and negative emotions. The pleasure arousal model proposed by Carroll (1990), suggests that emotions are composed of two distinct dimensions: pleasure and unpleasant. The cognition-affective model developed by Baloglus and McCleary (1999) divides the affective image into four dimensions: arousal-burnout, pleasure-unhappy, excitement-depression, and relaxation-heartache". Pike and Ryan (2004) also state that the above four semantic difference quantities can be used to investigate the affective components of destination images. Furthermore, two-dimensional models propose that the cognitive image is an antecedent to affective image (Ryan and Cave 2005). Therefore, exploring the uniqueness of a destination image depends on tourists' perception of the strength of cognitive and emotional attributes. Combined with the above discussion of emotional image, this study adopts the four dimensions theory of Baloglus and McCleary (1999) relating to affective image as a guideline for coding and data analysis and formulating in-depth discussions of the research findings.

## 2.4. Projected and perceived tourism destination image

Previous researchers have adopted the comparative analysis method to compare projected image with perceived image to explore the similarities and differences between two destination images. For instance, Chan and Zhang (2018) studied the destination image of the Hong Kong United Nations Educational, Scientific and Cultural Organization (UNESCO) Global Geopark by analysing the projected images held by the Hong Kong UNESCO Global Park and the perceived images of park visitors from mainland China, using comparative research to seek the similarities and differences between them. Farmaki (2012) identified and compared projected and perceived images of Cyprus after its repositioning, using closed and semi-open questionnaires, and concluded with recommendations for marketing Cyprus's tourism. Furthermore, some scholars have not confined their research to the projected and perceived images alone. For instance, Tapachai and Waryszak (2000) proposed that a beneficial image of a tourist destination can be used as framework for evaluating the likelihood of a tourist's decision to visit a destination for leisure activities. Five dimensions of the term "beneficial image" were identified by Tapachai and Waryszak (2000) as critical elements of the destination image: functional, social, emotional, epistemic, and contextual. After filtering research in Google Scholar relating to the concept of beneficial image, and comparing the results with research relating to projected and perceived image, it was found that the latter has become one of the mainstream topics of destination image in the field of tourism research.

Scholars are keen on the comparative analysis of projected image and perceived image in the field of tourism marketing, and strive to provide practical theories for market operation, strategic renewal, and destination image management (Xiao et al., 2022). Research on the topic of projected and perceived images has also become a research direction worthy of attention in the renewal and self-rescue of tourist destinations in the two years after COVID-19 (Nadeau et al., 2022). As the research goal, this study aims to generate research results that can be used to develop tourism destinations and tourism markets, and the research topic focuses on exploring differences between projected and perceived images of tourism destinations.

*Projected image*

A projected image that tourism organisations aim to create in the minds of tourists is created by a variety of sources of information ranging from promotions within the travel industry and DMOs, to any information about a destination (Wacker & Groth, 2020). Barich and Kotler (1994) introduced the concept of the projected tourism image as part of their research into tourism marketing. The projected tourism image has been associated with the subjective intention and marketing strategy of tourism destination market managers based on research on projected images. Andreu et al. (2000) suggested that the projected image represents the desire of destinations to establish a brand image that can serve as a direction for marketing. Different manifestations are used to describe the projected image such as brochures, posters, and official recommendations.

The research and application in tourism marketing of the projected tourism image has risen with the popularity of Web 2.0 technology. Govers and Go (2004) observed that there are considerable differences in projecting a Dubai image between private tourism businesses and public actors. First, the projected images of Dubai presented by the private sectors are mainly related to the facilities and tourism activities offered. In contrast, destination marketing organisations are more focused on the role of cultural identity and heritage in projecting images. Grosspietsch (2006) identified three differences in perceptions of destinations from tourists and tourism operators, namely, safety conditions, range of activities, and the value of tourists' engagement with locals at the destination. The findings of this study have valuable implications for future marketing strategies in Rwanda. Picazo et al. (2019) applied a method of dynamic indicators to examine and evaluate the projected image by promotional photographs for competitive destinations,

and found that the images projected by the properties in 15 destinations were different from each other.

*Perceived image*

Tourists reflect on the projected image that has been formed based on their perceptions and confirm whether the projected image corresponds with their perceptions. In contrast to projected images, perceived images reflect tourists' interpretations of a destination's image as perceived from the view of consumption demand. The perceived tourism image not only encompasses the tourists' perception of the destination, but also their personal experience. Therefore, compared with the projected image, the perceived image is affected by a variety of uncertainties.

Goodrich (1978), Calantone et al. (1989), and Echtner and Ritchie (1991) suggested that perceived image is associated with behavioural motivations, and noted that decision-making, service feeling, and satisfaction are elements influencing the perceived image. As stated earlier, the perceived tourism destination image is a dynamic concept, which indicates the importance of prior knowledge of the destination, the tourist's experience in the destination, and the consumer's evaluation of this knowledge (Hu & Ritchie, 1993). Gartner (1989) asserted that the projected image of a destination is strongly correlated with the perception of that location. Chon (1991) employed an empirical analysis alongside a quantitative method to examine how USA tourists' perceptions of South Korea's destination image were modified through travel. The findings showed that the perceived reality of South Korea as a tourism destination by American tourists post-visit, was more positive than were their pre-visit perceptions. Chon (1991) suggested that tourism marketers should apply the updated seven-dimensional attributes of tourist destination image to construct a marketing strategy and provide promotion suggestions of tourism products to improve the image of tourist destinations before and after visits.

*Perceived tourism destination* image refers to how tourists perceive and feel about a certain destination based both on their overall experiences and emotional reactions to the location. As a result of an examination of the multidimensional concept of tourist destination image and a comparison of psychological factors and the destination image, San Martin and Del Bosque (2008) concluded that destination image is a multi-dimensional term, originating from the evaluation of both cognitive and affective sectors of a place. Furthermore, San Martin and Del Bosque (2008) identified that psychological

factors such as motivation and culture are integral in determining the way in which people interpret or view a destination, and that a projected image serves as both a source of information for tourists to get a general impression of a tourist destination, in addition to its use as a marketing tool for the destination to strengthen its own image as highly desirable.

In an empirical study of tourists from the Canary Islands of Spain, Beerli and Martín (2004) analysed the impacts of tourists' characteristics or personal factors on the different components of the perceived image. Sun et al. (2015) applied a content analysis to explore the perceived tourism destination image of New Zealand as manifested in 409 travel blogs created by Chinese tourists. A measurement model was developed by Zhang et al. (2018) to measure the relationship between memorable tourist experiences left by Korean tourists on Huangshan Mountain, China, and the perceived image of the relevant tourism destination. The results of the study by Zhang et al. (2018) demonstrated that perceived images of countries and destinations have a significant impact on tourists' re-visit intentions created from the tourism experience.

## 2.5. The impacts of COVID-19 in tourism

The COVID-19 epidemic has had a significant negative impact on the global tourism industry. Studies on this topic have focused primarily on the manifestation of negative impacts on the tourism industry, social and economic aspects in the local community, and topics relating to tourists' behaviour. Scholars have now begun to research resilience strategies employed by tourist destinations after the epidemic.

Huynh et al. (2021) utilised a case study to determine how the tourism economy of developing countries has been impacted negatively after multiple waves of COVID-19; their research findings indicated that many tourism enterprises are on the verge of bankruptcy. Kamata (2022) built a model to assess the responses of tourism destination residents to tourism during and after the COVID-19 pandemic, using the variables of place attachment, uniqueness, positive influence, negative influence, and pro-tourism attitudes. The results identified a community source of anxiety, as respondents were accepting tourists to help the economy recover, while worrying that interacting with tourists increased their risk of contracting the virus. Research by Ntounis et al. (2022) explored perceptions of resilience in tourism-dependent businesses located in major British tourism cities and towns, and illuminated the different nuances of business

resilience during external disturbances such as the COVID-19, and also revealed the temporal aspect of business resilience.

Yeoman et al. (2022) predicted 15 movements in consumer behaviour in the early stages of COVID-19 using a trend analysis approach to show what dominated or slowed down, moved forward or stagnated, based on 12 months of data and analysis. Due to the COVID-19 pandemic, which at the time of writing has lasted for more than two years, there is no doubt that the future development of the tourism industry faces many uncertainties and challenges (Rogerson & Rogerson, 2020; Sigala, 2020). Since tourism is one of the most important economic pillars, it is important and urgent for TNZ and related tourism companies to take the initiative to attract more independent travellers from China in post-COVID-19. This will enable New Zealand to effectively achieve sustainable growth of the tourism industry with profits for tourism enterprises and destination tourism market organisations through monitoring the perceived image. This is a strategy aimed at making corresponding adjustments and improvements to the tourism market in response to the performance of the perceived image.

## 2.6. Summary and conceptual research model framework

Since the emergence of the internet era, scholars have begun to extensively use network text to study the image of tourism purposes within network scenarios. Research has focused on the influencing factors of perceived image, the positive and negative factors of perceptions for different tourist destinations, and the differences in perceptions of the same types of tourist cities. In addition, the literature review provides a solid theoretical basis for this research. According to Beerli and Martin (2004) and Mark(2017), this study explored two theoretical supports for the cognitive image and perceived image of New Zealand as a tourist destination.

The purpose of this research is to explore the similarities and differences between the projected image and perceived image by implementing the content analysis method to analyse data. The research is organised into three components. First, the study explores the characteristics of the projected image of TNZ and perceived image of New Zealand on Mafengwo.cn. Secondly, the study discusses the deviations between projected and perceived images using the comparison method approach, and then attempts to define a New Zealand tourism destination image in the market after COVID-19. Figure 2.3 shows the research pathway that led up to carrying out the study.

**Figure 2.3**

*Research pathway*
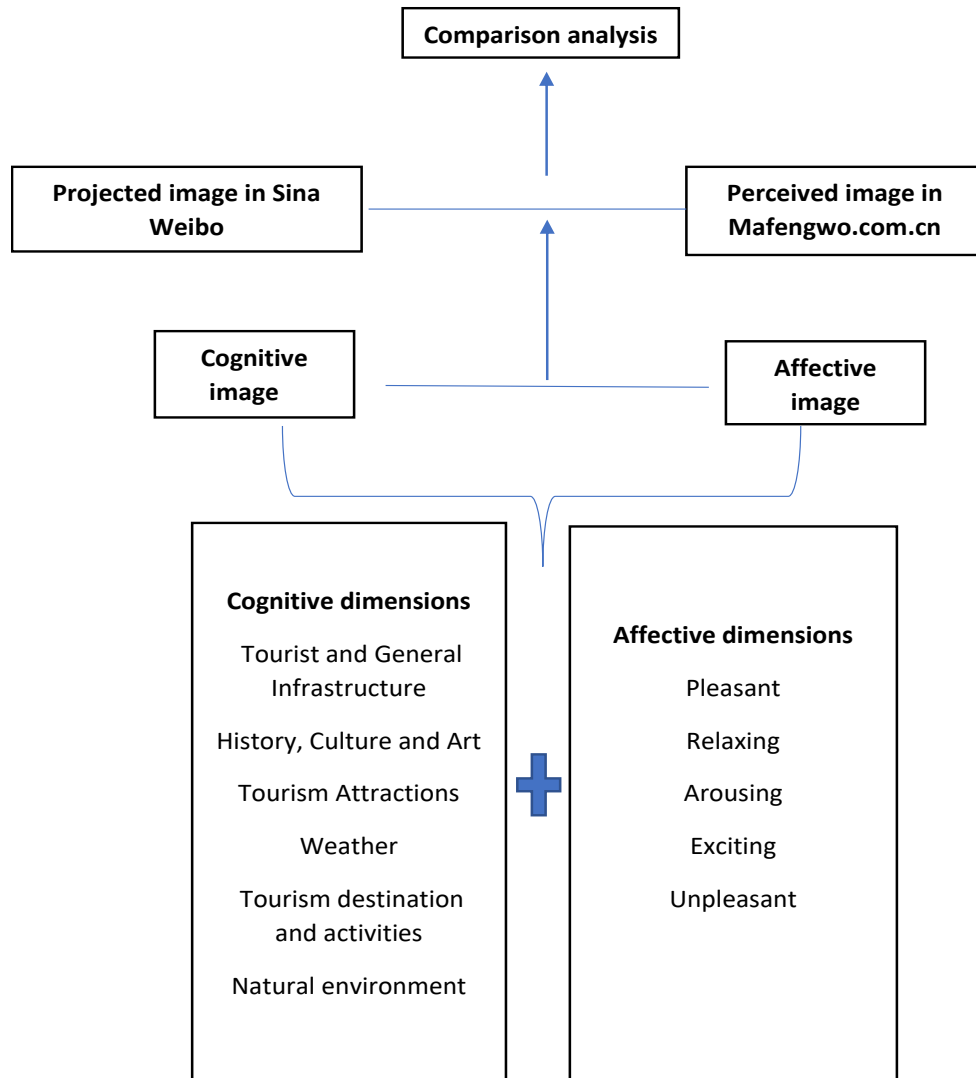
# Chapter 3. Research Methodology

## 3.1 Introduction

This chapter discusses research methods, the data collection procedures, and data analysis. The study adopted a qualitative method approach with quantitative data as a support within the interpretivism paradigm, and applied content analysis techniques to implement the research. This chapter describes these approaches, and the standard and scope of data resources, the collection process, and the analysis of the data.

## 3.2 Research paradigm

Rahi (2017) identified four paradigms widely utilised in information system research: positivism, interpretivism, advocatism, and pragmatism. Based on the differences between positivism, interpretivism, and critical theory, Tribe (2001) suggested that tourism curriculum design can be defined and assessed in accordance with tourism research paradigms and the application of these paradigms to tourism education. Creswell (2003) asserted that interpretivism arose from subjective experiences as influenced by cultural backgrounds, and encouraged researchers to consider how their background and experience affects their research, and give more attention to subjective interpretations and individual experience.

### 3.2.1 Paradigm

The research paradigm guides scientific discovery through its assumptions and principles, and understanding the assumptions of a particular paradigm can guide the research findings and ensure their quality (Park, 2020). Essentially, paradigms are the basic worldviews held by scientists within a particular field. In terms of the principles and procedures, the paradigm consists of perspectives of observation, basic assumptions, conceptual systems, and research methods (Gray, 2021). In other words, the paradigm is the way scientists view and interpret the world. In deference of Anand et al.'s (2020) view, the term "paradigm" also refers to the summations of the views, values and other contents to be discussed between reality and the nature of knowledge among academic groups. According to Scotland (2012), a paradigm involves various factors from the categories of ontology, epistemology, methodology, and research method theory. According to Lincoln et al. (2011), paradigms are used in social science studies to guide researchers' behaviour and assist them with the definitions of their worldviews, philosophical assumptions, and fundamental beliefs.

### 3.2.2 Interpretivism

According to Sarantakos (2005, p. 30), ontologies provide a methodology with information about the nature of reality - that is, "what" social research should study; epistemologies can illustrate and inform the nature of methodology at the intellectual level, that is, "what are facts and where to look for knowledge"; and methodologies can help the researcher prepare appropriate research design "packages" to guide the focus of their research activities and how to identify and extract knowledge. Researchers develop a research framework after answering three questions about ontology, epistemology, and methodology. Methods for collecting and analysing research data are then revised and guided to meet the criteria of the framework.

Interpretivism differs from the positivist paradigm commonly utilised in natural science research in that it considers cultural, environmental, and historical aspects of society. Interpretivism was developed through critical positivism from a subjective perspective (Alharahsheh & Pius, 2020). Interpretivism is concerned with grouping rich individual insights into broad categories rather than providing a single definition or universal regulation that overrides individual insights (Saunders et al., 2007).

### 3.2.2.1 Ontology and epistemology

*Interpretivist paradigm*

From an ontological perspective, the interpretivist paradigm explains the complexity and richness of reality. In interpretivism, the concept of reality is conceived as a product of the individual's subjective cognition and social experiences (Alharahsheh & Pius, 2020). From an epistemological perspective, according to Alharahsheh and Pius (2020), the theories and concepts involved in the interpretivist paradigm are simplistic, but interpretivism focuses on narrating, storying, and interpreting related topics based on the knowledge of the researcher. Therefore, the interpretivist paradigm assumes that reality is subjective. Furthermore, the interpretivist paradigm represents a connection between the research and the research subject, and ensures that the hypothesis in the research topic is related to the knowledge of the researcher (Moon & Blackman, 2014; Saunders et al., 2007; Scotland, 2012).

*Positivist paradigm*

From an ontological perspective, positivism is a type of realism that holds that reality can only be captured by critical examination, and from an epistemological perspective,

positivism is a type of realism that holds that only the real exists. Secondly, from the perspective of a research strategy, positivist research can verify a research hypothesis through specific experimental designs, survey methods, statistical analyses and other specific implementation steps. In addition, from the perspective of research methods applied, empirical research mostly adopts mathematical models, statistical tables, and charts. Moreover, the research process and findings are specified from a third person perspective (Alharahsheh & Pius, 2020; Moon & Blackman, 2014; Saunders et al., 2007; Scotland, 2012).

This study rejects positivism as a paradigm for conducting this particular research. Positivism holds an objective epistemology that advocates the existence of "unchangeable laws and mechanisms of nature" (Guba, 1987, 1990, p. 20). Moreover, after comparing the differences between positivism and interpretivism in ontology and epistemology, interpretivism was considered to be the most appropriate paradigm for this research.

### 3.2.2.2 Netnography as research strategy

The application of netnography in research relating to social media provided support for the selection of interpretivism as the research framework in this research. According to Kozinets (2002), netnography is a new method of research distinct from traditional ethnographic methods, and utilises ethnographic research techniques to study cultural and community contexts within the internet environment. Netnography was developed in the context of the growing popularity of virtual communities (Kozinets, 1999) and is a qualitative approach to the study of online culture and community through social media (Kozinets, 1997, 2002).

Netnography is one of the research strategies used in interpretivism, especially in social media, for exploring and interpreting social phonemena, and widely adopted in social science research topics related to social media. Wu and Pearce (2014) asserted that netnography is a powerful method for understanding new tourism markets and new tourism activities within network environments such as travel blogs. Researchers in the social sciences increasingly rely on netnography for their research. For instance, Bartl et al. (2016) found that nearly a quarter of journal articles on tourism and leisure topics, used netnography as a research strategy.

Netnographic research adapts current methods in order to collect relevant research data as social media platforms emerge, replace, and evolve in functionality. Netnography has

become a method not only for investigating social media content, but also for exploring and discussing the importance of the social media experience (Kozinets, 2022). Therefore, there is a strong connection between the development of netnography and social media.

This study applied a case study approach, as it focused on New Zealand as the sole subject of the study, to "elucidate general issues by examining specific examples" (Beeton, 2005, p. 38). In this case, the interpretivist paradigm was considered appropriate as a research paradigm, since the research started with the study of individuals for obtaining results, and then inferred the general existence of the whole phenomenon based on those findings. Since this study was exploratory in nature, the interpretivist paradigm was appropriate for examining this topic in general and then exploring the current state of the destination image in particular.

The interpretivist paradigm was the research theoretical framework of this research based upon this analysis of the research paradigm.

## 3.3 Research method

Research methods are a synthesis of a series of methodological strategies for collecting and analysing data, and producing and developing research results and knowledges, and can be quantitative or qualitative in nature; some research adopts mixed research methods (Alharahsheh & Pius, 2020).

Decrop (1999) suggested that because positivism was still the mainstream research paradigm during the 1990s, and qualitative researchers were incapable of explaining the rationality of research conclusions, qualitative studies on tourism were accused of failing to meet the standards of good science. Guba (1987) stated that quantitative and qualitative methods are the result of two distinctly different traditional scientific philosophies. Morgan (1993, 2013) pointed out that the two opposing research methods in the study of social problems, using different aims and procedures, are qualitative research and quantitative research, and made a detailed analysis of the differences between the two methods.

### 3.3.1 Qualitative method
Qualitative methods of research employ a variety of methods to explore, explain, and understand the topic of study. Guba (1987) stated that quantitative and qualitative methods are the result of two distinctly different traditional scientific philosophies.

After discussion of the objectivity and subjectivity of research conducted on consumers within an interpretivist framework, Szmigin and Foxall (2000) asserted that interpretivist researchers believe that the quantitative study of consumers has limitations of static characteristics while the study of consumers is not static, but rather a process of continual change that is ever present. Thanh and Thanh (2015) wrote that there is a compact link between the interpretivism paradigm and qualitative methods, and believed that interpretivism is a kind of extensive use of the qualitative method to collect data and combine personal experience, understanding, and perception, to prove and explain the facts. As explained by Willis et al. (2007), qualitative research is a branch of research used by interpretivist researchers in case studies and ethnographic research. In contrast, Thomas (2020) stated that interpreters support the qualitative approach because it is possible to create a rich report of research results with the qualitative approach, which is dependent on having a solid understanding and substantial knowledge of the interpreters' background.

Sandberg (2005) stated that research methods in the field of hotel and tourism have shifted from traditional quantitative research to qualitative research, which has attracted the attention and use of many scholars. Qualitative tourism research is mainly influenced by cultural and social sciences, such as anthropology and sociology (Ren, 2016). Qualitative research methods and theoretical perspectives from other disciplines are becoming increasingly applied to traditional quantitative research of demography and becoming supplementary tools for quantitative research in this field (Randall & Koppenhaver, 2004). The text *Qualitative Research in Tourism* on tourism research methods by Phillimore and Goodson (2004), reveals that qualitative tourism research is an essential skill for learners and researchers of tourism from Britain, Australia, and New Zealand when analysing case studies. Cheia (2010) summarised the application of methods employed in cultural tourism research from the 1980s to 2010 in the context of time nodes, and explained that the research methods applied in cultural tourism changed from quantitative research to qualitative research initially, and then to the mixed research method that is the combination of those two research methods.

Qualitative research is related to the interpretivist research paradigm with a clear and strong adhesion between them. As per the foregoing discussion about which paradigm should be applied, this study adopted an interpretivist paradigm as the theoretical

framework for the research. Therefore, it was considered appropriate to employ a qualitative research method.

### 3.3.2 Quantitative data

Garbarino and Holland (2009) explained that combining qualitative research with quantitative tools with greater coverage and generality, leveraging the comparative advantages of each, can yield better assessments. As defined by Henning (1986), quantitative research is the statistical, operational and systematic analysis of large amounts of data. Quantitative research may employ descriptive statistics, inferential statistics, or formal hypothesis tests in classical experimental design. Spicer (2004) suggested that in social science research, it is increasingly common to employ both quantitative and qualitative methods. With the aid of computer software and under the guidance of quantitative methods, the findings of this study have been analysed and compared in the form of graphs and tables, which are quantitative instruments used as support for qualitative research.

To sum up, the research steps in this study, have two parts, which are the semantic encoding of the relevant data and the comparative analysis of the relevant research results. The former was guided by qualitative research theories, while the latter used statistical tables and charts to display comparative results. Therefore, this research adopted the qualitative research method with quantitative data as support (as employed in traditional social science research to achieve scientific research aims and objectives), with the content analysis method used to assess the projected and perceived image of New Zealand as a tourism destination and explore the difference between the projected and perceived image.

### 3.4 Secondary data

Primary and secondary data are two types of data processed in social science research. According to Hox and Boeije (2005), structured questionnaires and surveys are two strategies to obtain primary data. Primary data can be obtained by in-depth interviews and field investigation in qualitative research. Windle (2010) wrote that primary data are known as original data obtained directly through, but not limited to interviews, questionnaires, measurements, surveys, or observations by the researcher.

In proceeding with their research, researchers not only consider the advantages and disadvantages of data types, but also the difficulty of obtaining data. According to Nahum-Shani et al. (2012), compared to secondary data, primary data can answer questions that are difficult to solve with secondary data, and are real-time and up-to-date, and more reliable than secondary data. In contrast, secondary data offer several advantages over primary data, such as time savings, low cost, and easy access, as well as laying the groundwork for later collection of original data (Castle, 2003; Windle, 2010). Andrews et al. (2012) clarified that the secondary data analysis has many advantages, including that secondary data collection is an effective strategy to deal with sensitive issues, minority groups and other difficult to obtain primary data, and the application of secondary data can increase the transparency and credibility of original research results.

Primary data take a longer time to collect than do secondary data. Due to the limited time allowed for writing this dissertation, secondary data were considered the most efficient type of data for this research. As per the foregoing discussion on the data collection principles, this dissertation adopted secondary data that were textual and photographic data from TNZ and travel blogs on Mafengwo before the COVID-19 pandemic (i.e., March 2019 to February 2020).

**3.5 Sampling**

High quality qualitative research requires reliable data support, and the degree to which data determine research results varies with the topic under the study. As suggested by Moser and Korstjens (2018), sampling is significantly affected by characteristics of the environment, such as the type of interview, the length, the participation of participants, and the types of stakeholder. Sample selection has a significant impact on the quality of the research and the selection method has a direct impact on the reliability and validity of the study. To some extent, the reliability of quantitative research can be guaranteed by following the standardisation of sample selection and selecting a sufficient sample size. Furthermore, the choice of an appropriate sample category can affect the quality of qualitative research (Morse, 1991).

Qualitative research objects must be chosen with caution following some criteria. Marshall (1996) emphasised that the sample size of qualitative research tends to be limited. Even when the sample size is representative, the limitation of the sample size often contributes to errors in research results. In qualitative research, scholars have

considered that sampling should be done intentionally in accordance with the research assumptions. Suri (2011) discussed how different purposeful sampling strategies fit into different categories of research hypotheses and suggested strategies for 16 purposeful samplings. Suri's study (2011) identified case sampling as an effective research method that uses representative cases to explain concepts to those who are unfamiliar with them, and found supporting theories and research methods in previous research on common topics. Hadi et al. (2012) indicated that different sampling principles are adopted in quantitative and qualitative research. Moreover, quantitative research tends to place much emphasis on random sampling, while qualitative research focuses on selecting or inviting specific samples or participants.

Volo (2012) proposed that based on the subject categories of publishing and accepting travel blogs, travel blogs in the internet environment can be classified into four categories: consumer-to-consumer (C2C), business-to-business (B2B), business-to-consumer (B2C) and government-to-consumer (G2C) blogs. In this study, the travel blog publishers and audience selected on Mafengwo were independent Chinese travellers. The travel blog published by independent Chinese tourists was affiliated with UGC and classified as a C2C blog to share tourism information and travel experiences while interacting with the members of the internet community via online social media. To summarise the discussion on the principle of data sampling, this study selected two data samples as the data source for the research, as follows.

*Tourism New Zealand----Sina Weibo official account*
The data collection for this research utilised selected tourism promotion texts published by the official Sina Weibo account of TNZ within the set time range of March 2019 to February 2020. Considering that most of the publicity content released by TNZ is a combination of text and photoraphs, the study collected photographs as one of types of data to obtain the diversification and accuracy of content released by TNZ.

*Mafengwo.cn*
Mafengwo is a travel website commonly used by independent Chinese tourists to publish travel blogs, involving business, tourist interactive online communities and other sectors. Travel blogs are classified according to tourism destinations and published in the corresponding online interactive community sections, which facilitated efficient and effective data collection. To correspond with the data collection from TNZ, the data

collected were from travel blogs by independent Chinese tourists, and published on Mafengwo between March 2019 and February 2020.

**3.6 Data collection**

Qualitative research can adopt a variety of data collection strategies, among which interviews are one of the most popular and frequently used, followed by observations from the researchers themselves and analysis of specific documents, texts, pictures, videos and films (Hox & Boeije, 2005). Research in qualitative methods adopts a variety of methods in data collection processing such as interviews, observations, and physical examinations, which emphasize the in-depth exploration of behaviour as well as stating the significance of activity (Merriam & Tisdell, 2016). Moser and Korstjens (2018) suggested that new media such as social media and online marketing websites are increasingly employed for qualitative data collection, and a researcher can achieve the same level of data output and productivity as through traditional physical data collection activities, through online observation, online video access, online group discussion, and other techniques that leverage virtual networks.

The amount of data contained in social media is enormous. This study utilised Mafengwo and Sina Weibo, two popular social media platforms in China's online environment, as the source of data, due to the difficulty of collecting primary data and the type of data needed.

*3.6.1 Data collection criteria*

Aini et al. (2018) emphasised the importance of data collection, which is the means for researchers to answer research questions, achieve research goals and objectives, and prove hypotheses. The researcher must establish measures and procedures in advance of the data collection. Englander (2012) proposed criteria and questions to evaluate the process of data collection, and included the selection of participants, the number of participants, and the method of collecting data. According to review of literature on data collection, data collection criteria should be set to filter the data from the network environment to determine the reliability and validity of the data.

In summary, for the collection of data, researchers should select appropriate and usable data sources according to the topic of the research and perform a reasonable sampling of data sources. To facilitate a comparative analysis between different categories of sampled

data in the data analysis process, the samples in this research were strictly classified to ensure that all the data could be compared.

Firstly, according to the pre-determined time frame, this study collected data on tourism from Sina Weibo issued by TNZ following the specified time frame. Secondly, while collecting travel blog data, it was observed that the authors of these blogs had obvious geographical and demographical characteristics. Further to the time frame of March 2019 to February 2020 that had been established as a criterion for data collection, the demographical characteristic was also taken into consideration, as one of the criteria for this part of data collection. Thirdly, comparative data can become an important reference in data analysis, which can not only make the research data more extensive but also make the research results more realistic and operable. The data from travel blogs published by group travellers as comparative data excavated the hidden information for data analysis and every effort was made to make the scientific research results objective and accurate. This study collected relevant data from blogs according to the following criteria.

*Travel blogs with a high click-through rate and high reading volume*
Travel blogs that have high click-through rates and large volumes of views were utilised as a data source. The latter browsing of content would direct information searches based on a high viewing frequency and a strong evaluation level, thereby saving time.

*Time criterion*
The main data sources of this research were tourism information made available by Tourism New Zealand in an online environment and travel blogs created by independent Chinese tourists. Considering the need for accuracy of research data as well as the objectives of the study, the time limit of data collection was set at one year before the closure of the New Zealand border: from March 2019 to February 2020.

*Marketing criteria*
Tourism New Zealand released a pre-COVID-19 core inbound tourist market brief, which provides a detailed demographic analysis of China as the second largest source of inbound tourists (Tourism New Zealand, 2022). The briefing indicated that Chinese tourists between 21 and 30 years old preferred to travel with their partners and friends, while those between 31 and 50 years preferred to travel with their families and children. Furthermore, the briefing expressed that most of these Chinese tourists would come from

China's economically developed first tier cities, with 41% of them being unmarried and under the age of 34. The demographic characteristics of Chinese tourists presented in the briefing provided reference criteria for the selection of travel bloggers. For example, the briefing mentioned that 36% of future Chinese travellers would consider joining a tour group. Based on this, in the data collection of travel blogs, different categories of traveller blogs were selected according to the different demographic characteristics of independent Chinese travellers. The data collection followed the selection criteria (see Table 3.1 and Table 3.2 for details).

**Table 3.1**

*Volume of data collection*

| Volume of Data Collection | | | |
|---|---|---|---|
| **Data source** | **Data content** | **Time Criteria** | **Amount** |
| TNZ | **Textual data** | **Mar 19-Feb20** | 175 |
| | **Photos** | 100 | |
| Mafengwo | **Blogs** | **Mar 19-Feb20** | 50 |
| | **Photos** | 100 | |

**Table 3.2**

*Blogs collection*

| Data collection in Blogs (Mafengwo.cn) | | |
|---|---|---|
| **Blogs data catergories** | **Amount** | **Proportion** |
| | | |
| **Comments of intending to travel New Zealand** | **7** | **7.00%** |
| **Comments of already travelled New Zealand** | **7** | **7.00%** |
| | | |
| **Family tourist (couple) with child** | **10** | **10.00%** |
| **Family tourist (couple ) without child** | **10** | **10.00%** |
| | | |
| **Group tourist** | **6** | **6.00%** |
| **Independent ( with friends or parents )** | **10** | **10.00%** |
| | | |
| **Total** | **50** | **100.00%** |

**3.7 Data analysis**

Data analysis is the process of studying and analysing data to derive useful information. Data analysis refers to the process of examining, cleaning, transforming and modelling data to discover information, make inferences and support decision-making (Brown & Kudyba, 2014; Judd et al., 1995). The concept of data analysis was defined by Kelly (2022) as the application of appropriate statistical and analytical methods to the analysis of many collected data, to summarise, comprehend and digest them, to maximise the development and outcome of data functions, to assume the role of data.

### 3.7.1 Content analysis

It was in the field of communication where the concept of content analysis was first developed (Prasad, 2008). Content analysis, which originated in the 1960s, initially focused on the frequency of words, concepts and texts, and has the remarkable characteristic of qualitative research (Carley, 1990). Content analysis is the study of human made information exchanged during documents and communications. The exchange of information might be text, images, audio, or video in different formats (Harwood & Garry, 2003). Researchers believe that content analysis can be used to analyse textual data in a flexible and effective manner (Cavanagh, 1997). Stemler (2000) stated that content analytics is presently a flexible technique that can be used to analyse and interpret a variety of data sources, including text data, visual stimuli (such as photos and videos), and audio data. As Hsieh and Shannon (2005) pointed out, content analysis is a widely used method of conducting qualitative research that is not limited to a single technique. Hsieh and Shannon (2005) provided an overview of three different types of content analysis: conventional, directed, and summative. Generally, a directed approach to content analysis follows more structured traditional methods using existing theories or previous research findings, in which researchers identify key concepts or variables as initial coding categories (Hsieh & Shannon, 2005).

Content analysis primarily utilises written text or literal representations of virtual network environments (Krippendorff, 2012, 2018). Additionally, in the field of education, automatic essay scoring systems are one of the most significant applications of text-based content analysis (Shermis & Burstein, 2003). For instance, Auckland University of Technology (AUT) uses Turnitin software to evaluate the proportion of repetition in student papers submitted. Drisko and Maschi (2016) presented several types of content analysis methods which widely accepted that content analysis is used in tourism research, and indicated that scholars view content analysis as involving word frequency analysis and statistics, and therefore classify the content analysis as quantitative research rather than qualitative research.

This research involved the analysis of text and image content in the network environment, and according to the summary of research methods on such topics, this research utilized content analysis as a research method strategy to analyse textual and photographic content from governmental tourism organisations and blogs on tourism websites within a network environment.

### 3.7.2 Comparison analysis

The comparative research method is one of the usual methods in social science research, and known as the comparative analysis method. It is a method for making a comparative analysis of the objects studied according to certain criteria and systems, to understand their nature, for making reasonable judgments or evaluations (Ragin, 2007). Comparative analysis has been widely employed in the study of the similarities and differences between the projected image and the perceived image of the destination. Duan et al. (2020) employed content analysis with comparative discussion as an analysis strategy to evaluate projected and perceived images of rural tourism destinations in China and explore the differences between the two images. Their findings indicated that official websites of tourist destinations emphasise cognitive elements in the formation of projected image.

This study compared the research results of the two data sources using an analysis undertaken with computer software, and displays the results in statistical analyses and charts. Comparative analysis was used as an auxiliary quantitative research method in addition to the qualitative research approach, which was the main content analysis in this research.

### 3.7.3 The application of NVivo in content analysis

The first step of the content analysis method is to encode the relevant data under the guidance of a pre-set node table. The application of computer programs can help scholars improve the efficiency of data processing. Among them, NVivo is a computer program commonly used in the implementation of the content analysis method for tourism research topics.

Chivers et al. (2021) utilised NVivo to analyse conversations of new mothers in web-based forums and examine the new mothers' discussion topics or concerns using a quantitative and qualitative research method with 260 samples. Sutan and Qodirs (2021) analysed the social media tagging data using Q-DAS and NVivo 12 Plus to determine the types of social media platforms utilised by vaccine supporters and opponents. Using a qualitative method to analyse academic and non-academic publications related to *Daigou* (cross-border exporting) with NVivo, Tham et al. (2021) identified and conceptualised six key aspects to elucidate how *Daigou* embodies soft power. NVivo is widely employed for the analysis of textual content, particularly text found on the internet.

Wu et al. (2021) took the Hainan Tropical Rainforest National Park as their research object and adopted NVivo12 with a qualitative research method to analyse network text content through two main steps of high-frequency words and node analysis to seek factors influencing tourists' recreation satisfaction in ecological travel. Sari and Lestari (2021) extracted 464 tourism reviews posted on TripAdvisor from January 2016 to October 2019 and applied content analysis and NVivo12 to conduct comparisons of high-frequency words and satisfaction categories to explore determinants of tourists' satisfaction and dissatisfaction with Indonesian tourism villages. The application of these studies using NVivo software provided the theoretical foundations for the analysis of textual data in this study. Azeem et al. (2012) recommended several software packages, including NVivo, for encoding images for the content analysis of text and images. Utilising NVivo software to analyse the text and images by encoding, Son (2011) employed a qualitative research method to determine Western tourists' negative and positive perceptions of Zhangjiaji, China.

In view of the successful and widespread application of NVivo computer software in tourism research, this research applied NVivo to implement the analysis of the high-frequency words and encoding assignment in the data analysis.

### 3.7.4 Process of data analysis

Firstly, the data were collected from Chinese social media and tourism websites. However, these websites are presented to internet users in Chinese, which required translating the collected data for data analysis in English. The data were translated in advance into English so that the results obtained after the data analysis could be directly written up in English. Secondly, analysis was based on the content analysis summarised in this section, noting that data analysis is processed under the simple steps of content analysis. The following steps illustrate the general process of content analysis.

#### Step 1: Encoding

*Encoding principle*

Content analysis begins with the coding of valid data, the first step of the data analysis process. This coding is the process of arranging similar information in the text according to the themes and concepts of information, to express a specific point of view and meaning. After analysing the content analysis of three different approaches, Saldaňa (2021) identified 32 coding methods and defined a hybrid method representing either the

first or the second cycle. According to Saldaňa (2021), first cycle methods are the encoding strategies that emerge in the initial encoding process of data, which can be subdivided into the following seven subcategories: grammatical methods, elemental methods, affective methods, literary and language methods, exploratory methods, and procedural methods.

The encoding process is the assembly of data that have similar themes, concepts, or characteristics (Silver & Lewins, 2014). Hsieh and Shannon (2005) explain the coding choices that must be made before using the content analysis process, as well as other coding choices that are appropriate for the mapping analysis process. Pre-configured codes are set and optimised according to the destination formation model and previous research results. It is advisable to organise the primary coding table before encoding (Saldaña, 2021). Additionally, based on the research on the dimensions in formulating destination image discussed in Chapter 2, a coding table was developed based to meet the needs of the research topic. In the context of a two-dimensional destination image, the data of projected and perceived destination image were encoded in cognitive and affective dimensions.

Morse & Field (1995) explained that the number of clusters should be between 10 and 15 to make the cluster broad enough for sorting large amounts of code. Based on the dimension of formulating destination image discussed in previous research, there are different categories relating to the factors influencing the destination image. Beerli and Martin (2004) identified nine themes as super code families in encoding processing which are dimensions in cognitive factors influencing the perceived image of destination. Sun et al. (2015) applied this strategy for exploring the impacts of Chinese culture on formulating a perceived image of New Zealand. Mak (2017, p287) employed eight affective dimensions to explore differences in online destination images between tourism organisations and tourists and these dimensions were "pleasant, relaxing, exciting, arousing, unpleasant, gloomy, sleepy, and distressing". Moreover, Mak (2017) adopted eleven dimensions of cognitive factors to seek the differences in cognitive image between the online tourism destination image between tourism organisations and tourists and the eleven dimensions were: "tourist attraction, people, culture and art, flora and fauna, transportation, food and beverage, tourism activities, accommodations, information and infrastructure" Mak (2017, p287). Abundant results have been obtained from studies of the tourism destination image. Scholars in the tourism field have adopted various

measurements in their studies of factors influencing cognitive and effective image, almost all of which were based on the static formation model of tourist destination image formulated by Baloglu and Mcleary (1999).

As a result of the analysis discussed, this research developed a detailed coding sheet, which included destination image factors as part of the cognitive and affective dimensions. It followed Mak (2017), Sun et al. (2015) and Sun et al. (2021) in setting a coding hierarchy with 11 destination dimensions and four affective dimensions as the first-level code families in accordance with preferences for guiding the data encoding processing. Additionally, in order to achieve a detailed expression of the research results in detail, this research set up sub-nodes in each dimension on the basis of the first-level nodes. Table 3.3 illustrates the list of nodes developed for this research.

**Table 3.3**

*Code table for encoding all data analysis*

| Destination Image Dimensions | |
|---|---|
| **Affective** | |
| Relaxing | ( First-level node) |
| Exciting | |
| Arousing | |
| Pleasant | |
| **Cognitive** | |
| Tourist and General Infrastructure | ( First-level node) |
| Infrastructure | Sub-node |
| Accommodation | |
| Information | |
| Food & Beverage | |
| Transportation | |
| History, Culture and Art | ( First-level node) |
| People | Sub-node |
| Culture, Art & History | |
| Tourism Attractions | ( First-level node) |
| Flora & Fauna | Sub-node |
| Scenic & Scenery | |
| Weather | ( First-level node) |
| Tourism destination and activities | ( First-level node) |
| Tourism destination | Sub-node |
| Activities | |
| Natural environment | ( First-level node) |

### Step 2. Data analysis

In this study, data were processed using the latest version of the NVivo12 Pro program. Following the coding sheet, codes were extracted from two data sources, data statistics of the word frequency were computed, and the conceptual diagram by the software was generated. Additionally, through NVivo, the study was able to produce word clouds

showing the frequency of word referring to New Zealand's tourism image. The encoding method of textual and photographic data can be shown with the following examples.

### Example 1. Textual data encoding

The textual data published in the summer season by TNZ on Weibo before the border closed. The textual data were from TNZ Weibo on 2020-1-18 (source: weibo.com)

> *#DailyTravelNews# Attention all friends, the must-collected "New Zealand Self-Driving Safety Manual" is here! Necessary conditions for self-driving, 9 safety guidelines, warm-hearted tips for driving... Self-driving in New Zealand, safety first, let your concentration lead the way, and harvest beautiful scenery along the way. New Year's "new" journey, let's set off safely together!*

The nodes collected through NVivo from the sentence "*Necessary conditions for self-driving, 9 safety guidelines, warm-hearted tips*" was classified into the first-level node as "tourists and general infrastructure" and the sub-node as "information" in cognitive dimension.

### Example 2. Photographic data encoding

The photographic data from the travel blogs in Mafengwo.cn by "Good (Beijing)" with the blog title "New Zealand with STORY MOMENT"
(*Source: Mafengwo.cn.)*



The nodes collected from the observation incorporating text content by the encoder was classified into the first-level node as "tourist leisure and recreation" and "tourism environment." Additionally, from the sub-node perspective, the nodes collected were categorised as "Auckland" in the sub-node of "tourism destination.

### Step 3. Report research results

A research report should use the results of the data analysis to answer the research questions and explain the numerical results from the content analysis, including their meaning and significance for the research report. This is elaborated on in the next chapter.

# Chapter 4. Research Findings

The literature review in Chapter 2 as well as the methodology in Chapter 3 served as the theoretical foundation and implementation plan for interpreting the results of the research presented in this chapter. The findings are classified and analysed in the following sections. Section 4.1 describes in detail the demographic characteristics of blogs from Mafengwo written by bloggers who have visited New Zealand. Based on the study data, Sections 4.2 and 4.3 analyse the characteristics of the projected image and the perceived image to respond to the first working question of this study. That is, what characteristics of the projected image and the perceived image formulated are, and also, to gather the foundation for comparison analysis in Chapter 5.

## 4.1 Description of tourist generated content and Tourism New Zealand data

Sina Weibo is a micro-blogging (weibo) site in China. With over 445 million monthly active users as of the third quarter of 2018, it is one of the most popular social media platforms in China. It was founded by Sina Corporation on 14 August 2009 (Sina Weibo, 2022). Mafengwo provides travel guides, questions and answers (Q&A), reviews, and other information to over 80 million users, along with sales of hotel and travel products (Linkin, 2022). This study collected 50 blogs and 100 photographs between March 2019 and February 2020 for analysing New Zealand's perceived destination image from the perspective of independent Chinese tourists. The study also gathered data from Tourism New Zealand's official account on Sina Weibo between March 2019 and February 2020 to analyse New Zealand's projected destination image; these data comprised 175 text entries and 100 photographs.

### 4.1.1 Demographic analysis

On the blog section on Mafengwo.cn, it was noted that the blog data provided demographic characteristics. According to the size and the demographic features of travelling, the sample was therefore classified into five categories: "couples without children," "couples with children," "family & friends," "groups," and "individuals." The findings showed that couples travelling without children accounted for 40% (20) of the total data collection sample, couples with children accounted for 24% (12), family and friends accounted for 28% (14), and group travel, for 8% (4). Furthermore, bloggers are encouraged to provide basic personal information, such as their departure city, the number of people travelling, and the per person average cost. This section of the dissertation begins with an analysis of the demographic characteristics of bloggers. Appendix Table

4.1 summarises the demographic characteristics of the blog authors providing data used in this study.

In terms of the gender of bloggers, 16 (32%) were male and 34 (68%) were female. Age was not a required field on the travel blogging website, so no information about age was available. In contrast, based on the observation of the Mafengwo blogs that was selected on Chinese family formation structure, travellers in the category of "couples without children" typically ranged in age from 25 to 35. In terms of the "couples with children," the age range of tourists is roughly between 30 and 50 years old. In July 2020, TNZ released a brief snapshot that referred to the forecast demographic characteristics of potential tourists to New Zealand in relation to the future of the Chinese tourism market. In the report (Tourism New Zealand, 2020), it was indicated that the group aged 20 to 30 preferred travelling with their friends or partners, while the group aged 30 to 50 preferred travelling with their families or their children, which is consistent with the analysis of demographic characteristics of bloggers.

As opposed to short-haul outbound trips to neighbouring countries and regions that most independent Chinese travellers choose, independent Chinese travellers to New Zealand give consideration to the travel season, the average trip days, and the overall cost. Statista (2021) stated that the top 50 cities in terms of the Gross Domestic Product (GDP) in China, were mostly in the east and southeast of China. Markets (2017) presented a table summarising the comparison of GDPs between Chinese popular cities and countries. The GDP of one economically developed city in China can be compared to the GDP of some nations. For example, in the same period (2015), Shanghai's annual GDP was equal to the GDP of the Philippines.

The finding of the bloggers' demographic characterises in terms of their departure city indicated that China's top ten cities in terms of GDP were also the top departure cities for independent Chinese travellers to New Zealand; these cities are mainly located in eastern and south-eastern China, such as are Shanghai, Beijing, and Guangzhou. For instance, the independent Chinese tourists from eastern China accounted for 39 % of the total sampling cities, while those from southeast China accounted for 26%. In comparison to all the groups, couples without children spent the most per capita out of the four categories, with an average amount of NZD5,595.

**4.2 Tourism New Zealand data analysis in the projected destination image**

*4.2.1 Textual data*

NVivo software was utilised to analyse the textual data from TGC. This software assists me identifying the most frequently words within a dataset. By reviewing the frequently keywords in textual data, both the cognitive and affective dimensions could be identified, and how they contributed to the formation of the destination image. According to the models of the formation of destination image, and following previous research results on the topic, textual data were encoded by NVivo based on the pre-configured codes list. The researcher was also able to perform a more comprehensive analysis of the cognitive and affective dimensions of destination image after a comparison analysis of encoded codes.

***Most frequently used words:***

First, the textual data was corrected for spelling errors after translating into English. Second, the researcher adopted the "stop word" option in the software to eliminate words and phrases in the text that had no relationship to the research topic. These included conjunctions, auxiliary verbs, pronouns (e.g., the, and we, they), symbols and numbers, and words not related to the destination image attributes (e.g., something, decided, give, take), all of which were eliminated. After analysing the TNZ data using NVivo software, it was discovered that "New Zealand" was the top phrase in the keyword list. Additionally, the three words "good," "morning," and "world" appeared at the top of the high-frequency word list, supported by relevant evidence. For instance, TNZ began the "Good Morning World" campaign in 2019 and was awarded the "Effie of the Year" award. Most certainly, TNZ uses "good" to express emotional expressions related to cognitive and affective factors. Based on the classification of the top 100 keywords in the list of cognitive and affective dimensions, 62.1% of the keywords in TNZ data could be classified as cognitive dimensions, and 37.8% as affective dimensions.

"Landscape," "sun," "island," "sea," "sky," "cloud," "food," "stars," "snow," and "wine" relating to the natural environment were the top ten keywords in this category on the cognitive dimension. "Love," "beauty," "heart," "light," "experience," "wonderful," "dream," and "delicious" relating to the "pleasant" category were at the forefront in terms of the affective dimension. Appendix Table 4.2, Figure 4.1, and Figure 4.2, summarise the high-frequency words in TNZ textual data.

**Figure 4.1**

*High-frequency words in affective Tourism New Zealand data*



**High-frequency words in affective Tourism New Zealand data**

**Figure 4.2**

*High-frequency words in cognitive Tourism New Zealand data*
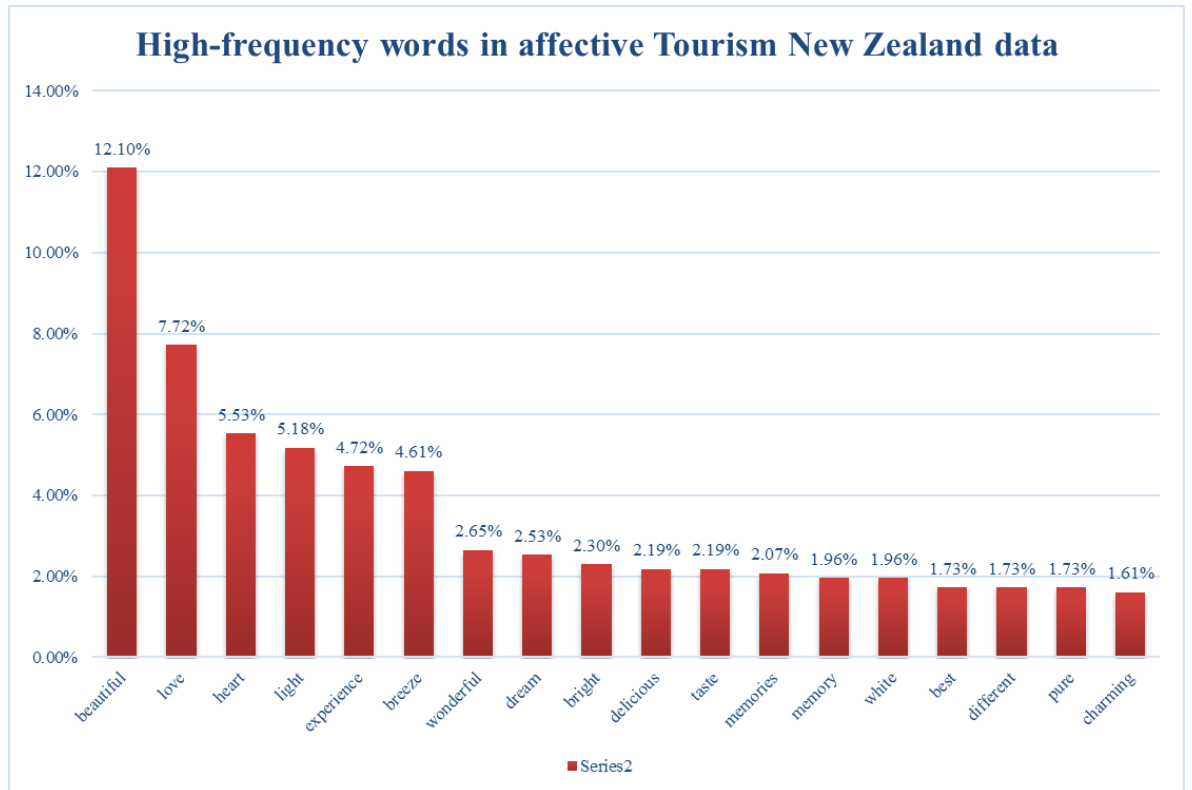


**High-frequency words in cognitive Tourism New Zealand data**
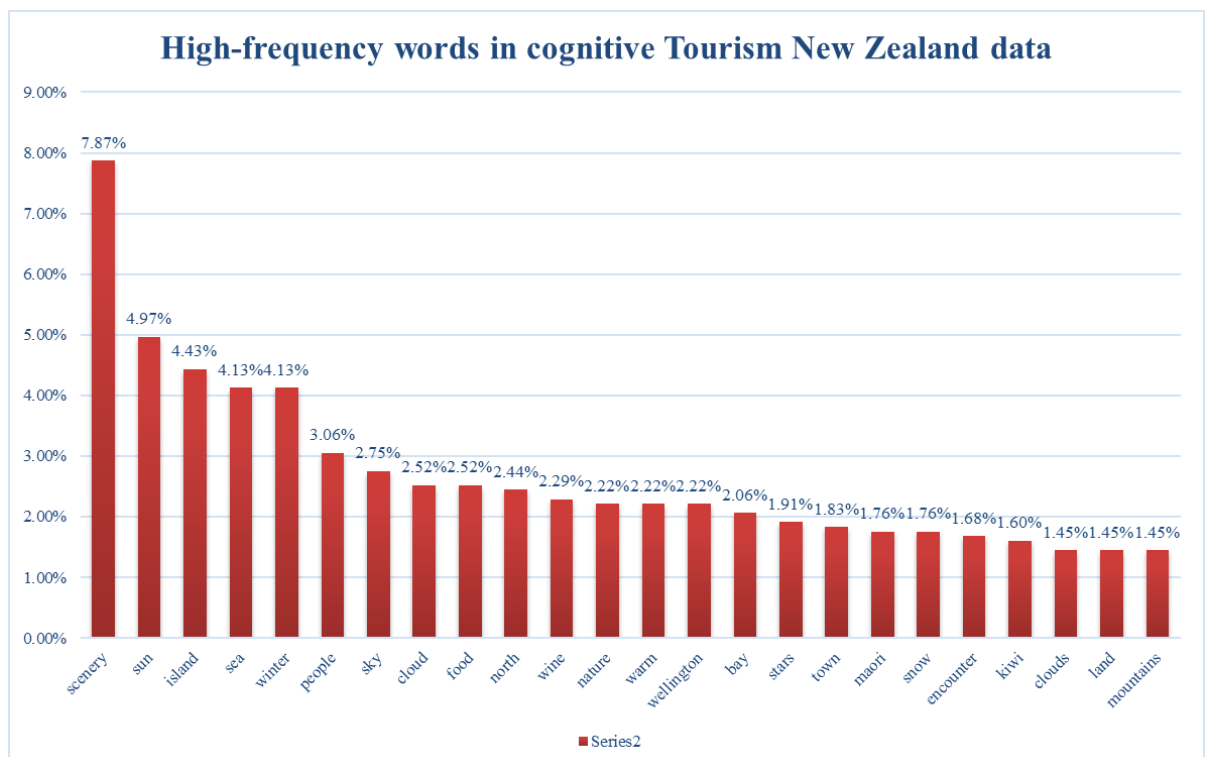
*Codes analysis*

The coding process helped facilitate an efficient analysis of the Tourism New Zealand data. To begin with, the assignment of analysis codes used 175 texts from tourism New Zealand's official Weibo account between March 2019 and February 2020. "Scenery & Scenic" were frequently used, but no specific type of landscape was represented.

Based on the preconfigured encoding sheet in Chapter 3, there were six themes in the cognitive dimension and four themes in the affective dimension. A total of 205 codes collected indicated the affective dimensions and 459 codes indicated the cognitive dimensions, with the affective dimensions representing 30.87% of the total codes and the cognitive dimensions accounting for 69.13%. See Appendix Table 4.3 and Table 4.3.1 for the results of TNZ textual codes.

**Table 4.3.1**

*Tourism New Zealand textual data codes*

| Destination Image Dimensions (Tourism New Zealand) Textual data | | | |
|---|---|---|---|
| catergory | count | encoding weight % | |
| **Affective** | **205** | **30.87%** | |
| **Relaxing** | 4 | 1.95% | ( First-level node) |
| **Exciting** | 8 | 3.90% | |
| **Arousing** | 74 | 36.10% | |
| **Pleasant** | 119 | 58.05% | |
| **Cognitive** | **459** | **69.13%** | |
| Tourist and Grernal Infrastructure | 62 | 13.51% | ( First-level node) |
| Infrastructure | 2 | | |
| Accommodation | 2 | | |
| Information | 9 | | Sub-node |
| Food & Beverage | 43 | | |
| Transportation | 6 | | |
| History, Culture and Art | 30 | 6.54% | ( First-level node) |
| People | 8 | | Sub-node |
| Culture, Art & History | 22 | | |
| Tourism Attractions | 49 | 10.68% | ( First-level node) |
| Flora & Fauna | 15 | | Sub-node |
| Scenic & Scenery | 34 | | |
| Weather | 15 | 3.27% | ( First-level node) |
| Tourism destination and activities | 158 | 34.42% | ( First-level node) |
| Tourism destination | 67 | | Sub-node |
| Activities | 91 | | |
| Natural environment | 179 | 39.00% | ( First-level node) |

*Affective dimension*

The "pleasant" category comprised more than half of the total proportion (58.05%), with "beautiful" occupying the largest proportion (40.34%), followed by "fun" and "harmony." The "arousing" constituted 36.1% of the total dimension and with "adventure" (25.68%),

and "unique" (25.68%) occupying the first two group in this category. Further details are referred to in Appendix Table 4.4 and Figure 4.3.

**Figure 4.3**

*Textual data's-Affective dimension (Tourism New Zealand)*
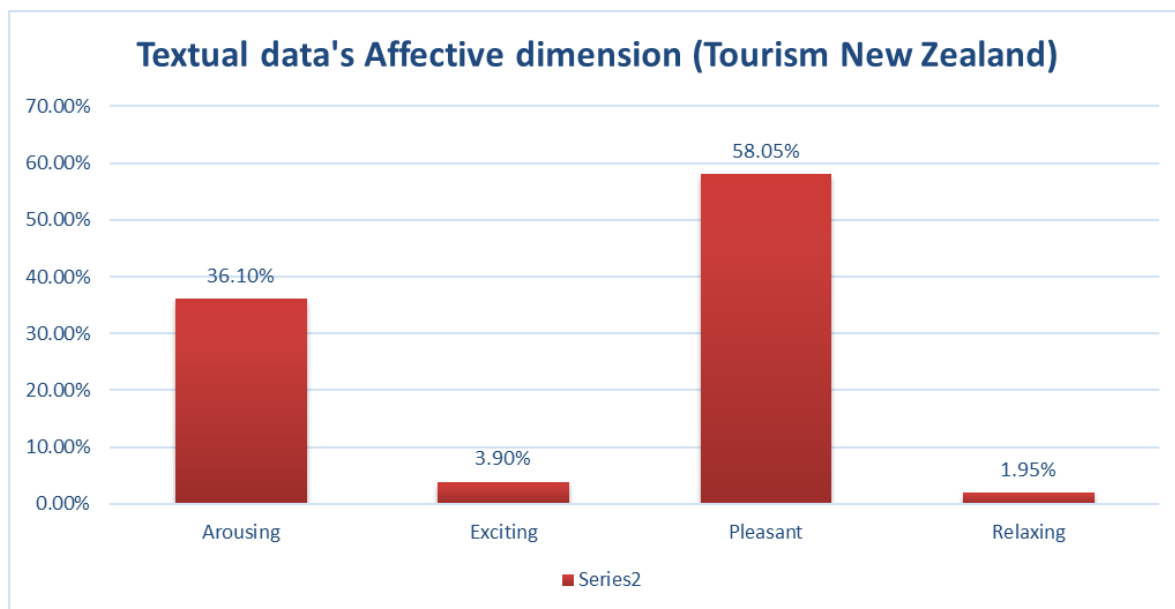


### Cognitive dimension

The "natural environment," "tourism activities," and "tourist destinations" occupied the top three positions in the cognitive dimension. The "natural environment" category accounted for 39% of this dimension, followed by "tourism activities" (19.83%) and "tourist destinations" (14.6%). Despite the three categories in the first tier, the proportion of "culture & art" (4.79%), "scenic & scenery" (7.37%) and "food and beverage" (9.37%) in the cognitive dimension positions it in the second tier of the coding summary. In the "natural environment" category, the "sky & star" dimension accounted for 13.97% followed by "sea" (11.73%) and "wind & cloud" (10.06%).

The "activities" group accounted for 19.83% of the cognitive dimension in formulating the New Zealand destination image in the TNZ data. There are distinct types of tourism activities that can be participated in by independent travellers, and a few tourism activities are spontaneous without requiring the involvement of specific tourism operators. This research classified tourism activities experienced by tourists into three categories based on the dominating role of tourism activities: tourism activities operated by tourism

enterprises and organisations, tourism activities spontaneously experienced by tourists, and tourism activities dominated by tourists and tourism enterprises together.

Tourism activities operated by tourism enterprises and organisations accounted for more than half of the cognitive dimension (64.80%). The tourism activities operated by tourism enterprises and organisations usually involve the most popular tourism products available in the tourism sector. Furthermore, the proportion of each tourism product within the cognitive dimension of tourism activities was approximately the same, and there was no indication that certain tourism products occupied a disproportionate share within this category. In terms of the cognitive dimension, spontaneous tourism accounted for 21.98% with the top two activities being "watching the penguins" and "viewing the Milky Way." The cross-type tourism activities accounted for 10.99%, with the prevalent activity being "exploring the sense of filming and TV shows." This was illustrated by the fact that a television variety show popular in China in 2019, entitled "*The Wife's Romantic Travel*" included New Zealand as one of the destinations, while the tourism image of New Zealand has launched a wave of publicity activities through television media.

Furthermore, the Chinese film "*Only Yun Knows*," directed by Feng Xiaogang and starring Huang Xuan and Yang Caiyu, was released on the mainland in the last quarter of 2019. The Chinese character "*yun*" is "cloud" in English. The film was filmed in Auckland and Kaikoura. Filming scenery in this way provided the opportunity to enhance the projected image of New Zealand with the emotional component of "love" in the category of affective dimension.

*Example of affective dimension in projected image*

*Source from TNZ Weibo on 2019-12-20 17:36 (Source: Mafengwo.cn)Wind and Cloud" has an adventure in New Zealand and never forgets the long white cloud. "Only Yun Knows" will be released today, meet the long scenery and meet love*



Only Yun knows: The wind rises and the white
clouds make New Zealand's heart move

As one of the "culture & art categories" making up 4.79% of the cognitive dimension, Māori culture occupied a proportion of the cognitive dimension. Māori culture accounted for 53.5% of the "culture & art" category, and was a crucial aspect of the cognitive dimension for forming a New Zealand tourism destination image. Finally, the results indicated the four categories of "infrastructure, accommodation, information, and people" in the textual data, constituted a small portion of the cognitive dimension. See Appendix Table 4.3, Appendix Table 4.5, and Figure 4.4 for the details.

**Figure 4.4**

*Textual data codes- Cognitive dimension (Tourism New Zealand)*
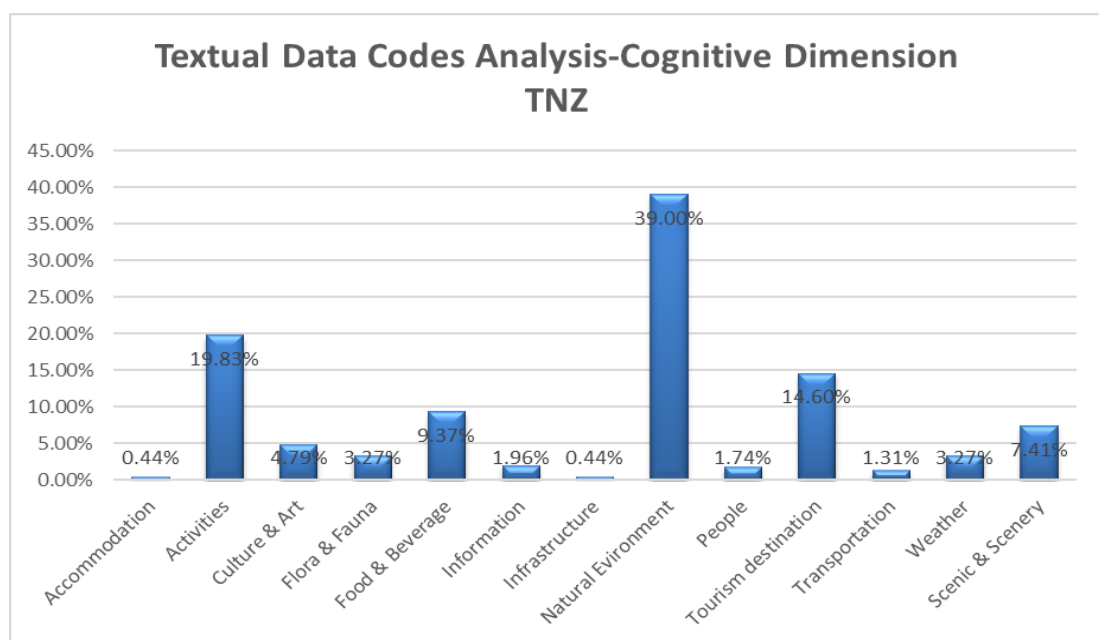


### 4.2.2 Photographic data

Photographic data from the images posted by TNZ and tourists were the most important sources of data in this study. This study collected over 300 images from the specified period. The images were filtered to remove repetition and images that did not relate to subject of this study, such as photos of TNZ participating in conferences and events. In order to ensure reliability, it is especially important to note that in the encoding process, the image cannot be identified as more than three dimensions in either cognitive or affective perception, or no more than three dimensions in both cognitive and affective perception.

## Code analysis

A total of 100 images were encoded. Based on preconfigured encoding sheet in Chapter 3, of six themes in the cognitive dimension and four themes in the affective dimension, there were 451 codes collected in this step, of which the affective dimension accounted for 27.05% of the total and the cognitive dimension accounted for more than 72.95%. The results indicated that the information in the cognitive dimension was the main content of the photographs of New Zealand as a tourist destination. The summary of codes on photographic data is presented in Appendix Table 4.6.and Table 4.6.1.

## Table 4.6.1

*Tourism New Zealand photographic data code*

| Destination Image Dimensions (Tourism New Zealand) photographic data | | | |
|---|---|---|---|
| **catergory** | **count** | **encoding weight %** | |
| **Affective** | **122** | **27.05%** | |
| Relaxing | 10 | | ( First-level node) |
| Exciting | 5 | | |
| Arousing | 35 | | |
| Pleasant | 72 | | |
| **Cognitive** | **329** | **72.95%** | |
| Tourist and Gerernal Infrastructure | 57 | 17.33% | ( First-level node) |
| Infrastructure | 6 | | |
| Accommodation | 2 | | |
| Information | 17 | | Sub-node |
| Food & Beverage | 32 | | |
| Transportation | 0 | | |
| History, Culture and Art | 6 | 1.82% | ( First-level node) |
| People | 0 | | Sub-node |
| Culture, Art & History | 6 | | |
| Tourism Attractions | 21 | 6.38% | ( First-level node) |
| Flora & Fauna | 21 | | Sub-node |
| Scenic & Scenery | 0 | | |
| Weather | 0 | | ( First-level node) |
| Tourism destination and activities | 134 | 40.73% | ( First-level node) |
| Tourism destination | 59 | | Sub-node |
| Activities | 75 | | |
| Natural environment | 111 | 33.74% | ( First-level node) |

## Affective dimension

Analysing the affective dimension alone, "pleasant" occupied 59.02% of all categories, followed by "arousing" and "relaxing," which accounted for 28.69% and 8.2%, respectively, followed by "exciting" (4.1%), which accounted for a small percentage in this category. Further details in Table 4.7 are referred to in Figure 4.5

**Figure 4.5**

*Photographic data codes analysis- Affective dimension (Tourism New Zealand)*
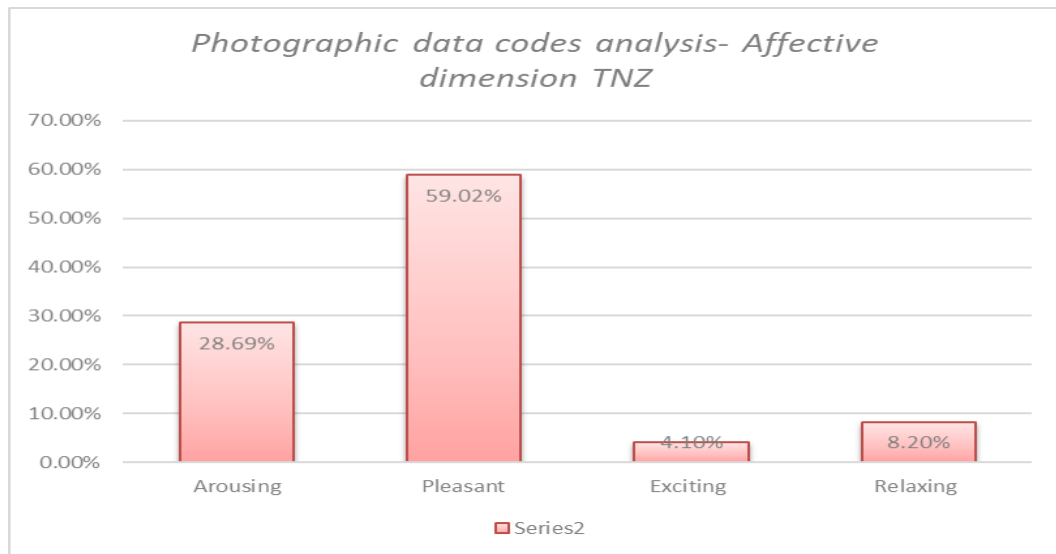


**Table 4.7**

*Photographic data codes analysis- affective dimension (Tourism New Zealand)*

| Dimensions | Count | Percentage % | |
|---|---|---|---|
| Affective image | 122 | | |
| Arousing | 35 | 28.69% | |
| Adventure | 15 | 42.86% | in"arousing" |
| Colorful | 11 | | |
| Unique | 8 | | |
| Pleasant | 72 | 59.02% | |
| Beautiful | 22 | 30.56% | in"pleasant" |
| Charming | 4 | | |
| Delicious | 7 | | |
| Enjoy & enjoyable | 4 | | |
| Hormony | 8 | | |
| Exciting | 5 | 4.10% | |
| Relaxing | 10 | 8.20% | |

***Cognitive dimension***

On the contrary, from the codes of cognitive dimensions, "natural environment," "tourist activities," and "tourist destinations" occupied the top three positions, accounting for 33.74%, 22.8% and 17.93%, respectively. In addition, "food and drink (9.73%) and flora & fauna" (6.38%) were in the second tier of cognitive dimensions. It was found that "Māori culture" was also an important dimension of the cultural categories. It was noted in the data that June 2019 was Māori Culture Month in New Zealand, and Māori New

Year (Matariki) also occurs in June each year. According to the findings from the analysis of the photographic data, it appears that the activities carried out by tourism enterprises and organisations were still the most significant in the "tourism activities" category which accounted for 53.33% of the "activities" group. The results indicated that the infrastructure, accommodation, and information categories contained in the photographic data still represented an exceedingly small proportion of the cognitive dimension. Additionally, the "natural environment" category contained the top three elements of "sunshine," "sunrises & sunsets," and "mountains." Appendix Table 4.8 and Figure 4.6 summarise the details referring to photographic data codes in the cognitive dimension.

**Figure 4.6**

*Photographic data codes analysis- Cognitive dimension (Tourism New Zealand)*
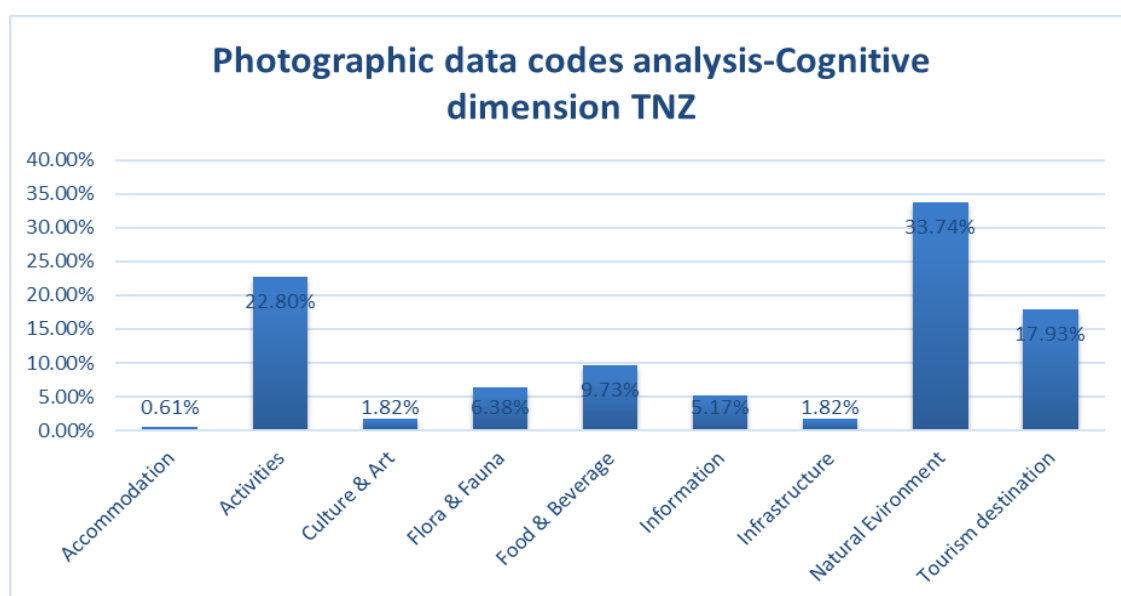


### 4.2.3 Summary of projected image (Tourism New Zealand)

After analysing the tourism information published by TNZ of text and photos, the study determined that the destination image of the cognitive dimension communicated by Tourism New Zealand was mainly reflected in three categories: natural environment, tourism activities, and tourist destinations. Clouds, sunshine (sunrises and sunsets), lakes, and mountains and snowy mountains were features that TNZ used to advertise the natural environment. Another result was that almost all tourism activities were dependent on the natural environment for market promotion. Consequently, the cohesion between the natural environment and tourism activities wass also the cognitive dimension of information transmitted from the destination tourism organisations (NTOs). Tourism activities in New Zealand were presented as being not particularly commercialised and

did not consist of many manufactured landscapes. At the same time, they also provided conditions for tourists to shape the affective image of harmonious and pleasant dimensions. For example, an encounter with penguins by tourists would bring Chinese tourists a kind of self-awareness in terms of environmental protection and biological diversity. These kinds of travel experiences can evoke tourists' cognition of social identities on an emotional level. For instance, people perform the role of social identity in their connection with society. Generally, this type of travel experience is related to the "arousing" category affective dimension.

The geographical features of New Zealand allowed the researcher to classify tourism destinations as being in the North Island or the South island. The tourism information as one of the cognitive dimensions released by TNZ concerning the category of tourist destination cognition dimension did not show an imbalance of proportion between the North and South Islands. The findings showed that the South Island and the North Island were equally important in marketing promotion. However, in terms of the distribution of tourist destinations, most information about tourist destinations released by TNZ was based on Auckland, Canterbury, and Otago.

Furthermore, from the point of view of the affective dimension, TNZ aimed to indicate through texts and images on Weibo that New Zealand will provide tourists with a pleasant travel experience, whether it is the beauty and charm conveyed by natural scenery, or the culinary delights created by food. Additionally, TNZ attempted to convey a unique travel experience, specifically focusing on self-discovery, self-improvement, and identification with a social identity acquired during travel. Activities related to outdoor adventure can assist in achieving this objective. It is possible to achieve such a tourism experience through self-directed tourism by tourists as well as by participating in tourism activities organised by tourism enterprises. An experience such as freely exploring the film set of "*Only Yun Knows*" in Michael Joseph Savage Memorial Park in Mission Bay in Auckland may enhance tourists' cognition of love in the affective dimension of New Zealand's destination image. Sitting on a blue chair and taking a photograph has become a favourite experience for Chinese tourists. The combination of the film plot and realisation may make the travel experience continually update to become a permanent memory. Secondly, the whale and dolphin encounters in Kaikoura of the South Island, was one of the important tourist activities that awakened an emotional response to adventure, and was classified as "arousing" in the affective dimension.

***Examples of photograph referring to "Only Yun Knows" from Tourism New Zealand's angle***

*Photo caption: The touching love, the life of mutual support, the movie "Only Yun Knows" has touched countless audiences. Christmas is coming, bring your lover and parents to appreciate the sincerest emotions this winter.*

*(Source: Mafengwo.cn )*



***Examples of photograph referring to whale and dolphin encounters from Tourism New Zealand's angle***

*2019-8-27 14:56 from weibo.com.*

*Photo caption #NZTRAVEL# Let Kaikoura's breath-taking blue embrace you to meet the smart and lovely water spirits, and go on a wonderful date at sea @Kaikoura Whale Watching New Zealand*

*In addition to sperm whales, another resident of Kaikoura is the dark-spotted dolphins, with their cute little black eyes, who come to watch people. @ Kaikoura, New Zealand*

*(Source: Mafengwo.cn)*
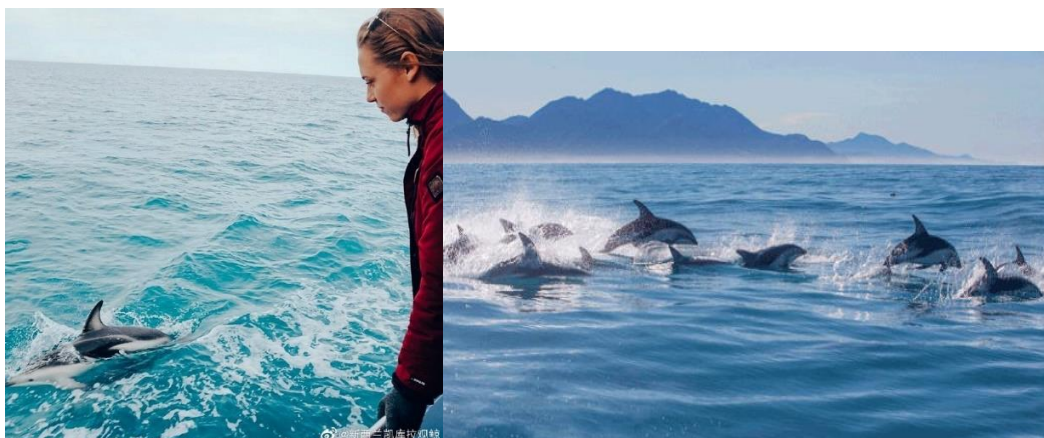
**4.3 Mafengwo data analysis in the perceived destination image**

Tourist generated content was primarily expressed in reviews, photos, videos, and blogs. The purpose of this study was to analyse the perceived destination image of New Zealand based on independent Chinese tourists' blogs posted on Mafengwo, as well as photographs attached to blog articles. In total, 50 blogs and 100 photographs were selected for analysis in this phase. The demographic characteristics relating to these data were discussed in Section 4.1 of Chapter 4. This chapter analyses the outcomes after NVivo processed the high frequency words and codes in the affective and cognitive dimensions from this data source, to explore the perceived DI of independent Chinese travellers in New Zealand.

*4.3.1 Textual data analysis*

*Most frequently used words:*

The top 500 keywords in proportion were classified according to the two dimensions of cognition and perception. The high frequency use words involving cognitive dimensions accounted for 87.33% of the top 500 words, while the words involving affective dimensions accounted for only 12%. See Table 4.9 for details.

**Table 4.9**

*Mafengwo textual data high-frequency used word analysis*

| Mafengwo textual data high-frequency used word analysis | | | |
|---|---|---|---|
| cognitive dimension | 87.334% | affective dimension | 12.666% |

*Cognitive dimension*

"Lake," "mountain," "sky" and "sea" of the natural environment elements, as well as "cities" and "towns" of tourist destinations accounted for the greatest proportion of high frequency words in the cognitive dimension in the summary of codes. See Appendix Table 4.10 for details.

*Affective dimension*

The data revealed that "pleasant" accounted for 75.08% of the high frequency words in the affective dimensions, while "beautiful" (20.17%) and "good" (16.9%) were the next three highest frequency words. Additionally, negative statements involving the affective dimension were found in the blog text, accounting for 15.17% of this dimension and arranged in the following order of high-frequency words: "cold" (23.84%), "hot"

(23.27%), "dark" (17.92%), and "expensive" (14.74%). The original data of these high-frequency words showed a tendency for the word "cold" to be more frequently associated with expressions about weather and temperature. The word "hot" was used more commonly to describe the intensity of the ultraviolet light outdoors in New Zealand. Generally, the term "dark" referred to what tourists referred to as the external environment and skies when observing the stars at night. In addition, the term "expensive" was frequently used to describe the prices of commodities by tourists when shopping in supermarkets. See Appendix Table 4.11, Table 4.12, and Figure 4.7 for details.

**Figure 4.7**

*Mafengwo textual data analysis of high-frequency word- Affective dimension*
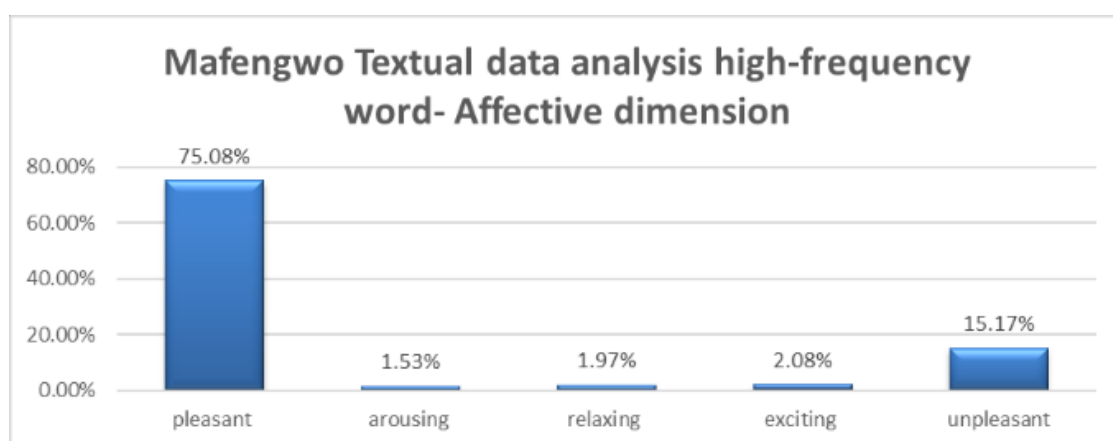


**Table 4.12**

*Mafengwo textual data analysis of high-frequency word- Affective dimension*

| Mafengwo Textual data analysis high-frequency word- Affective dimension | |
|---|---|
| Dimension | percentage |
| pleasant | 75.08% |
| arousing | 1.53% |
| relaxing | 1.97% |
| exciting | 2.08% |
| unpleasant | 15.17% |

*Code analysis*

With the growing popularity of mobile phones, digital tools, and the development of web 2.0, photographs have become an increasingly significant representation for demonstrating tourism destination image. In this study, TGC data were coded according

to the coding list used in the TNZ data analysis and the research on the tourism destination image dimension described in the literature review.

Based on the preconfigured encoding sheet in Chapter 3 of six themes in the cognitive dimension and four themes in the affective dimension, 2056 codes were collected, with 1742 codes in the cognitive dimension, accounting for 84.73%, and 314 codes in the affective dimension, accounting for 15.27% of the total codes. In conclusion, information related to the cognitive dimension of blog content was the most significant influence on tourists' perceived tourism destination image of New Zealand after encoding and summarising. This finding is consistent with the high-frequency word aspect analysis of the data. See Appendix Table 4.13 and Table 4.13.1 for details.

**Table 4.13.1**

*Mafengwo textual data code*

| Destination Image Dimensions (Mafengwo) textual data | | | |
|---|---|---|---|
| **Catergory** | **Count** | **Encoding weight %** | |
| **Affective** | **314** | **15.27%** | |
| **Relaxing** | 12 | | ( First-level node) |
| **Exciting** | 14 | | |
| **Arousing** | 36 | | |
| **Pleasant** | 233 | | |
| **Unplesant** | 19 | | |
| **Cognitive** | **1742** | **84.73%** | |
| **Tourist and General infrastructure** | 402 | 23.08% | ( First-level node) |
| Infrastructure | 70 | | |
| Accommodation | 84 | | |
| Information | 128 | | Sub-node |
| Food & Beverage | 99 | | |
| Transportation | 21 | | |
| **History, Culture and Art** | 28 | 1.61% | ( First-level node) |
| People | 9 | | Sub-node |
| Culture, Art & History | 19 | | |
| **Tourism Attractions** | 65 | 3.73% | ( First-level node) |
| Flora & Fauna | 43 | | Sub-node |
| Scenic & Scenery | 22 | | |
| **Weather** | 87 | | ( First-level node) |
| **Tourism destination and activities** | 838 | 48.11% | ( First-level node) |
| Tourism destination | 474 | | Sub-node |
| Activities | 364 | | |
| **Natural environment** | 322 | 18.48% | ( First-level node) |

***Cognitive dimension***

In the cognitive dimension, tourism destinations and tourism activities were the two most significant categories, accounting for 27.21% and 20.9% respectively. "Natural environment" was ranked third in the cognitive dimension and accounted for 18.48% of the total codes. It was more likely for Chinese tourists to visit New Zealand's South Island than it was the North Island. Destinations located in the South Island of New Zealand

accounted for 85.09% of the destination category. There was a distinct disparity and imbalance in the distribution of tourism destinations between the South Island and the North Island. Based on the different dominating roles of tourism activities, the tourism activities conducted by tourism organisations and enterprises selected by Chinese tourists accounted for 53.3% of the "activity dimension" places, and the tourism activities led by tourists accounted for 46.15 %. One finding from the blog data, was that the tourism activities related to Chinese tourists' experiences can be broadly divided into two categories: those dominated by tourism enterprises and those dominated by tourists themselves. There were not many tourism activities dominated by tourists and tourism enterprises.

The second tier of positions in the cognitive dimension were defined as "information" (7.35%), "food & beverage" (5.68%), "weather" (4.99%), "accommodation" (4.82%), and "infrastructure" (4.02%). In terms of the original data, "information" was primarily related to visa applications, driving, flight information, and car rental processes. It was found that when dealing with food and beverage, tourists' experience of internet celebrity restaurants had become a significant factor in the enhancement of their perceived tourism destination image. For instance, Fergburger is a restaurant that Chinese tourists are keen to explore, located in the Chinese internet celebrity punch card restaurant in Queenstown. Experiencing Astro Café at Lake Tekapo was also an internet celebrity tourism activity highly sought after by the Chinese, and respected in the network environment. The travel experience of internet celebrity destinations in the blog were not completely positive, and cognitive factors such as in the "food & beverage" category may have caused the negative emotional expressions about perceived image expressed in the blogs.

*Examples of textual data of travel blog in Mafengwo.cn*

**Fergburger, Queenstown**

*Recommends BIG AL, double meat, double egg, double cheese, juicy and tender, delicious, extremely huge, and it is also recommended for 2 people to eat together. There is also a venison burger, which is not as good as BIG AL, but it is said to be the only burger shop. Are this store's burgers (specifically BIG AL) the best in the South Island? Senior burger lovers and I both agree: yes!!! If you are also a hamburger Lovers, remember to try it!! !*
*Source: Travel blog by Yan (Guangzhou) in mafengwo.con*

**Astro Café, Lake Tekapo**

*"Flat White Between Heaven and Earth --- Astro Cafe Mount John Observatory Cafe & Lake Tekapo.*

*To be honest, the cafe menu is really simple: bagels, croissants, desserts, coffee drinks. As soon as the two items were placed on the outdoor stone table, unidentified birds came to look for food."*

*Source: travel blog by Sabrina Dou (Christchurch) in mafengwo.cn*

The results showed that "people" and "transportation," as two cognitive factors, did not play an important role in the formation of Chinese tourists' perceived image of New Zealand as a tourist destination. In the original data of these two clusters, it was evident that the cognition of "people" factors was reflected only in the description of people's living conditions in a few blogs. Secondly, almost all the travellers who posted blogs were independent self-driving tourists. The perception of the "transportation" dimension was a factor that independent Chinese travellers rarely mentioned except for information in the "flight" dimension.

However, expressions associated with "culture and art" (1.11%) did not appear frequently in the blog content, resulting in a low proportion of the total cognitive dimensions. On reviewing the original data, it was evident that the expressions that fell into this category were found mostly in both the Māori cultural village experience and the museum experience. See Appendix Table 4.14, Appendix Table 4.15, and Figure 4.8 for details.

**Figure 4.8**

*Mafengwo textual data code-Cognitive image*



70
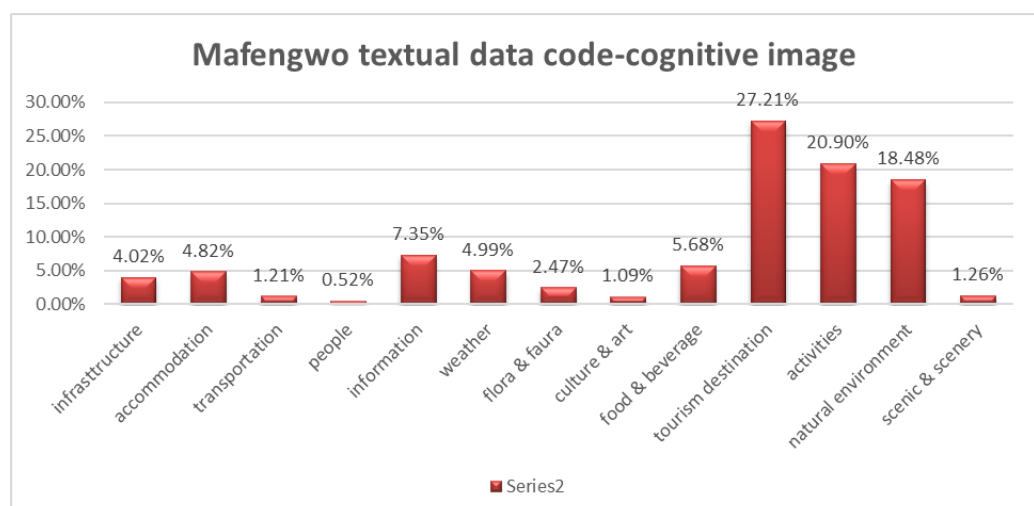
*Affective dimension*

There were 314 codes associated with the affective dimension, which accounted for 15.27% of the total codes. The positive evaluations of New Zealand tourist's destination image expressed by Chinese bloggers accounted for 93.95% of all affective dimension codes. The results indicated that the "pleasant" cluster accounted for 74.2% of the affective dimension, followed by the "arousing" cluster (11.46%). Nevertheless, it was not surprising that the "unpleasant" cluster had also become a dimension of emotion in the image of New Zealand as a tourist destination and was made up of 15.17%, with "regret," accounting for more than half (52.63%) in the "unpleasant" group. See Appendix Table 4.16, Table 4.17, and Figure 4.9 for the details.

**Figure 4.9**

*Mafengwo textual data code-Affective image*
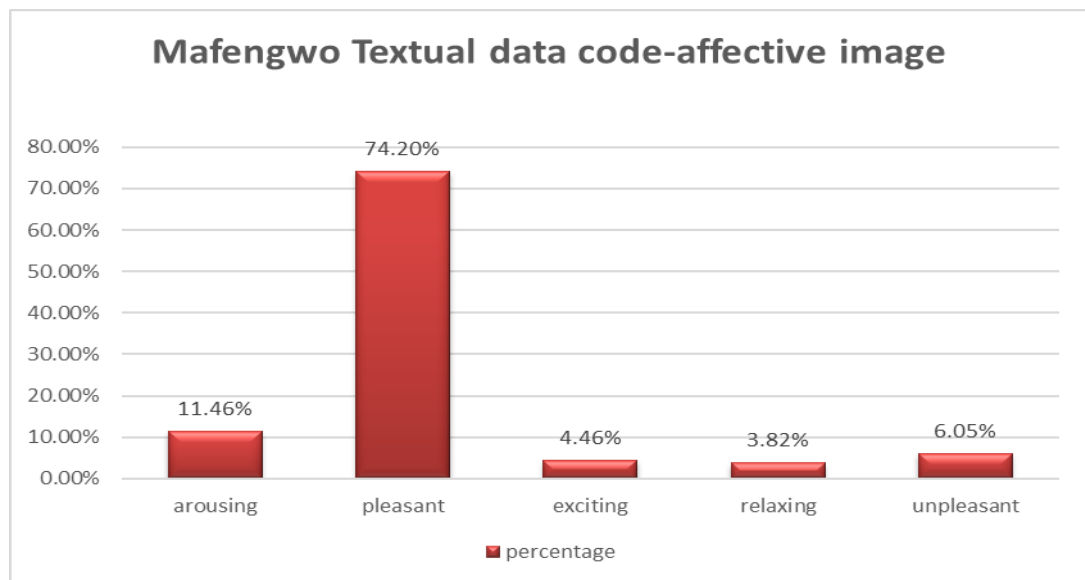


**Table 4.17**

*Mafengwo textual data code-Affective image*

| Mafengwo Textual data code-Affective image | | |
|---|---|---|
| **Affective image** | | **percentage** |
| arousing | 36 | 11.46% |
| pleasant | 233 | 74.20% |
| exciting | 14 | 4.46% |
| relaxing | 12 | 3.82% |
| unpleasant | 19 | 6.05% |

### 4.3.2 Photographic data analysis

In this part of the photographic data analysis, the study still followed the encoding/quasi-measuring and processing of the TNZ data analysis. Encoding of photographic data should be based upon the blogger's annotation of images. For instance, if a blogger posts a picture of a sunset over a lake and captions the photo, "quiet evening, listening to my heart," in the encoding processing, the image would be encoded in the affective dimension as "unique," "adventure," or "quiet." The encoding of the cognitive dimension might be classified as "lake," or "sunset" in the "natural environment" group. Based on the preconfigured encoding sheet in Chapter 3 of six themes in the cognitive dimension and four themes in the affective dimension, 609 codes involving the cognitive dimension and 165 codes in the affective dimension were collected for photographic data encoding. See Appendix Table 4.18 and Table 4.18.1 for details.

**Table 4.18.1**

*Mafengwo photographic data code*

| Destination Image Dimensions (Mafengwo) photographic data | | | |
|---|---|---|---|
| **Catergory** | **Count** | **Encoding weight %** | |
| **Affective** | **165** | **18.88%** | |
| Relaxing | 14 | | ( First-level node) |
| Exciting | 7 | | |
| Arousing | 47 | | |
| Pleasant | 94 | | |
| Unplesant | 11 | | |
| **Cognitive** | **609** | **69.68%** | |
| Tourist and General Infrastructure | 104 | 17.08% | ( First-level node) |
| Infrastructure | 35 | | Sub-node |
| Accommodation | 10 | | |
| Information | 22 | | |
| Food & Beverage | 28 | | |
| Transportation | 9 | | |
| History, Culture and Art | 15 | 2.46% | ( First-level node) |
| People | 5 | | Sub-node |
| Culture, Art & History | 10 | | |
| Tourism Attractions | 22 | 3.61% | ( First-level node) |
| Flora & Fauna | 22 | | Sub-node |
| Scenic & Scenery | 0 | | |
| Weather | 14 | 2.30% | ( First-level node) |
| Tourism destination and activities | 306 | 50.25% | ( First-level node) |
| Tourism destination | 132 | | Sub-node |
| Activities | 176 | | |
| Natural environment | 140 | 22.99% | ( First-level node) |

### Cognitive dimension

The three clusters of "tourism activities," "natural environment" and "tourist destination" occupied the first echelon of the cognitive dimension, accounting for 28.94%, 24.54% and 24.18% of the total coding respectively. "Food & beverage," and "flora & fauna" were in the second tier of the cognitive dimension, accounting for 4.03% and 3.94% of the total respectively. Notably, the proportion of clusters representing "culture & art" (1.74%) in the total cognitive dimension encoding was very low, consistent with the analysis of textual data in this part of the study. Furthermore, the proportion of other cluster sub level codes within the cognitive dimension to the cluster correlated with the analysis of the text data at the data source. For instance, in the "tourist destination" cluster, the South Island tourist destination occupied a dominant position in Chinese tourism marketing and accounted for 75% of the total in the group. See Appendix Table 4.18, Appendix Table 4.19, and Figure 4.10 for details.

**Figure 4.10**

*Mafengwo photographic data code-Cognitive image*
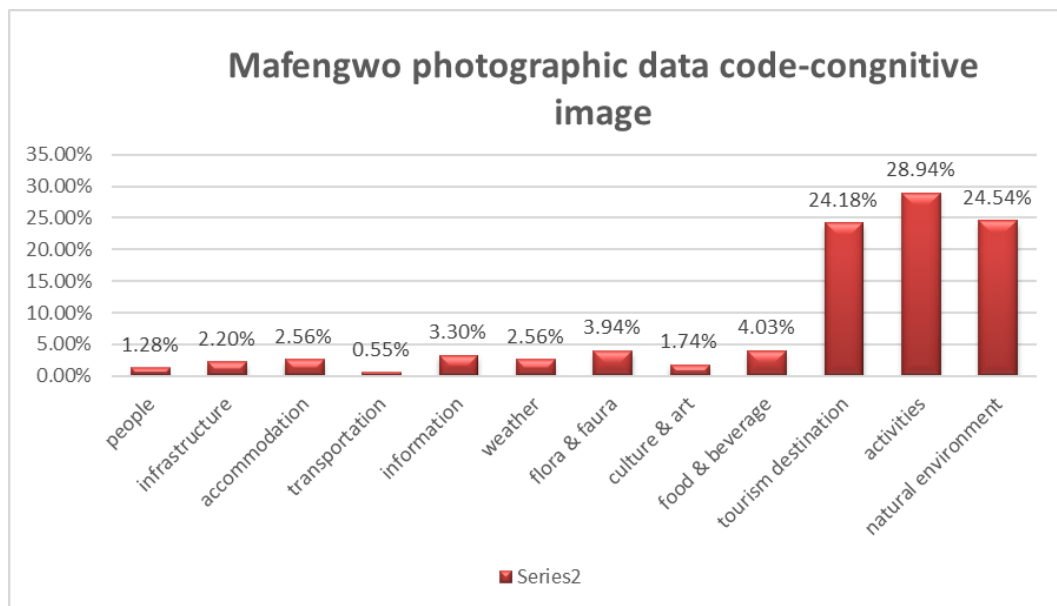


### Affective dimension

This study collected a total of 711 codes from the photographic data, of which 165 codes represented the affective dimension and made up 23.21%. The "pleasant" cluster accounted for more than half of the total affective dimension codes. The "arousing" cluster which followed closely after "pleasant," accounted for 28.48% of the total

emotional dimension. See Appendix Table 4.18, Appendix Table 4.19, Table 4.20, and Figure 4.11 for details.

**Table 4.20**

*Mafengwo photographic data code-Affective image*

| Mafengwo photographic data code-affective image | | |
|---|---|---|
| arousing | 47 | 28.48% |
| pleasant | 94 | 56.97% |
| exciting | 7 | 4.24% |
| relaxing | 6 | 3.64% |
| unpleasant | 11 | 6.67% |

**Figure 4.11**

*Mafengwo photographic data code-affective image*
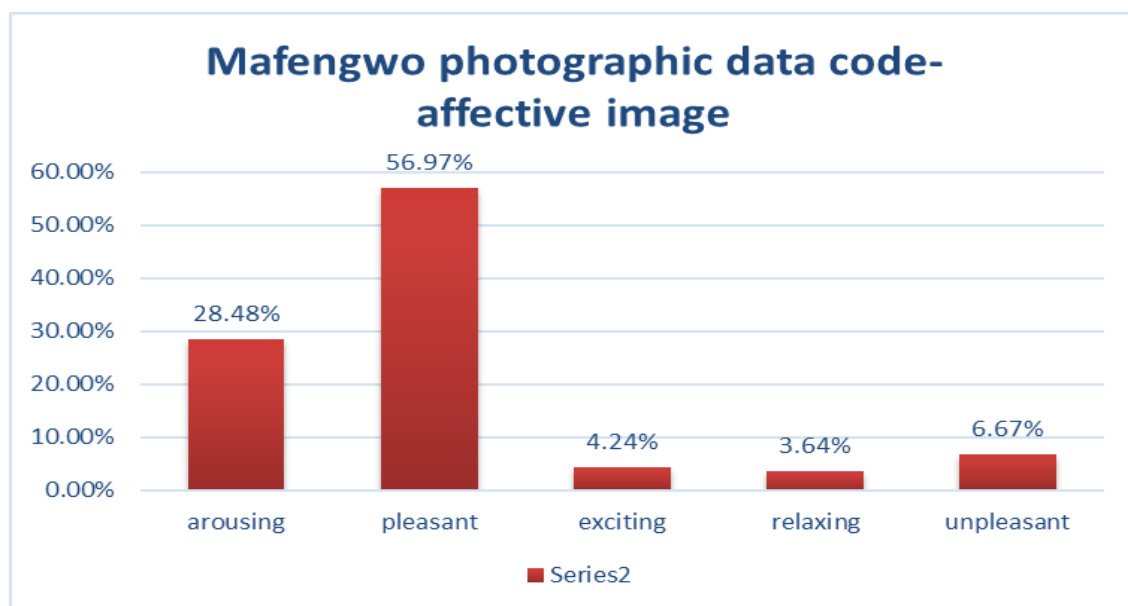


*4.3.3 Summary of the perceived image in tourist generated content (Mafengwo)*
Chinese independent tourism bloggers expressed positive sentiments regarding New Zealand's tourism destination image to the outside world. Pleasing expressions were found to be the most significant category in the perceived tourism destination image of New Zealand among Chinese tourists.

According to the data, Chinese tourists enjoy a comfortable travel experience in New Zealand due to the natural environment and tourism activities. The words "relax," "quiet," and "comfortable" were frequently used by bloggers to describe their feelings after experiencing an activity or the natural environment. The analysis of data found that negative emotional expressions did not affect the positive expressions of Chinese tourists' travel experiences in New Zealand. It is important to note that negative experiences such as not being able to participate in certain travel activities due to inclement weather or experiencing sunburn because of strong ultra-violet rays were a small portion of the overall travel experience. However, some bloggers expressed disappointment with New Zealand's infrastructure. For instance, remote mountainous regions were not covered by broadband, which made it difficult for independent Chinese travellers in those areas to communicate with family members and friends, and use the GPS (global positioning system) as a navigational aid. Nevertheless, it was clear from the original data that the expression of this negative affective dimension had not been discussed or given much attention in relation to the scenery of New Zealand.

From a cognitive perspective, the South Island of New Zealand was the most popular destination for Chinese travellers, as well as the most popular place for experiencing tourism activities. Based on the original data, the study found that the tour routes of independent Chinese travellers in the South Island were roughly divided into three categories: the western, middle, and eastern regions. Christchurch was the starting point for all tour routes and, along with destinations such as Queenstown, Dunedin and the West Coast, forms the South Island tourism map for the New Zealand and China tourism markets. The natural environment of the South Island was one of the major factors contributing to the cognitive dimension. Snow-capped mountains, lakes, sky or stars, and white clouds, were featured prominently in blog posts in this category. A unique natural environment is a prerequisite for tourism activities in the South Island of New Zealand. For instance, exploring Fox Glacier, hiking at Mount Cook, and skydiving in Queenstown, were the most popular activities developed and operated by tourism enterprises based on natural resources, according to the findings in this study. Participation in such tourism activities brought tourists to the travel experience, which was mostly expressed as "challenging myself," and classified as "arousing" in the affective dimension. However, the findings indicated that the Chinese tourists were more inclined to engage in non-tourism enterprise activities. For instance, walking alongside Lake Wanaka and taking a photograph with a lonely tree was a popular tourism activity for Chinese tourists. As a

result, independent Chinese travellers were more inclined to participate in and experience non-adventure tourism activities, or in free tourism activities.

Māori culture is a tourism product that cannot be abandoned for the overseas markets of New Zealand. Moreover, it is a key factor that distinguishes New Zealand from other tourist destinations in formulating the international image of the tourism destination. Nevertheless, this research found that independent travellers from China were generally unaware of New Zealand's indigenous culture, which was largely ignored. Based on the original blogs on Māori culture, the affective dimensions of the experience of indigenous culture in New Zealand expressed by independent Chinese travellers were mostly described as "interesting" after experiencing a Māori village and Māori cultural performance.

The number of views and comments on a blog are a measure of the quality of the blog and a major motivation for a blogger to publish. One of the factors that makes people read blogs is the comprehensiveness of the content. Therefore, a large portion of the blog is often devoted to accommodation and catering that influences the perceived tourism destination image.

The study subject of perceived tourism destination image was of independent Chinese travellers who almost exclusively self-drive in New Zealand. Consequently, in terms of "transportation," other than "flight & car rental information," it can be inferred that Chinese travellers are uninterested in transport, especially public transportation. Therefore, transportation, especially related to public transportation, did not play a central role in forming perceptions of New Zealand by independent Chinese travellers. Therefore, transportation especially related to public transportation, does not play a central role in shaping the perceived image of New Zealand for independent Chinese travellers.

# Chapter 5. Discussion and comparison analysis

This chapter compares the findings of high-frequency words and codes from the analysis of the two data sources (textual and photographic) of TGC and TNZ to answer the research question, what are the differences and similarities between the projected image from TNZ and the perceived image from Chinese independent tourists on Mafengwo?

**5.1 High-frequency words**

As stated by Fang and Huang (2017), the frequency of words in a text may indicate the importance of the word within that text. High-frequency words were organised into cognitive and affective dimensions using the NVivo analysis of the data, which were then compared to explore the differences and similarities between projected and perceived images.

*Similarities*

Firstly, results indicated that the proportion of high-frequency words involving the cognitive dimension was significantly higher than was the proportion of high-frequency words involving the affective dimension, regardless of the projected or perceived image. This finding suggests that cognitive information is a primary determinant of how destination image is perceived and projected. From the two word cloud analyses, the high-frequency words relating to the cognitive dimension presented factors in categories of "tourism destinations" and "natural environment," which were reflected in mainstream in tourism marketing elements such as of "Christchurch," "Queenstown," "lake," and "mountain." From the comparison analysis between data in Figure 5.12 and Figure 5.13, the high-frequency-words relating to the cognitive dimension reflect of the projected and the perceived image showed a consistency relating to the cognitive elements classified as "natural environment" and "tourism destination."

**Figure 5.12**

*Word cloud analysis of Mafengwo high-frequency words*



**Figure 5.13**

*Word cloud analysis of Tourism New Zealand high-frequency words*



The projected and perceived images both seemed to have a similar distribution of high-frequency words in the affective dimension. Therefore, the affective image projected by TNZ has obtained a positive verification result from the perceived image in this dimension. The big word "good" was evident in the two high-frequency word clouds. However, the word "good" expresses different themes in the two textual datasets from Mafengwo and TNZ. The term 'beautiful', a high-frequency word in the affective dimension, was overwhelmingly utilised in the data to describe the projected image and perceived image, compared to other high-frequency words in the same dimension. As a result, the "beautiful" image of New Zealand has become a stereotype in Chinese tourism.

*Differences*

First, although research results show that the proportion of high-frequency words from the cognitive dimension is more than that from the affective dimension, not only the projected image but also the perceived image, the proportion of high-frequency words from the cognitive dimension in the perceived image is higher than the proportion from the same dimension in the projected image. The findings of this study suggest that elements of cognitive dimension play a greater role in shaping perceived images than elements of cognitive dimension in shaping projected images. See Table 5.21 and Table 5.22 for details.

**Table 5.21**

*Tourism New Zealand textual data analysis (high-frequency words)*

| TNZ Textual data analysis ( High-frequency  Words) | |
| --- | --- |
| **Category** | **percentage** |
| cognitive dimension | 62.16% |
| affective dimension | 37.84% |

**Table 5.22**

*Mafengwo textual data analysis (high-frequency words）*

| Mafengwo textual data　（High-frequency words） | |
| --- | --- |
| Category | percentage |
| cognitive dimension | 75.47% |
| affective dimension | 24.53% |

Secondly, from the perspective of cognitive dimension, there were significant differences in the key elements ranked at the top of high-frequency words between the projected image and the perceived image. For example, it was noted that the high-frequency words associated with tourism destination and natural environment in the perceived image related to the place took the core position, such as frequency words "Christchurch," "Queenstown," "sky," and "mountain." Nevertheless, in addition to the high frequency word "New Zealand," it was easy to capture other high-frequency words in the cognitive

dimension that occupied the core position of the high-frequency word cloud derived from the perceived image textual data, such as "hotel," "weather," "airport" and "car." The results indicated that in addition to the two high-frequency terms "natural environment" and "tourism destination" that significantly affect the perceived image, the three categories of "accommodation," "infrastructure," and "weather" had a greater influence on the perception of an area than did the projected image.

Furthermore, from the perspective of the cognitive dimension, most of the high-frequency words in the projected image and the perceived image were associated with natural environment components, such as "lake," "sky" and "mountain." However, the high-frequency words relating to the cognitive dimension in Mafengwo word cloud were associated with tourism destinations such as "Christchurch," "Queenstown," "Tekapo," "Mt Cook," "Wanaka," and "Dunedin." See Figures 5.12 and 5.13 for details.

Overall, as measured by high-frequency words, the cognitive dimension image projected by TNZ did not align with the cognitive image as perceived by independent Chinese tourists. Nevertheless, there was a certain degree of consistency and compatibility between the two images of the affective dimension.

## 5.2 Codes comparison analysis of textual data

Based upon the analysis of the textual data after encoding, the findings summarise the commonalities and differences in the two dimensions, namely the cognitive dimension and the affective dimension, in the projected image and perceived image.

### *Similarities*

### *Cognitive dimension*

Firstly, as evidenced by relevant codes analysis, the code proportion of the cognitive dimension was higher than that of the affective dimension. Furthermore, whether projected images or perceived images were involved, the "natural environment," "tourism destination," and "tourism activities" were three significant factors influencing destination images in the cognitive dimension. In the formulation of the projected image and perceived image, the "natural environment" elements such as "sky," "lake," "mountain," and "snow mountain" that represent "beautiful" in the affective dimension.

The "tourism activities" group was classified into three categories for encoding, out of which tourism enterprise dominated tourism activities were found to be cognitive factors that play a similar role in shaping the projected image and perceived image. Thirdly, the "tourism destination" was one of the three most significant cognitive dimension factors that shaped the projected image and perceived image of a destination. In view of the distinctive geographical characteristics of New Zealand, the "tourist destination codes" were divided into two groups: destinations from the group located on the North Island, and those located in the South Island. The findings demonstrated a similar proportion in terms of the distribution of tourism destinations whether in the North Island or South Island, in projected images and perceived images. For instance, Auckland, Rotorua, and Wellington were three of the most popular tourist destinations in the North Island. The four most popular tourist destinations in the South Island were Christchurch, Queenstown, Lake Tekapo and Wanaka.

In addition, activities classified in the group of tourism activities dominated by tourism enterprises provided most of the New Zealand travel experience, regardless of the projected image or perceived image. Hobbiton village, located in the North Island, is a film set that tourists sought out in the form of a projected or perceived image. The Skyline cable car tour in Queenstown in the South Island was a crucial cognitive factor in forming the projected image of the destination. Based on the proportion of categories in the total coding, it was apparent that "food & beverage" may influence the formulation of a projected image and perceived image to the same degree. See the Appendix Tables 5.23, 5.24, and 5.25 for details.

*Affective dimension*

The encoding of the affective dimension followed the description in the literature review of the four approaches to this dimension, namely, "arousing," "pleasant," "exciting" and "relaxing." Since travel blogs are generally subjective in nature with diverse emotional expressions, negative content may be expressed by tourists as part of the evaluation of the affective dimension of tourism destinations. Consequently, this study adds "unpleasant" as the fifth affective dimension analysis of blog data.

First, regardless of the projected image or perceived image, in general, the proportions of the four approaches, "pleasant," "arousing," "exciting," and "relaxing," were arranged in the same order in the affective dimension. Moreover, the "pleasant" cluster accounted for

more than half of the affective dimension codes in both projected and perceived images. Therefore, from the perspective of the affective dimension, both the destination image projected by TNZ in the Chinese tourism market and the destination image perceived by independent Chinese tourists as reflected in the Mafengwo tourism blog, interpreted the destination image of their affective dimension with "pleasant" as the main adjective. See Table 5.26 for details.

**Table 5.26**

*Mafengwo textual data code-Affective image*

| Mafengwo Textual data code-Affective image | |
| --- | --- |
| **Affective image** | **percentage** |
| arousing | 11.46% |
| pleasant | 74.20% |
| exciting | 4.46% |
| relaxing | 3.82% |
| unpleasant | 6.05% |
| **TNZ Textual data code- Affective image** | |
| **Affective image** | **percentage** |
| arousing | 34.93% |
| pleasant | 3.83% |
| exciting | 58.85% |
| relaxing | 2.39% |

***Differences***

*Cognitive dimension*

First, cognitive and affective factors contributed differently to shaping the perceived and projected images. To be exact, in projected images, the ratio of the affective to cognitive dimension was approximately 3:7, whereas, in perceived images, the ratio was approximately 1.5:8.5. The result indicated that New Zealand's perceived destination image for independent Chinese tourists is more influenced by cognitive dimension elements than by the projected destination image of TNZ. See Table 5.27 for details.

**Table 5.27**

*Mafengwo and Tourism New Zealand textual data codes*

| Mafengwo textual data code | | |
|---|---|---|
| **Dimension** | | **percentage** |
| **Cognitive image** | 1742 | 84.73% |
| **Affective image** | 314 | 15.27% |
| TNZ textual data code | | |
| **Cognitive image** | 459 | 69.13% |
| **Affective image** | 205 | 30.87% |

In addition, although "tourism destinations," "natural environment," and "tourism activities" were the leading cognitive factors in shaping the projected image and perceived image, the distribution of these three factors in the projected image and the perceived image was different. For instance, in the projected image, the "natural environment" was the most dominant factor in the cognitive dimension, while in the perceived image, the tourist destination took the place of the "natural environment." Moreover, according to the share of tourism activity categories in the "tourism activities" cluster, tourism activities dominated by tourism enterprises and spontaneous tourism activities of tourists in the projected image were both treated fairly in TNZ overseas market promotion. Nonetheless, spontaneous tourism activities have become a critical component of constructing the perceived image and cannot be ignored. Furthermore, many tourism activities can be classified as tourism activities dominated by tourism enterprises and tourists' cluster, when viewed from the perspective of dominant role categories. This category of tourism activities accounted for a significantly higher share of the total codes in projected images than was evident in perceived images. Tourism activities were artificially presented by tourists in the perceived image as charged or uncharged, that is, tourists' spontaneous tourism activities or tourism enterprise-dominated tourism activities.

Additionally, in the projected image, the "culture & art," as a key element of cognitive appeal, was incorporated into the tourism destination image. However, in the perceived image, "culture & art" seemed to be completely ignored by tourists.

Furthermore, the factors involved in the three cognitive dimensions of "accommodation," "information" and "weather" in the projected image could not be easily identified. In contrast with the perceived image, the projected image of New Zealand as portrayed by

TNZ almost overlooks these three aspects of the cognitive dimension. However, tourists placed significant importance on these three elements in the cognitive dimensions when they were forming the perceived image. The details are shown in Appendix Tables 5.23, 5.24 and 5.25.

> ***Example: textual content about the accommodation from mafengwo.cn***
> *There are two bedrooms. This is a family-style apartment, the whole family can come for leisure and vacation, and they can buy food and cook when they are free. It felt like a real waste for the two of us to live in such a big house. There is an open kitchen with a large cooking table, open the cabinet door, and you can cook everything by yourself. The living room is large, divided into a dining area and a leisure area, and the leisure area has two large sofas.*
> *Source: the travel blog by* Muzi (Xiamen) *in mafengwo.cn*

*Affective dimension*

Based on the findings, the amount of influence contributed by factors of the affective dimension was similar in shaping the projected image and perceived image. In other words, the projected image and the perceived image were consistent under the affective dimension, indicating that the affective image projected by TNZ in the tourism market resonates with independent Chinese tourists. Nevertheless, the negative emotional expressions in the affective dimension of the perceived image may be regarded as the most obvious difference between projected and perceived images. See Appendix Table 5.26 for details.

**5.3 Codes comparison analysis of photographic data**
***Similarities***

*Cognitive dimension*

Firstly, the photographic data encoding task drew on the two-dimensional theory of destination image, as outlined in Chapter 2. In terms of the weight given to each dimension in the total data, the cognitive dimension still played the leading role in destination image building. The cognitive dimension accounted for more than half of the total codes. In addition, in line with the findings of text data analysis, tourism activities, tourist destinations, and the natural environment were still the three most important cognitive dimension factors in photographic data in terms of shaping the image of tourist destinations. Furthermore, in terms of photographic data from TNZ and Mafengwo, "food

& beverage" was one of the factors that had the same impact on the cognitive dimension of how projected and perceived images are formed.

Fourthly, since the photographic data encoding must be referenced with the expression of text contents of the image, there was consistency between the cluster coding of "tourist destination" and the geographic distribution coding of tourist destinations based on text data, and no obvious difference between the two in this category coding. This finding is reflected not only in the projected image of TNZ but also in the perceived image of independent Chinese tourists.

Lastly, "information," "accommodation," and "transportation" did not dominate cognitive factors that influenced perceived or projected image, although they were mentioned significantly more frequently in perceived image than they were in projected image. Details are shown in Appendix Tables 5.28, 5.29, and 5.30.

*Affective dimension*

The distribution of the affective dimension in the total codes of photographic data indicates that the affective dimension of the projected image and the perceptual image are consistent. "Pleasant," which is an affective dimension factor, is still the most mainstream expression of emotion not only in the projected image and perceived image. See the table 4.31 for the details.

**Table 5.31**

*Mafengwo & Tourism New Zealand photographic data affective image*

| Mafengwo photographic data code-affective image | | |
|---|---|---|
| arousing | 47 | 28.48% |
| pleasant | 94 | 56.97% |
| exciting | 7 | 4.24% |
| relaxing | 6 | 3.64% |
| unpleasant | 11 | 6.67% |
| TNZ photographic data code-affective image | | |
| arousing | 35 | 28.69% |
| pleasant | 72 | 59.02% |
| exciting | 5 | 4.10% |
| relaxing | 10 | 820.00% |

*Difference*

*Cognitive dimension*

First, in addition to the differences between cognitive dimensions in projection and image perception that discussed in the text data analysis, there were two distinctions found after the comparative analysis, between the two photographic datasets. For instance, firstly, in the projected image, the "natural environment" constituted one of the largest clusters of cognitive dimensions. In terms of perceived image, "tourism activities" became an important function of the cluster in terms of cognitive aspects of the perceived image. Secondly, whether textual or photographic data, "culture & art" as a cognitive factor was one of the additional factors worth mentioning in projected images. However, cognitive factors such as "accommodation," "weather," and "information" replaced the position of "culture & art" in the perceived image. Details are shown in Appendix Table 5.28, 5.29, and 5.30.

In addition, after analysing pictures of the same theme, it was found that projected image could express several different categories of cognitive factors or a combination of cognitive and affective factors through picture data. However, the factors that the perceived image reflected from the picture were often singular. For instance, the pictures of Lake Wanaka released by Tourism New Zealand reflected New Zealand's natural environment, but at the same time, the roles of couples in the pictures will be interpreted as "love" in an affective dimension. The photos published in mafengwo.cn by bloggers usually reflect the single category of a perceived image such as "natural environment" in the cognitive dimension.

***Example: Photographs of a tree in Lake Wanaka from Tourism New Zealand' and***
***tourists' angles***

*Source: Mafengwo.cn.*

**Tourism New Zealand**



*Source: Sina Weibo*

**Tourist**



*Affective dimension*

The differences in the affective dimension in photographic data might be like those found in the analysis of textual data. It was noteworthy that no significant differences were found among the groups except for the "unpleasant" experiences due to force majeure, such as inclement weather. When comparing personal experience with the perception of perceived image, tourists will express a certain degree of "regret" due to bad weather and overstated tourism experiences projected by tourism enterprise and NTOs

**5.4 Discussion**

Firstly, this study adopted a two-dimension model of destination image formation. Scholars have been unable to reach a consensus on the factors influencing the cognitive dimension of destination image formation in a two-dimension model (Picazo & Moreno-Gil, 2019; Pennington & Thomsen, 2010). According to the literature review, the

following primary factors contribute to the cognitive dimension of destination image formation: tourism destinations, tourism environments, culture and art, and tourism activities. Based on the consensus reached by previous researchers, this study subdivides the sub-attributes contained in each attribute.

The findings reported from the comparative analysis of tourism textual and photographic data from NTC and TGC (NTO generated content and tourist generated content) might be applied by NTOs as empirical fundamentals for addressing the influencing factors of formulating destination image in the cognitive dimension. Moreover, the analysis of sub-attributes may provide tourism enterprises and NTOs with accurate information for marketing promotion with market supply-demand strategies. In addition, Russell and Pratt (1980) model was employed to analyse the affective dimension throughout the data analysis process. The affective dimension delineated four pairs of eights emotional approaches associated with the formulation of destination image as detailed in Chapter 2. This study incorporated the attribute of negative expression into the analysis of the TGC affective dimension factors to meet the objective expression of favourable impressions of tourism experiences. The presentation of such attributes could stimulate tourism enterprises and NTOs to pay close attention to the market utility brought by tourists' negative experiences.

Second, previous studies on this topic have focused on the cognitive dimensions rather than on the emotional dimensions. Moreover, most of the research efforts of scholars have been directed at TGC, whereas few studies have been conducted on the textual content of NTOs. In this study, the research data were derived from the textual content of NTOs and TGC, and the corresponding photographic data served as the subsidiary data source. Firstly, the results agree with the previous research findings of this topic, which showed that the perspective of cognitive attributes is not completely consistent between the projected image and perceived image (Choi et al., 2007; Marine-Roig & Clave, 2016). On the other hand, the results of this study also indicated a significant correlation between projected and perceived images in the affective dimension. The differences in cultural background may become one of the influencing factors of tourists in the process of constructing the destination image. For instance, Sun et al. (2015) found that the cultural background of Chinese tourists had a substantial impact on their cognitive image of the South Island of New Zealand. Mele et al. (2015) indicated that certain characteristics of tourist behaviour can influence their perceptions of a destination. Liu et al. (2017)

explored the obvious behavioural characteristics of Chinese tourists who travel abroad compared with those of tourists from other countries. It is important to note that since the majority of Chinese tourists are seeking to experience as many tourist activities as possible within a limited period, NTOs and tour operators would be wise to consider one day trips that include desirable tourist activities as part of a specified tour itinerary.

Thirdly, Sun et al. (2021) verified the consistency of projected image and perceived image of Australia, expressed in social media textual data from NTO-generated content and TGC, and classified the "tourism environment" category into three sub-attributes: "natural environment," "social environment," and "location-related environment." Mak (2017) conducted an analysis of text and image data to examine the consistency between NTOs' projected image and tourists' perceived image of Taiwan and broke the factors of cognitive dimension into nine categories. In this study, based on the classification of cognitive attributes (Mak, 2017; Sun et al., 2015; Sun et al., 2017), the research employed the "natural environment," "culture & art," and "people" as the three categories of the group "tourism environments" instead of the categories used by Sun et al. (2012). Chen and Funk (2010) suggested that a sustainable tourism experience can be derived from natural elements and cultural and artistic characteristics associated with the social environment and natural environment. The findings of this study indicated that NTOs promote the natural environment as the main tourism resource to actively popularise cultural and artistic resources into markets as viable tourism commodities, to create unique tourist products with so-called significant advantages that are different from those at other tourism destinations. However, tourists seem to be more accustomed to interacting with the natural environment than with cultural and artistic cognitive elements. In conclusion, the findings indicated that representations of tourism experiences in the perceived image are simpler than those in the projected image, and are not pluralistic, diverse, or comprehensive. This discovery could represent an opportunity for NTOs to enhance tourism experiences and a potential future marketing strategy.

Fourthly, Prentice et al. (1998) outlined five theories of tourism experience based on multiple perspectives. The hierarchical theory of tourism experience is one of the most widely recognised theories, dividing experience into enjoyment of nature, escape from stressful work and study, value sharing, and creation. In contrast to the findings of Mak (2017), the textual content of TGC is better able to convey the affective dimension of the destination image than that of NTO generated content. Results indicated that projected

images and perceived images are not significantly different in terms of affective dimensions in formulating the New Zealand tourism destination image. However, according to the analysis of the coding distribution ratio of the four pairs of emotion categories, the emotion attribute expressed by NTOs was "pleasant." Although this category occupied more than half of the affective dimension, the emotion category of self-realisation, self-improvement and social identity, as with the arousal category, was reflected more in NTO generated content than it was in that of TGC. The research findings revealed that Chinese tourists are still in the primary leisure stage of enjoying nature and escaping from the daily stress and boredom of daily work and study. Chinese tourists pay attention to the pleasurable and relaxing experience that destinations and activities bring them.

Fifthly, as part of this study, "tourist destination" was examined as independent cognitive attributes and the performance in terms of projected and perceived images were explored. Furthermore, the study presented a comparative analysis of the characteristics of tourist destinations in the two-dimensional approach of projected image and perceived image. There was no apparent emphasis in NTOs' marketing efforts for tourist destinations, regardless of whether they were for the North or South Island. It is generally regarded that tourist destinations in the North and South islands, regardless of whether they are primary or secondary destinations, together construct the image of New Zealand as a tourist destination. To the contrary, most of the elements related to tourism destination attributes in the perceived image of New Zealand expressed by TGC were derived from the South Island of New Zealand. Therefore, it can be concluded that the South Island is the most popular tourist destination for Chinese visitors to New Zealand. These findings not only serve as to enlighten NTOs that the New Zealand tourism market remains weak in the north and south, but also suggest that the North Island region (north of Auckland, especially Northland) still needs NTOs and tourism operators to work together to find a new growth pole for tourism development in New Zealand. As a region of New Zealand with excellent natural resources and Māori culture, tourism development in Northland region would create unprecedented opportunities for economic and social advancement.

Sixthly, TNZ has been verified as a distributer of tourism information presented in Chinese social media. However, travel-related information shared by travellers on social media is more comprehensive, extensive and useful to potential travellers than travel information provided by tourism operators and NTOs (Liu et al., 2020; Xiang & Gretzel,

2010). This research found that the text content of TNZ was missing in the cognitive attributes of accommodation, infrastructure and information services. Tourists find it challenging to locate practical information that can help them make travel decisions. However, tourists can find a great deal of information in TGC that may assist them in making travel decisions and making travel plans suitable for themselves, including the ability to find information and details on tourist visa applications, car rental procedures, and claim settlements. This study suggests that NTOs may need to try to diversify and be more practical in their content of tourism information.

# Chapter 6. Implications

Based on the research results, this chapter explains the importance of destination image construction in the market field from the perspective of NTOs and tourists. At the same time, in the context of the negative impacts of COVID-19 on the tourism industry, this dissertation proposes feasible market strategies to provide theoretical support for the development of New Zealand's tourism industry in the post-pandemic era. Based on the research results, this chapter suggests implication for the future for NTOs' (Tourism New Zealand) tourism market promotion of New Zealand, that needs to be tested after COVID-19.

## 6.1 Implications

Social media has become a medium for tourism organisations and tourism enterprises to shape their own image and is one of the channels for tourists to seek tourism information and share tourism experiences (Fatanti & Suyadnya, 2015; Munar & Jacobsen, 2013). After discussion of the research results, the study finds that reasonable, efficient and accurate employment of social media could assist NTOs to more accurately formulate the projected destination image matching the perceived images held by tourists.

First, to better achieve the consistency between the tourism information released by NTOs and the content of TGC, tourism organisations and tourism enterprises should establish a workable social media tourism destination evaluation and monitoring system. Tourism organisations and enterprises always pay close attention to negative comments on the images of tourist destinations in TGC content and properly deal with relevant problems in a timely manner to protect a destination's image (Tiyan, 2015). Tourism organisations and enterprises can monitor TGC in real time, which will allow them to influence the tourist's consumption motivation. Therefore, NTOs and tourism enterprises should develop incentive plans for promoting tourist consumption based on tourism products to fully tap the market potential and improve the market competitiveness of tourism products. Tourism information will be communicated to the outside world in the network environment by tourists using network language. By regularly monitoring TGC, NTOs and tourism enterprises would have more opportunities to make aware of the tourists communication model and language usage habits in network environment for improving the trust and stickiness between NTOSs and tourists.

Secondly, one hypothesis that if there is a significant discrepancy between NTOs and TGC tourism information, the marketing efforts of NTOs and tourism enterprises will be in vain (Xiang & Gretzel, 2010). Therefore, NTOs should spend more time and energy promoting aspects of the cognitive dimension neglected by tourists, such as culture and art in social media so that tourists are emotionally resonant with this factor before traveling. Furthermore, tourism enterprises should be encouraged to cooperate with local communities. Tourism New Zealand needs to develop more effective supportive policies to encourage and motivate tourism enterprises to engage with local Māori communities so that the Māori culture and arts can gain better visibility and generate sustainable tourism experiences through people-to-people interactions.

Third, NTOs should diversify the types of social media used, and ensure that it keeps up with the times by experimenting with different methods and channels to convey information. In addition to text and image information, video information is being transmitted in social media. Furthermore, with the development of E-commerce platforms in China, more and more social media channels are being utilised for the sale of product such as WeChat, The red and Tik Toki (Liu, Perry & Gadzinski, 2019; Yadav & Rahman, 2017). Social media platforms now offer video transmission model in addition to text and picture-based information types. Several social medias have a live broadcast function, which should be well known by tourism organisations and tourism enterprises in New Zealand to help achieve an immersive virtual tourism experience for potential Chinese tourists.

Fourth, NTOs should cooperate with tourism enterprises to regularly carry out tourism promotion and incentive activities. This measure can not only achieve a win-win situation between tourism organisations and cooperative enterprises, but also strengthen the frequency of interaction between tourism organisations and enterprises and tourists and create conditions for strengthening the sustainable tourism experience of tourists and stimulating consumption impulse of potential tourists. For example, travel organisations can work with airlines to attract travellers to forward information about their products to win rewards, such as round-trip tickets or tickets to travel events.

Fifth, Pham and Khanh (2020) suggest that ecotourism could be served as one of the strategies for promoting a positive destination image. NTOs and tourism companies can utilise the social media to promote the concept of ecotourism as a marketing strategy for

their destinations. As one of the advocates and pioneer practitioner of ecotourism, New Zealand should give full play to its development achievements in this field, such as biological diversity practices and environmental protection, and contribute to shaping positive images in Chinese social media in terms of cognitive attributes.

Additionally, more and more tourists realise that their tourism activities should not be at the cost of damaging the natural and cultural environment. Whether sustainable tourism can positively affect the economic benefits of tourism enterprises and the humanistic and social development of local communities has been dialectically discussed by scholars. Sustainable tourist behaviour is mostly described as related to environmental protection, the adherence of Convention on Biological Diversity and reasonable and moderate interaction with the community for conservation of culture, and it is precisely these advocated tourist behaviours that are defined as positive norms of behaviour (Juvan & Dolnicar, 2017; Chandran et al.,2021). NTOs and tourism enterprises develop relevant sustainable tourist behaviour and release on social medias which can be recognised by tourists to construct a positive destination image before starting the trip.

Farmaki (2012) expresses, according to the verification of consistency between the projected image and perceived image, tourism organisations and tourism enterprises are more likely to develop feasible market development strategies. The research path way constructed in this study can provide a tool for NTOs and tourism enterprises to examine the consistency of projected images of tourist destinations and perceived images of tourists.

# Chapter 7. Conclusion and limitations

This chapter provides a conclusive exposition of the research results for answering the working questions that are what the characteristics of the projected and perceived images of New Zealand are, the difference of between them and cause, and formulating marketing implications for New Zealand tourism development in post- COVID-19. Furthermore, the limitations are discussed from two perspectives including the validity of research data, the sampling and collection. After reviewing relevant literature on this topic, possible future research directions and suggestions are made regarding the future research trends on this topic.

### 7.1 Conclusion

With the advent of the mobile internet era and the development of online travel in China, social media represented by smartphones are gradually changing the way people travel, and people's travel activities are strongly branded by the media. Independent travellers can not only obtain effective travel information through social media, but also express and analyse their travel experience through text, pictures, and videos. The diversity of travel blogs has inadvertently been a fertile ground for tourists to express their perceived image of a destination. Tourism enterprises and NTOs have also discovered the huge market potential in social media. The application of social media in marketing provides tourism suppliers with a medium to display the image of a destination. Exploring the difference between the projected image and perceived image from the perspective of supply-demand market theory is crucial for determining a feasible market strategy in tourism marketing.

Under the guidance of qualitative and quantitative research methods, this dissertation adopted content analysis to analyse and summarise the projected image characteristics of New Zealand reflected in the tourism information published by Tourism New Zealand on Weibo, as well as the characteristics of the perceived image of New Zealand from travel blogs published by independent Chinese tourists on Mafengwo.

### *New Zealand's projected image*

The projected tourism image of New Zealand is largely determined by three individual cognitive dimension factors: its natural resources, tourism destinations, and tourism activities. As a result of these factors, the projected image is manifested in the unique

beauty of the natural environment, the comfortable living conditions created by the social environment, and the diversified tourism activities found in different tourist destinations. Tourism New Zealand is an advocate for the concept of sustainable tourism. Tourism activities are guided by relating to sustainable development concepts, and which endeavour to promote a positive image of harmony and coexistence between people, flora and fauna. Furthermore, tourism information on the food and beverage culture is also provided by Tourism New Zealand as an important cognitive factor for tourists. Wine brands, origins, and wineries are all part of this cognitive factor, and are also one of the tourism products that tourists are willing to experience. In addition, Tourism New Zealand adopts culture and art factors as the main cognitive elements to construct the New Zealand projected image. The Māori culture is definitely a selling point in tourism marketing as a cognitive dimension for formulating a projected image. No particular location preference has emerged from Tourism New Zealand in tourism destination promotion. Tourism destinations from both the South and North Islands combine to shape the projected image of New Zealand.

However, from the perspective of tourists' information needs, the projected image lacks output of tourism information related to the tourism collateral industries such as hospitality, information consulting, and public transportation.

### New Zealand's perceived image

The perceived image of New Zealand from Chinese tourists is not just reflected in the comfort of the tourism experience created by the New Zealand natural environment, but also in the unique tourism experience created by New Zealand climatic conditions.

As concluded in the comparative analysis, the perceived image and projected image of New Zealand by Chinese tourists are highly consistent. The perception expressions of Chinese tourists after their New Zealand travel experience also revolve around the praise of the natural scenery, the cosy and relaxing experience brought by tourism activities, and the awakening feeling of experiencing the local way of life. In addition, the climatic conditions affect the tourist experience to some extent. Tourists will use a lot of space to describe the climate of New Zealand, around the sun, air, rain, wind, temperature and other climate conditions. Cognitive elements such as infrastructure, transportation, and accommodation are not entirely within the positive evaluation in the perception of

Chinese tourists. Independent Chinese tourists subconsciously compare the infrastructure and public transportation of New Zealand with that of China, and conclude that New Zealand's tourism support in these two aspects is insufficient, resulting in a negative tourism experience. Cultural factors do not appear to play a significant role in constructing the perceived image of New Zealand. These can be summed up as follows: Chinese tourists are not interested in Māori culture. From the analysis of the location of the tourist destinations chosen by Chinese tourists, the perceived image of New Zealand for Chinese tourists is mainly influenced by the tourist destinations in the South Island, while the tourist destinations in the North Island are absent from the shaping of the perceived image.

Finally, based on the supply-side analysis of marketing, the results of this study provide directions for tourism marketing practitioners. From the perspective of a supplier, marketing strategies that will match the projected image with the perceived image will be invaluable in developing the economic and social development of the destination. Tasci and Gartner (2007) stated that if the projected image expressed by the destination management authority is seriously exaggerated and unrealistic, it will lead to a decrease in tourists' satisfaction of the tourism experience and impact adversely on tourism development. For instance, NTOs should cooperate with tourism enterprises in various fields such as maintaining marketing publicity with consistency, accuracy, and real-time updates.

On the demand side, tourists are less enthusiastic about the culture of the destination than are tourism enterprises and NTOs. This does not mean that the importance of culture in the tourism market should be discounted. Instead, tourism enterprise and destination marketing organisations should see it as an opportunity to integrate cultural factors into other tourism resources and play a greater role in shaping projected images. Furthermore, marketers should take note of the emotional expression of reviews in network environments and formulate marketing strategies to meet the emotional needs of travellers.

The COVID-19 pandemic has negatively impacted on the tourism industry. In view of the development impetus given by tourism to the economic and social development of destinations, many countries have recently begun to gradually open their borders which were closed due to the pandemic, and begun to receive an influx of overseas tourists again.

New Zealand has also confirmed that it would be open to all overseas tourists in Aug 2022. Tourism enterprises and NTOs are required to make timely revisions and updates to New Zealand's tourism image after COVID-19 in order to meet tourists' demands for sustainable tourism development in light of observations of consumption behaviour of independent Chinese tourists.

## 7.2 Limitations

First, this study used a content analysis method to analyse data, guided by the qualitative research method with quantitative data as support. The research methods used by scholars to study destination images are not limited to a single research method, but researchers combine qualitative and quantitative research methods when researching destination image topics. Sekhniashvili (2021) summarised the research themes, geographical distributions, research methods, and year distributions of the literature on wine tourism destination image research conducted by scholars between 2001 and 2020. Based on the results of the research by Sekhniashvili (2021), 48% of the studies used quantitative research, 43% used qualitative research, and 9% combined the two research method approaches. The analysis of relevant data in quantitative research is limited to an analysis of proportions, and there is no test of the validity of the corresponding research results.

Furthermore, this study collected secondary data from two social media platforms. Depending upon the purpose pursued by the subject itself, data types will be determined by the setting of the matching research subject. Due to the limitations of objective conditions, the volume of data collection limited the accuracy of the research findings. Additionally, the source of data types can affect the overall performance of a study. It was suggested by Tussyadiah and Fesenmaier (2009) that different forms of tourism marketing could convey different messages about destinations and encapsulate different features of destination images. Moreover, NTOs and tourism enterprises construct and transmit destination images by using textual, photographic, and video data; the same method of transmitting data is also used by travellers to transmit their impressions of their destination. Pan et al. (2007) contended that photographs and videos are more effective than is text, for conveying information about the projected and perceived image of a destination. Although this study gathered textual data and photographic data from two data sources, video data were absent from this study.

**7.3 Future research trends**

First, future research could consider utilising NTOs and Chinese outbound travel agencies to conduct a questionnaire survey or in-depth interviews with tourists to New Zealand. By comparing visitor data collected online and offline with content data generated by NTOs, it may be possible to gain a more thorough understanding of the differences between the perceptions of a destination and its projected image. Second, the content of textual and photographic data generated by TGC and NTOs analysed in this study were restricted to 2019. The issue of destination image is constantly evolving as illustrated in various studies (e.g., Xiang & Gretzel, 2010; Wen et al., 2020). Future research topics can explore in more detail the comparative analysis of a specific stakeholder in the tourism industry or a specific tourism product such as a winery, relative to the projected image and perceived image, to provide more accurate strategies for the market sector.

Both the projected image of a tourism destination from NTOs and enterprises, as well as perceived image from tourists, are dynamic and gradual processes. Therefore, scholars might focus on post-COVID-19 data, because the COVID-19 pandemic has caused major changes to the tourism industry (Wen et al., 2020). For the development of appropriate tourism development and marketing strategy of destination, researchers could also evaluate whether the information projected by tourism destinations matches tourists' immediate perceptions of the destination. In the future, tourism research in the area of projected and perceived image can focus on specific forms of tourism such as cultural tourism and eco-tourism, and also concentrate on underdeveloped tourism destinations.

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# Appendices

## Appendix Tables

### Appendix 1.

*Table 2.1* *The elements influencing the cognitive image*

| Sholars | activity | attraction | natrual environment | culture | entertainment | shopping | information | transportation | accommdation | food | price and value | climate | accessibility | safty | communcation with community | acceptance from residence | service |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Gartner & Hunt (1989) | | ■ | ■ | | | | | | ■ | | | ■ | | | | ■ | |
| Gartner(1993) | | ■ | ■ | ■ | ■ | | | | | | | | | | | ■ | |
| Muller (1996) | | ■ | | ■ | ■ | ■ | | | ■ | ■ | ■ | | | ■ | | ■ | |
| Baloglu & Mccleary(1999) | | ■ | ■ | | | | | ■ | ■ | | | | ■ | ■ | | ■ | |
| Gallarza et al. (2002) | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Hunter & Suh (2007) | | ■ | | ■ | ■ | | ■ | | ■ | | | ■ | ■ | | ■ | ■ | |
| Yang et al ( 2014) | ■ | ■ | | ■ | | | | ■ | ■ | | ■ | | | | | | |

### Appendix 2.

*Table 4.1* *Demographic characteristics of bloggers*

| Demographic Characteristics of Bloggers | | | Couple without Childern | Couple with Childern | Family & Friends | Group |
|---|---|---|---|---|---|---|
| Category | | | | | | |
| Blogs | 50 | | 20 | 12 | 14 | 4 |
| Blogger Gender | Male/16 | | 7 | 4 | 4 | 1 |
| | Female/34 | | 13 | 8 | 10 | 3 |
| Average cost per person | $ NZD | | 5595.238095 | 4964.539007 | 4964.539007 | 5200.945626 |
| | City | District | | | | |
| | Shanghai | East | 5 | 2 | 4 | 1 |
| | Beijing | North | 3 | 2 | 2 | |
| | Guanzhong | Southeast | 5 | 1 | 1 | 1 |
| | Chengdu | Southwest | 1 | 1 | 2 | |
| | Tianjing | North | 2 | 1 | | |
| | Chongqing | Southwest | 1 | | | |
| Depature city | Hangzhou | East | 1 | 1 | 1 | 1 |
| | Wuhan | Mid | 1 | | | |
| | Shenzhen | Southeast | 1 | | | 1 |
| | Ningbo | East | | | 1 | |
| | Nanjing | East | | | 1 | |
| | Xiamen | Southeast | | | 1 | |
| | Nanning | Southeast | | | 1 | |
| | 46 | | 20 | 8 | 14 | 4 |
| Gender | Male | 32.00% | | | | |
| | Female | 68.00% | | | | |
| | East | 39.13% | | | | |
| | North | 21.74% | | | | |
| District | Mid | 2.17% | | | | |
| | Southeast | 26.09% | | | | |
| | Southwest | 10.87% | | | | |
| Blogs | Couple without Childern | Couple with Childern | Family & Friends | Group | | |
| | 40.00% | 24.00% | 28.00% | 8.00% | | |

**Appendix 3.**

*Table 4.2* *High frequency words (Tourism New Zealand)*

| Textual data analysis ( Most Frequently Words) | | | |
|---|---|---|---|
| **Word** | **Count** | **Word** | **Count** |
| new | 546 | earth | 29 |
| zealand | 483 | nature | 29 |
| world | 147 | warm | 29 |
| morning | 133 | wellington | 29 |
| good | 103 | bay | 27 |
| scenery | 103 | northern | 27 |
| beautiful | 67 | welcome | 27 |
| love | 67 | autumn | 25 |
| sun | 65 | cute | 25 |
| journey | 62 | enjoy | 25 |
| island | 58 | stars | 25 |
| sea | 54 | tourism | 25 |
| winter | 54 | romantic | 24 |
| heart | 48 | town | 24 |
| light | 45 | unique | 24 |
| experience | 41 | maori | 23 |
| breeze | 40 | snow | 23 |
| people | 40 | wonderful | 23 |
| hemisphere | 39 | dream | 22 |
| beauty | 38 | encounter | 22 |
| south | 37 | kiwi | 21 |
| blue | 36 | bright | 20 |
| sky | 36 | spring | 20 |
| cloud | 33 | around | 19 |
| food | 33 | away | 19 |
| north | 32 | clouds | 19 |
| southern | 31 | delicious | 19 |
| wine | 30 | floating | 19 |

# Appendix 4.

*Table 4.3* *Textual data code list*

| Textual Data Codes List  TNZ | | | | | |
|---|---|---|---|---|---|
| Dimensions | Count | Percentage % | Dimensions | Count | Percentage % |
| Total Codes | 664 | | | | |
| Affective Image | 205 | 30.87% | Cognitive Image | 459 | 69.13% |
| Arousing | 74 | | Accommodation | 2 | |
| Adventure | 19 | | Activities | 91 | |
| Brilliant | 4 | | Activities in Tourism enterprise | | |
| Colorful | 7 | | 59 | | |
| Holy | 1 | | Alpine scenic train exploration | 1 | |
| Intoxicating | 2 | | Autumn Festival | 2 | |
| Memorable | 9 | | Boating on the river | 3 | |
| Romantic | 8 | | Bungee jump | 2 | |
| Suprise | 1 | | Cable Car | 1 | |
| Unique | 19 | | Climb aboard the Auckland Harbc | 1 | |
| Exciting | 8 | | expericing snow-capped mountai | 3 | |
| Extraordinary | 4 | | Experiencing skydiving | 3 | |
| Pleasant | 119 | | Food exploration | 3 | |
| Beautiful | 48 | | International Pinot Noir Day | 1 | |
| Best | 5 | | Museum | 6 | |
| Charming | 3 | | National Kiwi Hatchery Centre | 2 | |
| Delicious | 10 | | New Zealand National Aquarium | 1 | |
| Enjoy & enjoyable | 3 | | Skiing | 5 | |
| Friendly | 4 | | Skytower | 1 | |
| Fun | 6 | | Take the Shotover Canyon Swing | 2 | |
| Good | 1 | | the Winter Deco Weekend | 1 | |
| Great | 5 | | Try snorkeling | 1 | |
| Happy | 1 | | Visting the Garage Project brewe | 1 | |
| Hormony | 3 | | Visting Winery | 3 | |
| Love & Lovely | 14 | | Waitomo Caves | 3 | |
| Nice | 2 | | Watch whales | 4 | |
| Safety | 1 | | Watching blue penguins | 5 | |
| Sweet | 5 | | Watching Dophine | 2 | |
| Wonderful | 10 | | Watching Seal | 1 | |
| Relaxing | 4 | | Word beer day | 1 | |
| | | | Activities in tourists-self | | |
| | | | 10 | | |
| | | | Climbing mountain | 2 | |
| | | | Urban walking | 1 | |
| | | | Visiting local farm market | 1 | |
| | | | Watching Milky Way and Aurora | 6 | |
| | | | ivities in TWO ( Tourism enterprise and touris | | |
| | | | 20 | | |
| | | | Exploring the snese of Filming an | 16 | |
| | | | Outdoor walking | 3 | |
| | | | Take Wedding photos | 1 | |
| | | | Culture & Art | 22 | |
| | | | Maori Culture | 9 | |
| | | | Flora & Fauna | 15 | |
| | | | Food & Beverage | 43 | |
| | | | Food and wine | 36 | |
| | | | Fruit | 3 | |
| | | | Information | 9 | |
| | | | Driving | 2 | |
| | | | Infrastructure | 2 | |
| | | | Natural Evironment | 179 | |
| | | | Beach | 4 | |
| | | | Green grass,tree, flower | 9 | |
| | | | Lake | 15 | |
| | | | mountain | 7 | |
| | | | Rainbow | 2 | |
| | | | River | 3 | |
| | | | Sea | 21 | |
| | | | Sky & Star | 25 | |
| | | | Snow & Ice | 9 | |
| | | | Sunset and sunrise | 10 | |
| | | | Sunshine | 10 | |
| | | | volcano | 2 | |
| | | | Water | 3 | |
| | | | Wind & Cloud | 18 | |
| | | | Winery | 2 | |
| | | | People | 8 | |
| | | | Tourism destination | 67 | |
| | | | North Island Tourism destination | | |
| | | | 32 | | |
| | | | Auckland | 3 | |
| | | | Bay of Island | 1 | |
| | | | Blenheim | 1 | |
| | | | Goat island | 1 | |
| | | | Green Dragon Tavern | 1 | |
| | | | Hawke bay | 3 | |
| | | | Hobbiton | 2 | |
| | | | Mount Hikurangi | 1 | |
| | | | Napier | 1 | |
| | | | Rangitoto Island | 1 | |
| | | | Rotorua | 2 | |
| | | | Waitemata Harbour | 1 | |
| | | | Wellington | 10 | |
| | | | South Island tourism destination | | |
| | | | 33 | | |
| | | | Arrowtown | 2 | |
| | | | Christchurch | 5 | |
| | | | Dunedin | 1 | |
| | | | Greymouth | 1 | |
| | | | Kaikōura | 4 | |
| | | | Lake Tekapo | 2 | |
| | | | Lake Wakatipu | 1 | |
| | | | Marborough | 4 | |
| | | | Milford sound | 2 | |
| | | | Mount Cook | 0 | |
| | | | Otago | 1 | |
| | | | Queenstown | 3 | |
| | | | Southern Alps | 2 | |
| | | | Te Anau | 1 | |
| | | | Wanaka | 3 | |
| | | | Transportation | 6 | |
| | | | Weather | 15 | |
| | | | Scenic & Scenery | 34 | |

**Appendix 5.**

*Table 4.4* *Textual data codes-affective dimension (Tourism New Zealand)*

| Textual Data Codes Analysis-Affective Dimension TNZ | | | |
|---|---|---|---|
| Affective image | 205 | percentage % | |
| Arousing | 74 | 36.10% | |
| Adventure | 19 | 25.68% | In "Arousing" |
| Brilliant | 4 | | |
| Colorful | 7 | | |
| Holy | 1 | | |
| Intoxicating | 2 | | |
| Memorable | 9 | | |
| Romantic | 8 | | |
| Suprise | 1 | | |
| Unique | 19 | 25.68% | In "Arousing" |
| Exciting | 8 | 3.90% | |
| Extraordinary | 4 | | |
| Pleasant | 119 | 58.05% | |
| Beautiful | 48 | 40.34% | In "Pleasant" |
| Best | 5 | | |
| Charming | 3 | | |
| Delicious | 10 | | |
| Enjoy & enjoyable | 3 | | |
| Friendly | 4 | | |
| Fun | 6 | | |
| Good | 1 | | |
| Great | 5 | | |
| Happy | 1 | | |
| Hormony | 3 | | |
| Love & Lovely | 14 | | |
| Nice | 2 | | |
| Safety | 1 | | |
| Sweet | 5 | | |
| Wonderful | 10 | | |
| Relaxing | 4 | 5.41% | |

# Appendix 6.

*Table 4.5* *Textual data codes-Cognitive dimension (Tourism New Zealand)*

| Textual Data Codes Analysis-Cognitive Dimension TNZ | | | |
|---|---|---|---|
| Cognitive image | 459 | 69.13% | |
| Accommodation | 2 | 0.44% | |
| Activities | 91 | 19.83% | |
| **Activities in Tourism enterprise** | | | |
| 59 | | 64.84% | In "activiti |
| Alpine scenic train exploration | 1 | | |
| Autumn Festival | 2 | | |
| Boating on the river | 3 | | |
| Bungee jump | 2 | | |
| Cable Car | 1 | | |
| Climb aboard the Auckland Harbour Bridge | 1 | | |
| expericing snow-capped mountains and glaciers | 3 | | |
| Experiencing skydiving | 3 | | |
| Food exploration | 3 | | |
| International Pinot Noir Day | 1 | | |
| Museum | 6 | | |
| National Kiwi Hatchery Centre | 2 | | |
| New Zealand National Aquarium | 1 | | |
| Skiing | 5 | | |
| Skytower | 1 | | |
| Take the Shotover Canyon Swing | 2 | | |
| the Winter Deco Weekend | 1 | | |
| Try snorkeling | 1 | | |
| Visting the Garage Project brewery here | 1 | | |
| Visting Winery | 3 | | |
| Waitomo Caves | 3 | | |
| Watch whales | 4 | | |
| Watching blue penguins | 5 | | |
| Watching Dophine | 2 | | |
| Watching Seal | 1 | | |
| Word beer day | 1 | | |
| **Activities in tourists-self** | | | |
| 10 | | 10.99% | In "activiti |
| Climbing mountain | 2 | | |
| Urban walking | 1 | | |
| Visiting local farm market | 1 | | |
| Watching Milky Way and Aurora | 6 | | |
| **Activities in TWO ( Tourism enterprise and tourists)** | | | |
| 20 | | 21.98% | In "activiti |
| Exploring the snese of Filming and TV SHOW | 16 | | |
| Outdoor walking | 3 | | |
| Take Wedding photos | 1 | | |
| Culture & Art | 22 | 4.79% | |
| Maori Culture | 9 | | |
| Flora & Fauna | 15 | 3.27% | |
| Food & Beverage | 43 | 9.37% | |
| Food and wine | 36 | | |
| Fruit | 3 | | |
| Information | 9 | 1.96% | |
| Driving | 2 | | |
| Infrastructure | 2 | 0.44% | |
| Natural Evironment | 179 | 39.00% | |
| Beach | 4 | | |
| Green grass,tree, flower | 9 | | |
| Lake | 15 | | |
| mountain | 7 | | |
| Rainbow | 2 | | |
| River | 3 | | |
| Sea | 21 | 11.73% | In"natural |
| Sky & Star | 25 | 13.97% | In"natural |
| Snow & Ice | 9 | | |
| Sunset and sunrise | 10 | | |
| Sunshine | 10 | | |
| volcano | 2 | | |
| Water | 3 | | |
| Wind & Cloud | 18 | 10.06% | In"natural |
| Winery | 2 | | |
| People | 8 | 1.74% | |
| Tourism destination | 67 | 14.60% | |
| **North island Tourism destination** | | | |
| 32 | | 47.76% | In"Tourism |
| Auckland | 3 | | |
| Bay of island | 1 | | |
| Blenheim | 1 | | |
| Goat Island | 1 | | |
| Green Dragon Tavern | 1 | | |
| Hawke bay | 3 | | |
| Hobbiton | 2 | | |
| Mount Hikurangi | 1 | | |
| Napier | 1 | | |
| Rangitoto Island | 1 | | |
| Rotorua | 2 | | |
| Waitemata Harbour | 1 | | |
| Wellington | 10 | | |
| **South island tourism destination** | | | |
| 33 | | 49.25% | In"Tourism |
| Arrowtown | 2 | | |
| Christchurch | 5 | | |
| Dunedin | 1 | | |
| Greymouth | 1 | | |
| Kaikōura | 4 | | |
| Lake Tekapo | 2 | | |
| Lake Wakatipu | 1 | | |
| Marborough | 4 | | |
| Milford sound | 2 | | |
| Mount Cook | 0 | | |
| Otago | 1 | | |
| Queenstown | 3 | | |
| Southern Alps | 2 | | |
| Te Anau | 1 | | |
| Wanaka | 3 | | |
| Transportation | 6 | 1.31% | |
| Weather | 15 | 3.27% | |
| Scenic & Scenery | 34 | 7.41% | |

**Appendix 7.**

*Table 4.6 Photographic data codes list (Tourism New Zealand)*

| Photographic Data Codes List TNZ | | | | | |
|---|---|---|---|---|---|
| Dimensions | Count | Percentage % | Dimensions | Count | Percentage % |
| Total Codes | 451 | | | | |
| Affective image | 122 | 27.05% | Cognitive image | 329 | 72.95% |
| Arousing | 35 | | Accommodation | 2 | |
| Adventure | 15 | | Activities | 75 | |
| Colorful | 11 | | Activities in Tourism enterprise | 40 | |
| Unique | 8 | | Alpine scenic train exploration | 1 | |
| Pleasant | 72 | | Boating on the river | 3 | |
| Beautiful | 22 | | Bungee jump | 3 | |
| Charming | 4 | | Cable Car | 1 | |
| Delicious | 7 | | expericing snow-capped mountains and glaciers | 3 | |
| Enjoy & enjoyable | 4 | | Experiencing skydiving | 3 | |
| Hormony | 8 | | Food exploration | 2 | |
| Exciting | 5 | | National Kiwi Hatchery Centre | 2 | |
| Relaxing | 10 | | New Zealand National Aquarium | 1 | |
| | | | Skytower | 4 | |
| | | | Take the Shotover Canyon Swing | 1 | |
| | | | Visting the Garage Project brewery here | 1 | |
| | | | Visting Winery | 2 | |
| | | | Waitomo Caves | 2 | |
| | | | Watch whales | 4 | |
| | | | Watching Dophine | 3 | |
| | | | Watching Seal | 2 | |
| | | | Word beer day | 2 | |
| | | | Activities in tourists-self | 26 | |
| | | | Climbing mountain | 1 | |
| | | | Urban walking | 2 | |
| | | | Visiting local farm market | 2 | |
| | | | Watching blue penguins | 15 | |
| | | | Watching Milky Way and Aurora | 6 | |
| | | | Activities in TWO ( Tourism enterprise and tourists) | | 20 |
| | | | Exploring the snese of Filming and TV SHOW | 7 | |
| | | | Outdoor walking | 9 | |
| | | | Take Wedding photos | 4 | |
| | | | Culture & Art | 6 | |
| | | | Maori Culture | 2 | |
| | | | Flora & Fauna | 21 | |
| | | | Food & Beverage | 32 | |
| | | | Food and wine | 13 | |
| | | | Fruit | 19 | |
| | | | Information | 17 | |
| | | | Driving | 11 | |
| | | | Infrastructure | 6 | |
| | | | Natural Evironment | 111 | |
| | | | Green grass,tree, flower | 2 | |
| | | | Lake | 5 | |
| | | | mountain | 2 | |
| | | | Rainbow | 3 | |
| | | | River | 1 | |
| | | | Sea | 8 | |
| | | | Sky & Star | 16 | |
| | | | Snow & Ice | 19 | |
| | | | Sunset and sunrise | 13 | |
| | | | Sunshine | 24 | |
| | | | volcano | 8 | |
| | | | Water | 1 | |
| | | | Wind & Cloud | 5 | |
| | | | Winery | 4 | |
| | | | People | 7 | |
| | | | Tourism destination | 59 | |
| | | | North island Tourism destination | 27 | |
| | | | Auckland | 10 | |
| | | | Bay of island | 11 | |
| | | | Blenheim | 2 | |
| | | | Napier | 4 | |
| | | | South island Tourism destination | 32 | |
| | | | Arrowtown | 4 | |
| | | | Christchurch | 16 | |
| | | | Dunedin | 4 | |
| | | | Lake Wakatipu | 1 | |
| | | | Marborough | 2 | |
| | | | Milford sound | 1 | |
| | | | Queenstown | 1 | |
| | | | Te Anau | 3 | |

**Appendix 8.**

*Table 4.8* *Photographic data codes analysis - Cognitive dimension (Tourism New Zealand)*

| Photographic data codes analysis-Cognitive dimension TNZ | | | |
|---|---|---|---|
| **Cognitive image** | | 329 | |
| **Accommodation** | 2 | 0.61% | |
| **Activities** | 75 | 22.80% | |
| **Activities in Tourism enterprise** | 40 | 53.33% | in" activities" |
| Alpine scenic train exploration | 1 | | |
| Boating on the river | 3 | | |
| Bungee jump | 3 | | |
| Cable Car | 1 | | |
| expericing snow-capped mountains and glaciers | 3 | | |
| Experiencing skydiving | 3 | | |
| Food exploration | 2 | | |
| National Kiwi Hatchery Centre | 2 | | |
| New Zealand National Aquarium | 1 | | |
| Skytower | 4 | | |
| Take the Shotover Canyon Swing | 1 | | |
| Visting the Garage Project brewery here | 1 | | |
| Visting Winery | 2 | | |
| Waitomo Caves | 2 | | |
| Watch whales | 4 | | |
| Watching Dophine | 3 | | |
| Watching Seal | 2 | | |
| Word beer day | 2 | | |
| **Activities in tourists-self** | 26 | 34.67% | in" activities" |
| Climbing mountain | 1 | | |
| Urban walking | 2 | | |
| Visiting local farm market | 2 | | |
| **Watching blue penguins** | 15 | 57.69% | in "activities in tourist-self" |
| Watching Milky Way and Aurora | 6 | | |
| **Activities in TWO ( Tourism enterprise and tourists)** | 20 | 26.67% | in" activities" |
| Exploring the snese of Filming and TV SHOW | 7 | | |
| Outdoor walking | 9 | | |
| Take Wedding photos | 4 | | |
| **Culture & Art** | 11 | 3.34% | |
| **Maori Culture** | 6 | 54.55% | in"culture&art" |
| **Flora & Fauna** | 21 | 6.38% | |
| **Food & Beverage** | 32 | 9.73% | |
| Food and wine | 13 | | |
| Fruit | 19 | | |
| **Information** | 17 | 5.17% | |
| Driving | 11 | | |
| **Infrastructure** | 6 | 1.82% | |
| **Natural Evironment** | 111 | 33.74% | |
| Green grass,tree, flower | 2 | | |
| Lake | 5 | | |
| mountain | 2 | | |
| Rainbow | 3 | | |
| River | 1 | | |
| Sea | 8 | | |
| Sky & Star | 16 | 14.41% | in"natural evironment" |
| Snow & Ice | 19 | 17.12% | in"natural evironment" |
| Sunset and sunrise | 13 | | |
| Sunshine | 24 | 21.62% | in"natural evironment" |
| volcano | 8 | | |
| Water | 1 | | |
| Wind & Cloud | 5 | | |
| Winery | 4 | | |
| People | 7 | | |
| **Tourism destination** | 59 | 17.93% | |
| **North island Tourism destination** | 27 | 45.76% | in"tourism destination" |
| Auckland | 10 | | |
| Bay of island | 11 | | |
| Blenheim | 2 | | |
| Napier | 4 | | |
| **South island Tourism destination** | 32 | 54.24% | in"tourism destination" |
| Arrowtown | 4 | | |
| **Christchurch** | 16 | 50.00% | in"South island tourism destination" |
| Dunedin | 4 | | |
| Lake Wakatipu | 1 | | |
| Marborough | 2 | | |
| Milford sound | 1 | | |
| Queenstown | 1 | | |
| Te Anau | 3 | | |

**Appendix 9.**

*Table 4.10* *Mafengwo textual data high-frequency word analysis-Cognitive dimension*

Mafengwo textual data high-frequency word analysis-cognitive dimension

| Word | Length | Count | percentage |
|---|---|---|---|
| lake | 4 | 1297 | 4.122171% |
| car | 3 | 943 | 2.997076% |
| queenstown | 10 | 772 | 2.453598% |
| road | 4 | 691 | 2.196161% |
| people | 6 | 620 | 1.970506% |
| town | 4 | 601 | 1.910120% |
| christchurch | 12 | 540 | 1.716247% |
| mountain | 8 | 475 | 1.509662% |
| sky | 3 | 446 | 1.417493% |
| auckland | 8 | 441 | 1.401602% |
| tekapo | 6 | 433 | 1.376176% |
| hotel | 5 | 426 | 1.353928% |
| island | 6 | 400 | 1.271294% |
| mount | 5 | 387 | 1.229977% |
| sea | 3 | 381 | 1.210908% |
| wanaka | 6 | 372 | 1.182304% |
| scenery | 7 | 353 | 1.121917% |
| water | 5 | 333 | 1.058352% |
| south | 5 | 325 | 1.032927% |
| mountains | 9 | 322 | 1.023392% |
| park | 4 | 299 | 0.950292% |
| glacier | 7 | 290 | 0.921688% |
| restaurant | 10 | 249 | 0.791381% |
| food | 4 | 248 | 0.788202% |
| church | 6 | 232 | 0.737351% |
| trail | 5 | 229 | 0.727816% |
| dunedin | 7 | 228 | 0.724638% |
| street | 6 | 222 | 0.705568% |
| pictures | 8 | 217 | 0.689677% |
| room | 4 | 216 | 0.686499% |
| beach | 5 | 208 | 0.661073% |
| air | 3 | 206 | 0.654717% |
| experience | 10 | 205 | 0.651538% |
| house | 5 | 203 | 0.645182% |
| view | 4 | 198 | 0.629291% |
| much | 4 | 187 | 0.594330% |
| rain | 4 | 187 | 0.594330% |
| snow | 4 | 186 | 0.591152% |
| flight | 6 | 185 | 0.587974% |
| sun | 3 | 179 | 0.568904% |
| dinner | 6 | 178 | 0.565726% |
| wind | 4 | 177 | 0.562548% |
| rental | 6 | 174 | 0.553013% |
| itinerary | 9 | 170 | 0.540300% |
| supermarket | 11 | 170 | 0.540300% |
| visa | 4 | 170 | 0.540300% |
| kaikoura | 8 | 166 | 0.527587% |
| children | 8 | 165 | 0.524409% |
| plane | 5 | 163 | 0.518052% |
| white | 5 | 163 | 0.518052% |
| tourists | 8 | 161 | 0.511696% |
| ticket | 6 | 158 | 0.502161% |
| tree | 4 | 158 | 0.502161% |
| clouds | 6 | 155 | 0.492626% |
| pukaki | 6 | 154 | 0.489448% |
| glenorchy | 9 | 146 | 0.464022% |
| bus | 3 | 142 | 0.451309% |
| staff | 5 | 140 | 0.444953% |
| station | 7 | 139 | 0.441775% |
| accommodation | 13 | 137 | 0.435418% |
| boat | 4 | 136 | 0.432240% |
| salmon | 6 | 133 | 0.422705% |
| river | 5 | 132 | 0.419527% |
| green | 5 | 129 | 0.409992% |
| bay | 3 | 124 | 0.394101% |
| person | 6 | 124 | 0.394101% |
| stars | 5 | 123 | 0.390923% |
| breakfast | 9 | 121 | 0.384566% |
| oamaru | 6 | 121 | 0.384566% |
| village | 7 | 120 | 0.381388% |
| spring | 6 | 116 | 0.368675% |
| route | 5 | 115 | 0.365497% |
| bring | 5 | 114 | 0.362319% |
| hobbit | 6 | 114 | 0.362319% |
| taste | 5 | 114 | 0.362319% |
| cave | 4 | 113 | 0.359141% |
| country | 7 | 111 | 0.352784% |
| rest | 4 | 111 | 0.352784% |
| shepherd | 8 | 111 | 0.352784% |
| arrowtown | 9 | 110 | 0.349606% |
| ice | 3 | 110 | 0.349606% |
| anau | 4 | 109 | 0.346428% |
| farm | 4 | 109 | 0.346428% |
| lunch | 5 | 109 | 0.346428% |
| meal | 4 | 106 | 0.336893% |
| shop | 4 | 106 | 0.336893% |
| eating | 6 | 105 | 0.333715% |
| museum | 6 | 105 | 0.333715% |
| skydiving | 9 | 104 | 0.330536% |
| wedding | 7 | 103 | 0.327358% |
| stay | 4 | 102 | 0.324180% |
| cable | 5 | 101 | 0.321002% |
| hiking | 6 | 101 | 0.321002% |
| shopping | 8 | 101 | 0.321002% |
| sheep | 5 | 98 | 0.311467% |
| fish | 4 | 97 | 0.308289% |
| store | 5 | 97 | 0.308289% |
| highway | 7 | 93 | 0.295576% |

**Appendix 10.**

*Table 4.11 Mafengwo textual data high-frequency word analysis-Affective dimension*

| Word | Length | Count | percentage % | |
|---|---|---|---|---|
| | | Mafengwo textual data high-frequency word analysis-Affective | | |
| Word | Length | Count | percentage % | |
| | Pleasant | | 75.08% | |
| famous | 6 | 149 | 4.35% | in"pleasant" |
| green | 5 | 129 | 3.77% | in"pleasant" |
| enjoyable | 5 | 128 | 3.74% | in"pleasant" |
| beautiful | 9 | 691 | 20.17% | in"pleasant" |
| good | 4 | 579 | 16.90% | in"pleasant" |
| clear | 5 | 119 | 3.47% | in"pleasant" |
| garden | 6 | 116 | 3.39% | in"pleasant" |
| strong | 6 | 113 | | |
| various | 7 | 113 | | |
| easy | 4 | 102 | | |
| best | 4 | 101 | | |
| sunny | 5 | 85 | | |
| red | 3 | 86 | | |
| popular | 7 | 83 | | |
| warm | 4 | 83 | | |
| suitable | 8 | 82 | | |
| cute | 4 | 81 | | |
| comfortable | 11 | 80 | | |
| happy | 5 | 77 | | |
| convenient | 10 | 66 | | |
| fun | 3 | 60 | | |
| clean | 5 | 58 | | |
| interesting | 11 | 55 | | |
| satisfied | 9 | 30 | | |
| lively | 6 | 32 | | |
| interested | 10 | 34 | | |
| fine | 4 | 34 | | |
| sweet | 5 | 30 | | |
| wonderful | 9 | 30 | | |
| | | 3426 | | |
| | Arousing | | 1.53% | |
| classic | 7 | 39 | | |
| romantic | 8 | 31 | | |
| | subtotal | 70 | | |
| | exciting | | 2.08% | |
| excited | 7 | 47 | | |
| exciting | 8 | 48 | | |
| | subtotal | 95 | | |
| | relaxing | | 1.97% | |
| quiet | 5 | 90 | | |
| | subtotal | 90 | | |
| | unpleasant | | 15.17% | |
| cool | 4 | 33 | | |
| dry | 3 | 31 | | |
| dark | 4 | 124 | 17.92% | in"unpleasant" |
| cold | 4 | 165 | 23.84% | in"unpleasant" |
| hot | 3 | 161 | 23.27% | in"unpleasant" |
| lonely | 6 | 76 | | |
| expensive | 9 | 102 | | |
| | subtotal | | 692 | |

# Appendix 11.

*Table 4.13* *Mafengwo textual data codes*

| Mafengwo textual data code | | |
|---|---|---|
| **Dimension** | | **percentage** |
| **Affective image** | **314** | **15.27%** |
| **Arousing** | **36** | |
| unique | 18 | |
| harmony | 9 | |
| adventure | 6 | |
| romantic | 3 | |
| **Pleasant** | **233** | |
| charming | 6 | |
| best | 4 | |
| beautiful | 112 | |
| lovely | 2 | |
| delicious | 29 | |
| friendly | 6 | |
| good | 7 | |
| perfect | 1 | |
| fun | 5 | |
| amazing | 11 | |
| enjoyable | 4 | |
| comfortable | 16 | |
| unforgettable | 4 | |
| interesting | 5 | |
| fantastic | 3 | |
| quiet | 9 | |
| convenient | 4 | |
| nice | 6 | |
| **Exciting** | **14** | |
| **Relaxing** | **12** | |
| **Unpleasant** | **19** | |
| losing items | 1 | |
| mosquito bite | 1 | |
| seasick | 1 | |
| regrets | 10 | |
| mobile phone and internet signal poor | 3 | |
| bad weather | 2 | |
| airport catering limitation | 1 | |
| **Cognitive image** | **1742** | **84.73%** |
| **Infrastructure** | **70** | |
| supermarket | 29 | |
| phone & internet | 1 | |
| catering | 24 | |

| | |
|---|---|
| **pharmacy** | 3 |
| **shopping** | 9 |
| **parking** | 2 |
| **Road** | 1 |
| **Accommodation** | 84 |
| **Transportation** | 21 |
| **shuttle bus airport** | 7 |
| **People** | 9 |
| **Information** | 128 |
| **visa** | 13 |
| **luggage** | 9 |
| **preparation before activities** | 4 |
| **camping** | 2 |
| **driving** | 29 |
| **flight** | 33 |
| **overall information of destination** | 7 |
| **travel season** | 1 |
| **car rental** | 16 |
| **tour information** | 8 |
| **insurance** | 2 |
| **local visitor centre** | 4 |
| **Weather** | 87 |
| **temperature** | 4 |
| **changeable** | 9 |
| **rain** | 31 |
| **strong wind** | 17 |
| **cold** | 14 |
| **hot** | 5 |
| **fog** | 7 |
| **Flora & fauna** | 43 |
| **flora** | 20 |
| **fauna** | 21 |
| **Culture & art** | 19 |
| **Food & beverage** | 99 |
| **cooked by self** | 2 |
| **fruit** | 6 |
| **Tourism destination** | 474 |
| **North island tourism destination** | 71 |
| **Auckland** | 17 |
| **Waiheke Island** | 1 |
| **Muriwai** | 3 |
| **Western Springs** | 2 |
| **Mt Eden** | 9 |
| **Waitomo** | 1 |
| **Matamata** | 2 |

| | |
|---|---|
| **Rotorua** | **7** |
| **Maunganui** | **1** |
| **Wellington** | **5** |
| **Picton** | **3** |
| **Piha** | **3** |
| **Whangarei** | **1** |
| **Cape Reinga** | **1** |
| **Ninety Mile Beach** | **1** |
| **Russell** | **2** |
| **Kerikeri** | **1** |
| **Blue Spring** | **1** |
| **Taupo** | **2** |
| **Tongariro** | **2** |
| **One tree hill** | **2** |
| **Paihia** | **1** |
| **Tongariro volcano** | **3** |
| **South Island tourism destination** | **403** |
| **Christchurch** | **44** |
| **Kaikoura** | **13** |
| **Hokitika** | **7** |
| **West coast** | **9** |
| **Greymouth** | **10** |
| **Lake Tekapo** | **43** |
| **Mount Cook** | **31** |
| **Queenstown** | **42** |
| **Wanaka** | **26** |
| **Glenorchy** | **21** |
| **Lake Wakatipu** | **19** |
| **Nugget Point lighthouse** | **3** |
| **Dunedin** | **17** |
| **Timaru** | **3** |
| **Oamaru** | **19** |
| **Lake Wanaka** | **8** |
| **Twizel** | **8** |
| **Lake Pukaki** | **23** |
| **Arrowtown** | **17** |
| **Milford sound** | **8** |
| **Te Anau** | **14** |
| **Invercargill** | **5** |
| **Fox Glacier** | **6** |
| **Cromwell** | **5** |
| **Stargazing at Mount John observatory** | **2** |
| **Activities** | **364** |
| **Tourism enterprise** | **194** |
| **fishing** | **4** |

| | |
|---|---|
| **exploring Hobbiton film set** | **19** |
| **whale and dolphins encounters** | **1** |
| **Franz Glacier helicopter hike & skydiving** | **15** |
| **Queenstown Sky Cable Car and dinner** | **16** |
| **Waitomo Glow worm Ccve** | **16** |
| **winery exploration** | **4** |
| **helicopter Mount Cook** | **3** |
| **farm exploration** | **9** |
| **Puzzle world** | **5** |
| **salmon in Lake Pukaki** | **8** |
| **museum** | **16** |
| **jet boat** | **3** |
| **Kiwis & Skyline Queenstown and Rotorua** | **3** |
| **exploring lavenders bloom** | **2** |
| **Polynesian spa & Hell's gate mud bath** | **3** |
| **Te Puia Māori cultural village** | **1** |
| **Christchurch Botanic Gardens** | **11** |
| **Antarctic centre** | **8** |
| **Rotorua Sky Cable Car** | **2** |
| **Wai-o-tapu park** | **13** |
| **Queenstown skydiving** | **12** |
| **Cadbury world** | **1** |
| **Queenstown TSS steamboat** | **6** |
| **Te Papa museum** | **1** |
| **Dolphin Sightseeing Tour** | **1** |
| **Auckland zoo** | **2** |
| **Sky city casino** | **2** |
| **encounter whale Kaikoura** | **3** |
| **bungy jumping** | **4** |
| **Tourists selves** | **168** |
| **climbing mountain & hiking** | **9** |
| **exploring Waiheke Island** | **2** |
| **encounter sea lions and seal penguins** | **16** |
| **viewing Milky Way** | **5** |
| **pictured Lonely tree** | **15** |
| **exploring the lord of the ring movie set** | **13** |
| **national or public park experiencing** | **6** |
| **church** | **38** |
| **Astro cafe experiencing** | **9** |
| **Mt Cook mountain track walking** | **3** |
| **city & town streets walking & exploration** | **14** |
| **Chinese settlement of Chinese gold diggers experience** | **6** |
| **Queenstown street artist-piano** | **1** |
| **Dunedin railway station** | **8** |
| **exploring the university** | **9** |

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| | |
|---|---|
| **Cardrona bra fence** | **3** |
| **Rotorua forest walk** | **1** |
| **Ninety-mile beach** | **3** |
| **Avon River** | **6** |
| **Tourism enterprise & tourists** | **2** |
| **Skytower** | **2** |
| **wedding tour** | **1** |
| **Natural environment** | **322** |
| **snow & glaciers and ice** | **15** |
| **sea** | **14** |
| **sky & stars** | **51** |
| **beach & coast** | **24** |
| **snow mountain & mountain** | **60** |
| **sunrise & sunset** | **24** |
| **lake** | **77** |
| **clouds & winds** | **14** |
| **water & waterfall** | **15** |
| **sunshine & air** | **19** |
| **earthquake** | **5** |
| **rainbow** | **4** |
| **Scenic & scenery** | **22** |

**Appendix 12.**

*Table 4.14* *Mafengwo textual code cognitive image*

**Mafengwo textual code-cognitive image**

| Dimension | | Percentage | |
|---|---|---|---|
| Cognitive image | 1742 | | |
| Infrastructure | 70 | | |
| supermarket | 29 | 41.43% | In "Infrastructure" group |
| phone & internet | 1 | | |
| catering | 24 | 34.29% | In "Infrastructure" group |
| pharmacy | 3 | | |
| shopping | 9 | | |
| parking | 2 | | |
| road | 1 | | |
| Accommodation | 84 | | |
| Transportation | 21 | | |
| shuttle bus airport | 7 | | |
| People | 9 | | |
| Information | 128 | | |
| Visa | 13 | | |
| luggage | 9 | | |
| preparation before activities | 4 | | |
| camping | 2 | | |
| driving | 29 | 22.66% | In "Information" group |
| flight | 33 | 25.78% | In "Information" group |
| overall information of destination | 7 | | |
| travel season | 1 | | |
| car rental | 16 | | |
| tour information | 8 | | |
| insurance | 2 | | |
| local visitor centre | 4 | | |
| Weather | 87 | | |
| temperature | 4 | | |
| changeable | 9 | | |
| rain | 31 | 35.63% | In "Weather" group |
| strong wind | 17 | 19.54% | In "Weather" group |
| cold | 14 | 16.09% | In "Weather" group |
| hot | 5 | | |
| fog | 7 | | |
| Flora & fauna | 43 | | |
| flora | 20 | | |
| fauna | 21 | | |
| Culture & art | 19 | | |
| Food & beverage | 99 | | |
| cooked by self | 2 | | |
| fruit | 6 | | |
| Tourism destination | 474 | | |
| North island tourism | 71 | 14.98% | in"Tourism destination"group |

| destination | | | |
|---|---|---|---|
| Auckland | 17 | 14.98% | In "North island tourism destination" group |
| Waiheke Island | 1 | | |
| Muriwai | 3 | | |
| Western Springs | 2 | | |
| Mt Eden | 9 | 12.68% | In "North island tourism destination" group |
| Waitomo | 1 | | |
| Matamata | 2 | | |
| Rotorua | 7 | 9.86% | In "North island tourism destination" group |
| Maunganui | 1 | | |
| Wellington | 5 | 7.04% | In "North island tourism destination" group |
| Picton | 3 | | |
| Piha | 3 | | |
| Whangarei | 1 | | |
| Cape Reinga | 1 | | |
| Ninety Mile Beach | 1 | | |
| Russell | 2 | | |
| Kerikeri | 1 | | |
| Blue Spring | 1 | | |
| Taupo | 2 | | |
| Tongariro | 2 | | |
| One three hill | 2 | | |
| Paihia | 1 | | |
| Tongaroni Volcano | 3 | | |
| South Island tourism destination | 403 | 85.02% | In "Tourism destination" group |
| Christchurch | 44 | 10.92% | In "South Island tourism destination" group |
| Kaikoura | 13 | | |
| Hokitika | 7 | | |
| West coast | 9 | | |
| Greymouth | 10 | | |
| Lake Tekapo | 43 | 10.67% | In "South Island tourism destination" group |
| Mount Cook | 31 | 7.69% | In "South Island tourism destination" group |
| Queenstown | 42 | 10.42% | In "South Island tourism destination" group |
| Wanaka | 26 | 6.45% | In "South Island tourism destination" group |
| Glen Orchy | 21 | | |
| Lake Wakatipu | 19 | | |
| Nugget Point lighthouse | 3 | | |
| Dunedin | 17 | | |
| Timaru | 3 | | |
| Oamaru | 19 | | |

| | | | |
|---|---|---|---|
| **Lake Wanaka** | 8 | | |
| **Twizel** | 8 | | |
| **Lake Pukaki** | 23 | 5.71% | In "South Island tourism destination" group |
| **Arrowtown** | 17 | | |
| **Milford sound** | 8 | | |
| **Te Anau** | 14 | | |
| **Invercargill** | 5 | | |
| **Fox Glacier** | 6 | | |
| **Cromwell** | 5 | | |
| **Mount John observatory** | 2 | | |
| **Activities** | 364 | | |
| **Tourism enterprise** | 194 | 53.30% | In "Activities" group |
| **fishing** | 4 | | |
| **exploring Hobbiton motive set** | 19 | 9.79% | In "Tourism enterprise activities" group |
| **whale & dolphins encounter** | 1 | | |
| **Franz Glacier Helicopter Hike & skydiving** | 15 | 7.73% | In "Tourism enterprise activities" group |
| **Queenstown Sky Cable Car and Dinner** | 16 | 8.25% | In "Tourism enterprise activities" group |
| **Waitomo Glow worm Cave** | 16 | 8.25% | In "Tourism enterprise activities" group |
| **winery exploration** | 4 | | |
| **helicopter Mount Cook** | 3 | | |
| **farm exploration** | 9 | | |
| **Puzzle world** | 5 | | |
| **salmon in Lake Pukaki** | 8 | | |
| **museum** | 16 | 8.25% | In "Tourism enterprise activities" group |
| **jet boat** | 3 | | |
| **Kiwi & Skyline Queenstown and Rotorua** | 3 | | |
| **exploring lavenders bloom** | 2 | | |
| **Polynesian spa & hell's gate mud bath** | 3 | | |
| **Waiota Pu thermal world** | 13 | | |
| **Puia Māori cultural village** | 1 | | |
| **Christchurch Botanic Gardens** | 11 | 5.67% | In "Tourism enterprise activities" group |
| **Antarctic centre** | 8 | | |
| **Rotorua Sky Cable Car** | 2 | | |
| **Queenstown skydiving** | 12 | 6.19% | In "Tourism enterprise activities" group |
| **Cadbury world** | 1 | | |
| **Queenstown TSS steamboat** | 6 | | |
| **Te Papa museum** | 1 | | |
| **Dolphin Sightseeing Tour** | 1 | | |
| **Auckland zoo** | 2 | | |
| **Skycity casino** | 1 | | |
| **Encounter whale Kaikoura** | 3 | | |
| **bungy jumping** | 4 | | |
| **Willow bank Wildlife Reserve** | 1 | | |
| **Tourists elves** | 168 | 46.15% | In "Activities" group |
| **climbing mountain & hiking** | 9 | | |

| | | | |
|---|---|---|---|
| exploring Waiheke island | 2 | | |
| encounter sea lions and seal penguins | 16 | 9.52% | In "Tourist selves" group |
| watching milk way | 5 | | |
| pictured Lonely tree | 15 | 8.93% | In "Tourist selves" group |
| exploring the lord of the ring movie set | 13 | | |
| national or public park experiencing | 6 | | |
| church | 38 | 22.62% | In "Tourist selves" group |
| Astro cafe experiencing | 9 | | |
| Mt cook mountain track walking | 3 | | |
| city & town streets walking & exploration | 14 | 8.33% | In "Tourist selves" group |
| Chinese settlement of Chinese gold diggers experience | 6 | | |
| Queenstown street artist-piano | 1 | | |
| Dunedin railway station | 8 | | |
| exploring the University | 9 | | |
| Cardrona bra fence | 3 | | |
| Rotorua forest walk | 1 | | |
| watching Morachi cobblestone | 3 | | |
| The ninety-mile beach | 1 | | |
| The Avon River | 6 | | |
| Tourism enterprise & tourists | 2 | | |
| Skytower | 1 | | |
| wedding tour | 1 | | |
| Natural environment | 322 | | |
| snow & glaciers and ice | 15 | | |
| sea | 14 | | |
| sky & star | 51 | 15.84% | In "Natural environment" group |
| beach & coast | 24 | 7.45% | In "Natural environment" group |
| snow mountain & mountain | 60 | 18.63% | In "Natural environment" group |
| sunrise & sunset | 24 | 7.45% | In "Natural environment" group |
| lake | 77 | 23.91% | In "Natural environment" group |
| clouds & winds | 14 | | |
| water & waterfall | 15 | | |
| sunshine & air | 19 | | |
| earthquake | 5 | | |
| rainbow | 4 | | |
| Scenic & scenery | 22 | | |

**Appendix 13.**

*Table 4.15* *Mafengwo textual code cognitive image percentage sheet*

| Mafengwo textual code-cognitive image | | |
|---|---|---|
| **Dimension** | | percentage |
| **Cognitive image** | **1742** | |
| infrasttructure | 70 | 4.02% |
| accommodation | 84 | 4.82% |
| transportation | 21 | 1.21% |
| people | 9 | 0.52% |
| information | 128 | 7.35% |
| weather | 87 | 4.99% |
| flora & faura | 43 | 2.47% |
| culture & art | 19 | 1.09% |
| food & beverage | 99 | 5.68% |
| tourism destination | 474 | 27.21% |
| activities | 364 | 20.90% |
| natural environment | 322 | 18.48% |
| scenic & scenery | 22 | 1.26% |

**Appendix 14.**

*Table 4.16* *Mafengwo Textual data code-Affective image*

| Mafengwo Textual data code-Affective image | | | |
|---|---|---|---|
| **Dimension** | | **percentage** | |
| **Affective image** | **314** | | |
| **arousing** | **36** | | |
| unique | 18 | 50.00% | in"arousing"group |
| harmony | 9 | | |
| adventure | 6 | | |
| romantic | 3 | | |
| **pleasant** | **233** | | |
| charming | 6 | | |
| best | 4 | | |
| beautiful | 112 | 48.07% | in"pleasant"group |
| lovely | 2 | | |
| delicious | 29 | 12.45% | in"pleasant"group |
| firendly | 6 | | |
| good | 7 | | |
| perfect | 1 | | |
| fun | 5 | | |
| amazing | 11 | | |
| enjoyable | 4 | | |
| comfortable | 16 | | |
| unforgettable | 4 | | |
| interesting | 5 | | |
| fantastic | 3 | | |
| quiet | 9 | | |
| convenient | 4 | | |
| nice | 6 | | |
| **exciting** | **14** | | |
| **relaxing** | **12** | | |
| **unpleasant** | **19** | | |
| losting items | 1 | | |
| mosquito bite | 1 | | |
| seasick | 1 | | |
| regrets | 10 | 52.63% | in"unpleasant"group |
| mobile phone and internet signal poor | 3 | | |
| bad weather | 2 | | |
| airport catering limitation | 1 | | |

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**Appendix 15.**

*Table 4.18* *Mafengwo photographic data codes*

| Mafengwo photographic data code | | |
|---|---|---|
| **Affective image** | **165** | 21.32% |
| **Arousing** | **47** | |
| unique | 9 | |
| harmony | 6 | |
| adventure | 18 | |
| romantic | 14 | |
| **Pleasant** | **94** | |
| charming | 3 | |
| beautiful | 56 | |
| delicious | 15 | |
| friendly | 3 | |
| amazing | 6 | |
| comfortable | 8 | |
| interesting | 3 | |
| **Exciting** | **7** | |
| **Relaxing** | **6** | |
| **Unpleasant** | **11** | |
| regrets | 5 | |
| bad weather | 6 | |
| **Cognitive image** | **609** | 78.68% |
| **Infrastructure** | **35** | |
| supermarket | 15 | |
| **Catering** | **12** | |
| pharmacy | 2 | |
| **Shopping** | **5** | |
| **Parking** | **1** | |
| **Road** | **1** | |
| **Accommodation** | **10** | |
| **Transportation** | **9** | |
| shuttle bus airport | 4 | |
| **People** | **5** | |
| **Information** | **22** | |
| driving | 10 | |
| flight | 8 | |
| car rental | 4 | |
| **Weather** | **14** | |
| rain | 10 | |
| fog | 4 | |
| **Flora & fauna** | **22** | |
| flora | 10 | |
| fauna | 11 | |
| **Culture & art** | **10** | |
| **Food & beverage** | **28** | |
| fruit | 11 | |
| **Tourism destination** | **132** | |
| **North island tourism destination** | **33** | |
| **Auckland** | **9** | |
| **Waiheke Island** | **3** | |
| **Muriwai** | **2** | |

| | |
|---|---|
| **Western Springs** | 1 |
| **Mt Eden** | 4 |
| **Waitomo** | 1 |
| **Matamata** | 1 |
| **Rotorua** | 4 |
| **Wellington** | 3 |
| **Piha** | 2 |
| **Cape Reinga** | 1 |
| **Ninety Mile Beach** | 1 |
| **Lake Taupo** | 1 |
| **Tongariro** | 1 |
| **One Tree Hill** | 2 |
| **Paihia** | 1 |
| **Tongaroni Volcano** | 2 |
| **South island tourism destination** | 99 |
| **Christchurch** | 11 |
| **Kaikoura** | 3 |
| **Hokitika** | 2 |
| **Greymouth** | 2 |
| **Lake Tekapo** | 11 |
| **Mount Cook** | 8 |
| **Queenstown** | 10 |
| **Wanaka** | 7 |
| **Glenorchy** | 4 |
| **Lake Wakatipu** | 5 |
| **Nugget Point Lighthouse** | 2 |
| **Dunedin** | 4 |
| **Timaru** | 1 |
| **Oamaru** | 3 |
| **Lake Wanaka** | 2 |
| **Lake Pukaki** | 6 |
| **Arrowtown** | 4 |
| **Milford sound** | 2 |
| **Te Anau** | 7 |
| **Invercargill** | 3 |
| **Fox Glacier** | 3 |
| **Mount John observatory** | 1 |
| | |
| **Activities** | 176 |
| **Tourism enterprise** | 95 |
| **fishing** | 2 |
| **exploring Hobbiton film set** | 10 |
| **whale & dolphins encounter** | 3 |
| **Franz Glacier Helicopter Hike & skydiving** | 8 |
| **Queenstown Sky Cable Car and Dinner** | 8 |
| **Waitomo Glow-worm Cave** | 8 |
| **Winery exploration** | 2 |
| **helicopter Mount Cook** | 2 |
| **farm exploration** | 5 |
| **Puzzle world** | 3 |
| **Salmon in Lake Pukaki** | 4 |
| **museum** | 8 |
| **exploring lavenders bloom** | 1 |
| **Polynesian spa & hell's gate mud bath** | 2 |
| **Waiota pu thermal world** | 10 |

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| | |
|---|---|
| **Christchurch Botanic Gardens** | **6** |
| **Antarctic centre** | **4** |
| **Rotorua Sky Cable Car** | **1** |
| **Queenstown skydiving** | **6** |
| **Queenstown TSS steamboat** | **3** |
| **Te Papa museum** | **3** |
| **Dolphin Sightseeing Tour** | **1** |
| **Skycity casino** | **1** |
| **bungy jumping** | **2** |
| **Tourist selves** | **81** |
| **climbing mountain & hiking** | **3** |
| **exploring Waiheke island** | **1** |
| **encounter sea lions, seal, penguins** | **8** |
| **watching Milk way** | **3** |
| **pictured Lonely tree** | **8** |
| **exploring the lord of the ring movie set** | **7** |
| **national or public park experiencing** | **3** |
| **church** | **15** |
| **Astro cafe experiencing** | **5** |
| **Mt cook mountain track walking** | **2** |
| **city & town streets walking & exploration** | **7** |
| **Chinese settlement of Chinese gold diggers experience** | **3** |
| **Queenstown street artist-piano** | **3** |
| **Dunedin railway station** | **4** |
| **exploring the university** | **5** |
| **Cardrona bra fence** | **2** |
| **Rotorua forest walk** | **1** |
| **viewing Moeraki stones** | **2** |
| **The ninety-mile beach** | **1** |
| **The Avon River** | **3** |
| **tourism enterprise & tourists** | **4** |
| **Skytower** | **3** |
| **wedding tour** | **1** |
| **Natural environment** | **140** |
| **snow & glaciers and ice** | **8** |
| **sea** | **7** |
| **sky & star** | **26** |
| **beach & coast** | **12** |
| **snow mountain & mountain** | **30** |
| **sunrise & sunset** | **12** |
| **lake** | **20** |
| **clouds & winds** | **7** |
| **water & waterfall** | **8** |
| **sunshine & air** | **10** |
| **rainbow** | **2** |

**Appendix 16.**

*Table 4.19 Mafengwo photographic data code-Cognitive image*

| Mafengwo photographic data code-congnitive image | | |
|---|---|---|
| people | 7 | 1.28% |
| infrastructure | 12 | 2.20% |
| accommodation | 14 | 2.56% |
| transportation | 3 | 0.55% |
| information | 18 | 3.30% |
| weather | 14 | 2.56% |
| flora & faura | 22 | 3.94% |
| culture & art | 10 | 1.74% |
| food & beverage | 22 | 4.03% |
| tourism destination | 132 | 24.18% |
| activities | 158 | 28.94% |
| natural environment | 134 | 24.54% |

**Appendix 17.**

*Table 4.20* *Mafengwo photographic data code-Affective image*

| Mafengwo photographic data code-affective image | | | |
|---|---|---|---|
| **Affective** | | **165** | **23.21%** |
| arousing | 47 | | |
| unique | 9 | | |
| harmony | 6 | | |
| adventure | 18 | 38.30% | in"arousing"group |
| romantic | 14 | 29.79% | in"arousing"group |
| pleasant | 94 | | |
| charming | 3 | | |
| beautiful | 56 | 59.57% | in"pleaasant"group |
| delicious | 15 | 15.43% | in"pleaasant"group |
| firendly | 3 | | |
| amazing | 6 | | |
| comfortable | 8 | | |
| interesting | 3 | | |
| exciting | 7 | | |
| relaxing | 6 | | |
| unpleasant | 11 | | |
| regrets | 5 | | |
| bad weather | 6 | | |

**Appendix 18.**

*Table 5.23* *Tourism New Zealand and Mafengwo textual code cognitive dimension*
*analysis*

| TNZ Textual Data Codes Analysis-Cognitive Dimension | | Mafengwo textual code-cognitive Dimension | |
|---|---|---|---|
| Dimension | percentage | Dimension | percentage |
| Accommodation | 0.44% | infrasttructure | 4.02% |
| Activities | 19.83% | accommodation | 4.82% |
| Culture & Art | 4.79% | transportation | 1.21% |
| Flora & Fauna | 3.27% | people | 0.52% |
| Food & Beverage | 9.37% | information | 7.35% |
| Information | 1.96% | weather | 4.99% |
| Infrastructure | 0.44% | flora & faura | 2.47% |
| Natural Evironment | 39.00% | culture & art | 1.09% |
| People | 1.74% | food & beverage | 5.68% |
| Tourism destination | 14.60% | tourism destination | 27.21% |
| Transportation | 1.31% | activities | 20.90% |
| Weather | 3.27% | natural environment | 18.48% |
| Scenic & Scenery | 7.41% | scenic & scenery | 1.26% |

**Appendix 19.**

*Table 5.24* Mafengwo textual data code detail analysis

| M+A1:C35afengwo textual code-cognitive dimension detial analysis | | |
|---|---|---|
| Dimension | Percentage | |
| Infrastructure | | |
| supermarket | 41.43% | in"Infrastructure"group |
| catering | 34.29% | in"Infrastructure"group |
| Information | | |
| driving | 22.66% | in"Information"group |
| flight | 25.78% | in"Information"group |
| Weather | | |
| rain | 35.63% | in"Weather "group |
| strong wind | 19.54% | in"Weather "group |
| cold | 16.09% | in"Weather "group |
| Tourismdestination | | |
| North island Tourismdestination | 14.98% | in"Tourismdestination"group |
| Auckland | 14.98% | in"North island Tourismdestination"group |
| Mt eden | 12.68% | in"North island Tourismdestination"group |
| Rotorua | 9.86% | in"North island Tourismdestination"group |
| Wellington | 7.04% | in"North island Tourismdestination"group |
| South island Tourismdestination | 85.02% | in"Tourismdestination"group |
| Christchurch | 10.92% | "in South island Tourismdestination"group |
| Lake Tekapo | 10.67% | "in South island Tourismdestination"group |
| Mount Cook | 7.69% | "in South island Tourismdestination"group |
| Queenstown | 10.42% | "in South island Tourismdestination"group |
| Wanaka | 6.45% | "in South island Tourismdestination"group |
| Lake Pukaki | 5.71% | "in South island Tourismdestination"group |
| Activities | | |
| Tourismenterprise | 53.30% | in"Activities "group |
| exploring hottiton moive set | 9.79% | in"Tourismenterprise Activities "group |
| Franz Glacier Helicopter Hike & slydiving | 7.73% | in"Tourismenterprise Activities "group |
| Queenstown Sky Cable Car and Dinner | 8.25% | in"Tourismenterprise Activities "group |
| Waitomo Glowworm Cave | 8.25% | in"Tourismenterprise Activities "group |
| museum | 8.25% | in"Tourismenterprise Activities "group |
| Christchurch Botanic Gardens | 5.67% | in"Tourismenterprise Activities "group |
| Queenstown skydiving | 6.19% | in"Tourismenterprise Activities "group |
| Touristselves | 46.15% | in"Activities "group |
| encouter sea lions nad seal  penguins | 9.52% | in"Touristselves"group |
| pactured Lonely tree | 8.93% | in"Touristselves"group |
| church | 22.62% | in"Touristselves"group |
| city & town streets walking & exploration | 8.33% | in"Touristselves"group |
| Natural environment | | |
| sky & star | 15.84% | in"Natural environment"group |
| beach &  coast | 7.45% | in"Natural environment"group |
| snow mountain & mountain | 18.63% | in"Natural environment"group |
| sunrise & sunset | 7.45% | in"Natural environment"group |
| lake | 23.91% | in"Natural environment"group |

# Appendix 20.

*Table 5.25* *Tourism New Zealand textual data code detail analysis*

| TNZ Textual Data Codes -Cognitive Dimension detail analysis | | |
|---|---|---|
| **Cognitive image** | | |
| Accommodation | 0.44% | |
| Activities | 19.83% | |
| **Activities in Tourism enterprise** | | |
| Museum | 10.17% | in"activties in tourism enterprise" |
| Skiing | 8.47% | in"activties in tourism enterprise" |
| Watch whales | 6.78% | in"activties in tourism enterprise" |
| Watching blue penguins | 8.47% | in"activties in tourism enterprise" |
| **Activities in tourists-self** | | |
| Climbing mountain | 20.00% | In "activities in tourists selves" |
| Watching Milky Way and Aurora | 60.00% | In "activities in tourists selves" |
| **Activities in TWO ( Tourism enterprise and tourists)** | | |
| Exploring the snese of Filming and TV SHOW | 80.00% | in"activities in TWO" |
| Outdoor walking | 15.00% | in"activities in TWO" |
| Take Wedding photos | 5.00% | in"activities in TWO" |
| Culture & Art | | |
| Maori Culture | 40.91% | in" culture & art" |
| Flora & Fauna | | |
| Food & Beverage | | |
| Information | | |
| Infrastructure | | |
| Natural Evironment | | |
| Lake | 8.38% | |
| Sea | 11.73% | In"natural evironment" |
| Sky & Star | 13.97% | In"natural evironment" |
| Wind & Cloud | 10.06% | In"natural evironment" |
| People | | |
| Tourism destination | | |
| **North island Tourism destination** | | |
| Auckland | 9.38% | in" north island tourism destination" |
| Wellington | 31.25% | in" north island tourism destination" |
| **South island tourism destination** | | |
| Christchurch | 15.15% | In"south island Tourism destination" |
| Kaikōura | 12.12% | In"south island Tourism destination" |
| Marborough | 12.12% | In"south island Tourism destination" |

## Appendix 21.

*Table 5.28 Mafengwo photographic data codes*

| Mafengwo photographic data code-congnitive image | | |
|---|---|---|
| cognitive image | 546 | 76.79% |
| infrasttructure | 12 | |
| supermarket | 7 | 58.33% in"infrastructure"group |
| accommodation | 14 | |
| transportation | 3 | |
| shuttle bus airport | 4 | |
| people | 7 | |
| information | 18 | |
| driving | 6 | 33.33% in"information"group |
| flight | 8 | 44.44% in"information"group |
| weather | 14 | |
| rain | 10 | 71.43% in"weather"group |
| flora & faura | 22 | |
| culture & art | 10 | |
| food & beverage | 22 | |
| tourism destination | 132 | |
| north island tourism destination | 33 | |
| Auckland | 9 | 25.76% in"north island destination"group |
| Rotorua | 4 | 10.61% in"north island destination"group |
| south island tourism destination | 99 | 75.00% in"tourism destination"group |
| Christchurch | 11 | 11.11% in"south islanddestination"group |
| lake Tekapo | 11 | 10.86% in"south islanddestination"group |
| queenstown | 10 | 10.10% in"south islanddestination"group |
| activities | 158 | |
| tourism enterprise | 85 | |
| exploring hobbiton moive set | 9 | 10.59% in"tourism enterprise activities"group |
| Queenstown Sky Cable Car and Dinner | 8 | 9.41% in"tourism enterprise activities"group |
| Waitomo Glowworm Cave | 8 | 9.41% in"tourism enterprise activities"group |
| touristselves | 69 | |
| encouter sea lions, seal , penguins | 7 | 10.14% in"touristselves"group |
| pactured Lonely tree | 8 | 10.87% in"touristselves"group |
| church | 8 | 11.59% in"touristselves"group |
| city & town streets walking & exploration | 7 | 10.14% in"touristselves"group |
| tourism enterprise & tourists | 4 | |
| natural environment | 134 | |
| Sky & star | 24 | 17.91% in"natural environment"group |
| Snow mountain & mountain | 26 | 19.40% in"natural environment"group |
| lake | 21 | 15.67% in"natural environment"group |

**Appendix 22.**

*Table 5.29* *Tourism New Zealand photographic data codes*

| Photographic data codes analysis-Cognitive dimension TNZ | | | |
|---|---|---|---|
| Cognitive image | | 329 | |
| Accommodation | 2 | 0.61% | |
| Activities | 75 | 22.80% | |
| Activities in Tourism enterprise | 40 | 53.33% in" activities" | |
| Activities in tourists-self | 26 | 34.67% in" activities" | |
| Watching blue penguins | 15 | 57.69% in "activities in tourist-self" | |
| Watching Milky Way and Aurora | 6 | | |
| Activities in TWO ( Tourism enterprise and tourists | | 20 | 26.67% in" activities" |
| Culture & Art | 11 | 3.34% | |
| Maori Culture | 6 | 54.55% in"culture&art" | |
| Flora & Fauna | 21 | 6.38% | |
| Food & Beverage | 32 | 9.73% | |
| Information | 17 | 5.17% | |
| Driving | 11 | 64.71% in"information" group | |
| Infrastructure | 6 | 1.82% | |
| Natural Evironment | 111 | 33.74% | |
| Sky & Star | 16 | 14.41% in"natural evironment" | |
| Snow & Ice | 19 | 17.12% in"natural evironment" | |
| Sunset and sunrise | 13 | 11.71% in"natural evironment" | |
| Sunshine | 24 | 21.62% in"natural evironment" | |
| People | 7 | 2.13% | |
| Tourism destination | 59 | 17.93% | |
| North island Tourism destination | 27 | 45.76% in"tourism destination" | |
| Auckland | 10 | 37.04% in"north island tourism destination" | |
| Bay of island | 11 | 40.74% in"north island tourism destination" | |
| Blenheim | 2 | | |
| Napier | 4 | | |
| South island Tourism destination | 32 | 54.24% in"tourism destination" | |
| Arrowtown | 4 | 12.50% in"South island tourism destination" | |
| Christchurch | 16 | 50.00% in"South island tourism destination" | |
| Dunedin | 4 | 12.50% in"South island tourism destination" | |

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**Appendix 23.**

*Table 5.30* *Tourism New Zealand photographic data code Cognitive dimension*

| TNZ  photographic data code-congnitive image | | |
|---|---|---|
| Accommodation | 2 | 0.6780% |
| Activities | 75 | 25.4237% |
| Activities in TWO ( Tourism enterprise and tourists) | 12 | 4.0678% |
| Culture & Art | 2 | 0.6780% |
| Flora & Fauna | 21 | 7.1186% |
| Food & Beverage | 32 | 10.8475% |
| Information | 17 | 5.7627% |
| Infrastructure | 6 | 2.0339% |
| Natural Evironment | 92 | 31.1864% |
| People | 7 | 2.3729% |
| Tourism destination | 59 | 20.0000% |
| Mafengwo photographic data code-congnitive image | | |
| people | 7 | 1.28% |
| infrastructure | 12 | 2.20% |
| accommodation | 14 | 2.56% |
| transportation | 3 | 0.55% |
| information | 18 | 3.30% |
| weather | 14 | 2.56% |
| flora & faura | 22 | 3.94% |
| culture & art | 10 | 1.74% |
| food & beverage | 22 | 4.03% |
| tourism destination | 132 | 24.18% |
| activities | 158 | 28.94% |
| natural environment | 134 | 24.54% |