Appendices

Appendix 3A
Selected Examples of Definitions of a Tourism Destination

Source	Definitions of a Tourism Destination
Hu and Ritchie (1993)	A tourism destination is a package of tourism facilitates and services, which, like any other consumer product or service, is composed of a number of multi-dimensional attributes that together determine its attractiveness to a particular individual in a given choice situation.
Medlik (2012)	Country, region, town or other areas visited by tourist.
Gunn (1994)	A geographic area containing a critical mass of development that satisfies traveller objectives.
Leiper (1995)	Destinations are places towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics – a perceived attraction of some sort.
Buhalis (2000)	Destinations are amalgams of tourism products, offering an integrated experience to consumers.
Murphy, Pritchard and Smith (2000)	An amalgam of products and services available in one location that can draw tourists from beyond the destination's spatial confines.

Appendix 4A
Early Versions of the Questionnaire for the Qualitative TDQ Study – Section A

Original Questions (Version 1 of Section A)[a] A	Question Formulated after the Pre-tests in England (Version 2 of Section A)[b] B
What aspects of a tourism destination contribute to the quality of a destination?	In your own opinion, what factors would you look at when judging the quality of a tourism destination?
	What factors best describe the quality of a tourism destination?
What do you understand by the term 'quality of a tourism destination'?	
What things should be done by mangers of tourism destination to improve the quality of the destination?	What things should a tourism destination manager do to improve the quality of the destination?
When referring to 'tourism destination' in your response, what have you had in mind?	In answering the questions above what did you have in mind as a tourism destination?
If you were asked to judge the quality of a tourism destination, what features would you look at?	What is a tourism destination?
	In your own opinion what factors best describe the quality of a tourism destination?

[a]These questions were pre-tested at a large shopping center in England.
[b]These questions were used in the first pilot tests at various locations in England and in South Africa.

Appendix 4B
Early Version of the Questionnaire for the Qualitative TDQ Study – Section B

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1 What is your nationality? ……………………………………

2 What is your sex? (*Please tick*)

3 Which of these age groups do you fall in? (*Please tick*)

4 What is your net household monthly income? (*Please tick*)

5 What was the last level you completed in your formal education? (*Please tick*)

6 Please name the tourism destinations, which you visited and stayed overnight as a paying guest in the past two years. (*Please write in the space provided, please continue at the back if necessary*)

Domestic……………………………………………………………………

Abroad………………………………………………………………………

7 Do you have children between the ages of 3 to 12 years? (*Please tick*)

8 If you have answered 'Yes', above, do you travel with your children when are going on holiday? (*Please tick*)

Appendix 4C
The Filter Questions used for the Qualitative TDQ Study

Did you visit a tourist destination and stay? overnight as a paying guest in the past 2 years?			Yes	No
What is your gender?			Male	Female
What is your net household monthly income?	<£2000	£2001-£3000	£3001-£4000	>? £4001
What was the last level you completed in your formal education?	Primary	Secondary	Diploma	University (under-graduate)	University (post-graduate)
Which of these age groups do you represent?	20-29	30-39	40-49	50+
Do you have children between the ages of 3 to 12 years?			Yes	No
If you have answered 'Yes', above, do you travel with your children when are going on holiday?			Yes	No	N/A
What is your nationality?				

Appendix 4D
The First Versions of Section A of the Questionnaire used in the Qualitative Pilot TDQ Study Test B[a]

In your own opinion, what makes a high-quality tourism destination?

In your own opinion, what are the characteristics of a quality tourism destination?

In your own opinion, what makes a quality tourism destination?

In your own opinion what makes a low-quality tourism destination

In answering the question above, what did you have in mind as a tourism destination?

Number of respondents 40

[a]All tests were conducted at an international airport in England. Each questionnaire was answered by 10 respondents.

Appendix 4E
Recruiting Respondents for the Qualitative Pilot TDQ Study

The steps taken to recruit respondents were similar for all three techniques of data collection employed in the pilot study. These were as follows:

Step One: The researcher approached a potential respondent and formally introduced himself, followed by an explanation of the aims of the pilot study. In addition, the potential respondent was also informed of the confidentiality of the results of the pilot study. The potential respondent was then requested to participate in the pilot study.

Step Two: If a potential respondent accepted the invitation to participate in the pilot study, he or she was asked some filter questions (Appendix 4C) to establish his or her suitability as respondents for the pilot study. Specifically, these filter questions (Appendix 4C) were intended to determine whether or not the potential respondent qualified to be a 'tourist' as defined in this book (Section 4.3.3.1). In addition, the filter questions were also intended to ensure the participation of respondents from diverse demographic, economic and social backgrounds in the pilot study (Section 4.3.4.1). If a potential respondent met the criteria for selection, he or she was selected for the pilot study.

Step three: If a potential respondent was selected for in-depth interview, then an in-depth interview was conducted on the spot. If the volunteering respondent was selected for the open-ended questionnaires, then the open-ended questionnaire was also administered on the spot. However, if a respondent was selected for the focus group, the volunteering respondent was given an appointment to attend a focus group session. This consisted of the date, place and time when the focus group would be conducted.

Appendix 4F
Qualitative Pilot TDQ Study: In-depth Interviews Results

The Respondents Viewed a Quality Tourism Destination as Follows:

The local people are hospitable towards tourist

The local people are friendly and helpful to tourist

Local people are friendly, they smile and say hello

Destination has lots of activities for children to enjoy

Destination is children friendly

Destination has games for children

Political climate at the tourism destination is stable

Tourists are not afraid of being kidnapped or taken hostage at the destination

Tourists are not afraid of being mugged at the destination

Destination offers security for tourists' personal belongings from theft

Tourist feel that they can use their credit cards without fear of fraud

Destination has good police service to deter criminals

A destination that is safe on the overall

Destination is free from crime

Place should be able to make tourist feel safe

Destination has shopping facilities that sell cheap goods

All the destination offerings are cheap

Tourists feel that they get value for money at the destination

Destination has highly affordable accommodation

Destination has cheap taxi service

Destination has good transport infrastructure

Hotels provide shuttle buses to important tourist attractions

A place with good natural environment

Buses and trains should run on time to avoid disruption of tourist plans

Place should have good transport throughout the day

A place with good choice of modes of transport

Plenty of attractions

It is about the state or standard of the things that are offered at the destination

Everything offered at the destination is of the standard required by tourists

Everything offered at the destination is of high standard

Hotels have to be of good standard

Destination has everything that makes the tourist relax

Destination has everything that makes me forget about my problems

Destination should be able to provide a good relaxing environment

(Continued)

The Respondents Viewed a Quality Tourism Destination as Follows:

Destination should be quiet and peaceful to allow tourist to relax

All the activities offered at the destination are very good

Everything at the destination well presented

A place where my holiday goes smoothly without unnecessary problem

Destination has everything that contributes to the tourist enjoyment of the place

Place has ability to bring happiness to tourist

Destination is clean

Destination has rubbish bins easily accessible to tourist

Just how clean the destination is, everything, including the environment

Destination looks hygienic

Destination has clean toilets

Destination roads are clean

Destination is free from pollution

Whole entire surrounding of the place should be clean

Place makes my children happy

I like a place that can make me forget about my job

Somewhere I can just break away from the misery life of home

A place where I can forget about bills, television and neighbours

A place that gives me a few moments to daydream

A place I go to get away from the boredom of home

A place I can get an opportunity to socialise

A place I can experience the local people's culture

A place I can mingle with the local people

A place where I do not have to worry about anything

A place where my needs are taken care of

A destination with variety and caters for everyone's needs

If the destination has facilities that can meet all your needs

It must be able to provide you with more enjoyment than you would get at home

The destination has things that will make tourists happy all the time, e.g. attractions

Destination that guarantees you total enjoyment and a chance to just relax

Everything is very good, e.g. the beaches and the sea

It is everything, it is the transport, it is the people and that is what you pay for

This means that everything at the destination takes care of my worries and troubles

A place where the all-weather is sunny throughout my stay at the destination

A place where the all-weather is nice and warm

Some nice decent place in a sunshine zone is more than enough

A lot of variety of food is good

(Continued)

The Respondents Viewed a Quality Tourism Destination as Follows:

Good restaurants for me to have breakfast or a late dinner

More the variety in activities the less you are likely going to get bored

More the variety of things to do as an individual, the better

A place where there is a good variety of attractions that cater for all age groups

Place has a little bit of everything, that is manmade and natural attractions

Lots of different things to do for everybody, I mean the family

The destination has cheap hotels

If a destination has cultures to discover, the greater the enjoyment

A place you can experience the culture of the local people

A place where I can see something different

A place easily available to tourists of information such as guide maps

If there is a tourism information office, then you can just pop in and get all the directions

Place has clearly marked street signs

Place has road signs in a language understood by tourists

Roads to tourists attractions clearly marked

Local people at the destination speak the language understood by tourists

Place provides an opportunity to party all night

A place tourists are free to do what they want without bothering about time

Places where I can afford to live a carefree life

A place that allows me to have fun without worrying about what my parents will say

A place where I have the freedom to do things I want to do

A place that offers good affordable accommodation

I would like the accommodation to cater for my needs such as nice comfortable beds

Destination has people to keep me company

Destination is free of thieves

Place has no litter in buses

Place has shopping facilities which offer a good variety of commodities

A place that can bring me the enjoyment that I do not have at home would be very nice

Everything at the destination makes you very happy and you feel relaxed

Place has clean toilets and places to change baby nappies

A place where the toilets are easy to find

A destination that provides quietness and is safe, is very good

Freedom to do a variety of things without worrying about anything

No of respondents 11 104 units of meaning; Ratio 9.45

Appendix 4G
Qualitative Pilot TDQ Study – Focus Group Results

Focus Group Participants Described a Quality Tourism Destination as:
A place you go to for a holiday and come back relaxed
A place where you are guaranteed of warmth and sunshine
A place where you can see something different and lots of variety
A place with a good variety of attractions
A place with friendly local people
A place where local people smile at tourists
A place that is child-friendly
Where my children can enjoy themselves
Where the waiters speak English
Good road signage

No of respondents: 10; Total units of meaning: 11; Ratio: 1.40

Appendix 4H
Qualitative Pilot TDQ Study: Open-ended Questionnaire Results

What does the term 'quality of a tourism destination' mean to you?	In your own opinion, what are the characteristics of a quality tourism destination?
Units of Meaning	*Units of Meaning*
Safe place	Clean well-presented apartments
Standard of attractions	Easy access to local traditional areas
Standard of food	Good hotels
Allround standard of the place	Good food
A place with lots of entertainment for children	Not too crowded out of season
Friendly local people	Variety of restaurants
Good accommodation	Interesting places to visit
Good food	Good transport
The of enjoyment level I receive	Nice clean place
Being able to enjoy a holiday	Friendly local people
Enjoyable and pleasurable place	Offers lots of activities
	Has a bit of everything: culture, sea, sun
	Good sunny all-weather
	Lots of activities for children
Total units of meaning: 11, No. of respondents: 31, Ratio: 0.35	*Total units of meaning: 14, No. of respondents: 10,* Ratio: 1.40

(Continued)

In your own opinion, what makes a high-quality tourism destination?	What factors best describe the quality of a tourism destination?
Units of Meaning	*Units of Meaning*
Lot of activities	Cleanliness of the destination
Meeting local people	Friendliness of the staff
Not too much noise	Plenty of sunshine
Friendly, bilingual people	Enjoyment
	Natives are friendly
	The place has activities for children that are good
Total units of meaning: 4, No. of respondents: 10, Ratio: 0.40	*Total units of meaning 6: No. of respondents 9:* Ratio: 0.67

In your own opinion, what factors best describe the quality of a tourism destination?	In your own opinion, what factors would you look at when judging the quality of a tourism destination?
Units of Meaning	*Units of Meaning*
Sunny All-weather	Friendly local people
Good accommodation	Good transport
Easy to get around the place	Ability to accommodate children
Good activities for children	Ability to offer services or experiences that are inexpensive
Friendly local people	
Political stability, must be nice and peaceful for all to enjoy	
Total units of meaning: 6; No of respondents: 9; Ratio: 0.67	*Total units of meaning: 4; No of respondents: 12,* Ratio: 0.33

In your own opinion, what makes a quality tourism destination?	In your own opinion what makes a low quality tourism destination
Units of Meaning	*Units of Meaning*
Plenty of sunshine	Unfriendly staff
Local people who are happy to have tourists	Lots of party life and noise
Good standard of accommodation	Hotels of bad standard
Safety while visiting	Bad public transport
Wide selection of attractions	
Reasonably accessible	
Good All-weather	
Total units of meaning: 7; No of respondents: 10; Ratio: 0.70	*Total units of meaning: 4; No of respondents: 10;* Ratio: 0.40

Appendix 4I
Research Instrument – Questionnaire for the Quantitative TDQ Study

<div style="text-align:right">☐ ☐ ☐ ☐</div>

Questionnaire

> Please indicate the extent to which **you agree** with each statement by circling one of the seven numbers next to each statement**. If you strongly disagree** with the statement**, circle 1**. If you **strongly agree** with the statement**, circle 7. If you have no opinion** on the statement, **circle 0.**

Scale interpretation:

Strongly Disagree						Strongly Agree	No Opinion
1	2	3	4	5	6	7	0

	A 'quality tourism destination' is a place:	SD → SA	
1	with accurate tourist information	1 2 3 4 5 6 7	0
2	with facilities for disabled persons	1 2 3 4 5 6 7	0
3	with tourist information in languages that tourists understand	1 2 3 4 5 6 7	0
4	with tidy appearance	1 2 3 4 5 6 7	0
5	with opportunities to meet various dietary requirements	1 2 3 4 5 6 7	0
6	with translators who speak tourists' languages	1 2 3 4 5 6 7	0
7	with clean attractions	1 2 3 4 5 6 7	0
8	free from risk of being overcharged	1 2 3 4 5 6 7	0
9	with variety of accommodations types	1 2 3 4 5 6 7	0
10	with easily available tourist information	1 2 3 4 5 6 7	0
11	free from political unrest	1 2 3 4 5 6 7	0
12	free from noise pollution	1 2 3 4 5 6 7	0

(Continued)

Scale interpretation:

Strongly Disagree → Strongly Agree							No Opinion
1	2	3	4	5	6	7	0

	A 'quality tourism destination' is a place:	SD → SA	No Opinion
13	with affordable restaurants	1 2 3 4 5 6 7	0
14	with variety of modes of transport	1 2 3 4 5 6 7	0
15	with public transport drivers who know the area well	1 2 3 4 5 6 7	0
16	with a low crime rate	1 2 3 4 5 6 7	0
17	free from air pollution	1 2 3 4 5 6 7	0
18	with affordable public transport fares	1 2 3 4 5 6 7	0
19	with variety of night entertainment	1 2 3 4 5 6 7	0
20	with tour guides with a sense of humour	1 2 3 4 5 6 7	0
21	with visible police presence to assure tourists' safety	1 2 3 4 5 6 7	0
22	with local people who make tourists feel like locals	1 2 3 4 5 6 7	0
23	free from visual pollution	1 2 3 4 5 6 7	0
24	with shops that sell affordable goods	1 2 3 4 5 6 7	0
25	with variety of restaurants	1 2 3 4 5 6 7	0
26	with different character to tourist's home area	1 2 3 4 5 6 7	0
27	with tour guides who know the area well	1 2 3 4 5 6 7	0
28	with adequate security for personal belongings	1 2 3 4 5 6 7	0
29	with activities for children	1 2 3 4 5 6 7	0
30	with local people who encourage tourists to participate in local activities	1 2 3 4 5 6 7	0
31	with clean public toilets	1 2 3 4 5 6 7	0
32	free from queues to use toilets	1 2 3 4 5 6 7	0
33	with affordable attraction fees	1 2 3 4 5 6 7	0
34	with variety of cuisine	1 2 3 4 5 6 7	0
35	with different character to anywhere else the tourist has been	1 2 3 4 5 6 7	0
36	with local area maps that show all the attractions	1 2 3 4 5 6 7	0
37	free from danger of facing any physical harm	1 2 3 4 5 6 7	0
38	with opportunities for children to be happy	1 2 3 4 5 6 7	0
39	with local people who are ready to help tourists	1 2 3 4 5 6 7	0

(Continued)

Scale interpretation:

Strongly Disagree						Strongly Agree	No Opinion
1	2	3	4	5	6	7	0

A 'quality tourism destination' is a place:	SD ⟶ SA	
40	with clean streets	1 2 3 4 5 6 7	0
41	with opportunities to see the true character of the area	1 2 3 4 5 6 7	0
42	free from queues to see attractions	1 2 3 4 5 6 7	0
43	with opportunities to experience romantic encounters	1 2 3 4 5 6 7	0
44	with opportunities to unwind	1 2 3 4 5 6 7	0
45	with affordable accommodation facilities	1 2 3 4 5 6 7	0
46	with variety of activities	1 2 3 4 5 6 7	0
47	with opportunities to meet people from other ethnic groups	1 2 3 4 5 6 7	0
48	with famous tourist attractions not previously seen by the tourist	1 2 3 4 5 6 7	0
49	with opportunities to get close to the natural environment	1 2 3 4 5 6 7	0
50	with easy-to-understand local area maps	1 2 3 4 5 6 7	0
51	free from danger of facing verbal abuse	1 2 3 4 5 6 7	0
52	with opportunities to change tourists' day-to-day plans due to weather conditions	1 2 3 4 5 6 7	0
53	with children's favourite restaurants	1 2 3 4 5 6 7	0
54	with local people who are ready to advise tourists on the local area	1 2 3 4 5 6 7	0
55	free from graffiti	1 2 3 4 5 6 7	0
56	without beggars in the streets	1 2 3 4 5 6 7	0
57	free from excessive commercialisation	1 2 3 4 5 6 7	0
58	free from congestion	1 2 3 4 5 6 7	0
59	with opportunities to meet other tourists	1 2 3 4 5 6 7	0
60	with opportunities to feel stress free	1 2 3 4 5 6 7	0
61	with opportunities for enjoyment	1 2 3 4 5 6 7	0
62	with opportunities to have a rest	1 2 3 4 5 6 7	0
63	with opportunities to learn something new	1 2 3 4 5 6 7	0
64	with free tourist information	1 2 3 4 5 6 7	0
65	with variety of shopping facilities	1 2 3 4 5 6 7	0
66	with opportunities to experience a different culture	1 2 3 4 5 6 7	0

Scale interpretation:

Strongly Disagree						Strongly Agree	No Opinion
1	2	3	4	5	6	7	0

A 'quality tourism destination' is a place:	SD →		SA	
67 with special events, e.g. a carnival	1 2 3 4 5 6 7			0
68 with plenty of undisturbed natural beauty	1 2 3 4 5 6 7			0
69 with clear direction signs to tourist attractions	1 2 3 4 5 6 7			
70 without risk of getting mugged	1 2 3 4 5 6 7			
71 with opportunities to pursue non-core weather-proof tourist activities	1 2 3 4 5 6 7			0
72 with opportunities to pursue core tourist activities regardless of weather conditions	1 2 3 4 5 6 7			0
73 with baby-sitting services	1 2 3 4 5 6 7			0
74 with welcoming local people	1 2 3 4 5 6 7			0
75 with clean local transport facilities	1 2 3 4 5 6 7			0

SECTION A: *For the purpose of classification, I would be grateful if you could complete the following questions about yourself*

Please name a holiday destination you last visited and stayed overnight and the country where the destination is located. (*Write your answer in the appropriate spaces below*)

Holiday destination   Country
-----------------------------------   ----------------------

How many nights did you stay at the destination? --------------------------

How long ago did you visit the destination? (*Write your answer, in months, in the appropriate spaces below*)
--------------------------months

Is the holiday destination you named in question (1) above domestic or abroad (*Please indicate with a tick*) ?

Domestic (*a place within your home country*)
Abroad (*a place outside your home country*)

5. What was the main activity you did while at the destination e.g. walking, sightseeing. (*Write your answer in the appropriate spaces below*)
----

6. Do you have children aged 14 years and under?
Yes ◯   No ◯

If you have answered yes in question 6 above, please state how many of your children fall into the following age groups

0-4   6-14

If you have answered yes in question 6 above, do you travel with your children when you go on holiday?
Never ◯   Seldom ◯   Often ◯   Always ◯

(Continued)

Section B: For the purpose of classification, I would be grateful if you could complete the following questions about yourself.

1. What is your nationality ---

2. What is your sex? (*Please Tick).* Male ◯   Female ◯

3. Which of these age groups do you fall in? *(Please Tick)*

◯ 18-24   ◯ 25-34   ◯ 35-44   ◯ 45-54   ◯ 55-64   ◯ 65+

4. What is your gross household annual income (*in UK £) ? (Please tick)*

◯ Under £10,000   ◯ £10,000-£14,999   ◯ £15,000-£19,999

◯ £20,000-£29,999   ◯ £30,000-£39,999   ◯ £40,000 and above

5. What was the last level you completed in your formal education? *(Please tick)*

◯ Primary   ◯ Secondary   ◯ Diploma   ◯ University (undergraduate)

◯ University (postgraduate)

6. What is your ethnicity (*Please tick*) ?

White ◯   Black ◯   Asian ◯   Mixed ◯   Other (*specify*) ----------

Thank you

Appendix 5A
Attributes and Dimensions of Tourism Destination Quality Established in the TDQ Study (Alphabetical Order)

Dimensions: A Quality Tourism Destination is a/an:	Attributes: A Quality Tourism Destination is a Place with:
Affordable place, i.e. a place with reasonably priced primary and ancillary tourism goods and services relative to tourists' financial means.	Affordable accommodation facilities Affordable attraction fees Affordable public transport fares Affordable restaurants Free tourist information Shops that sell affordable goods
All-weather place, i.e. a place with opportunities to pursue tourist activities in all types of weather.	Opportunities to change tourists' day-to-day plans due to weather Conditions Opportunities to pursue core tourist activities regardless of weather Conditions Opportunities to pursue non-core weather-proof tourist activities
Authentic place, i.e. a place with preserved and accessible natural and/or cultural heritage that defines the character of the tourism area.	No excessive commercialisation Opportunities to get close to the natural environment Opportunities to see the true character of the area Plenty of undisturbed natural beauty
Child-friendly place, i.e. place with a tourism offer that caters for the needs of children and their accompanying adults.	Activities for children Baby-sitting services Children's favourite restaurants Opportunities for children to be happy
Hospitable place, i.e. a place with a local community disposed to give friendly response to tourists.	Local people who are ready to advise tourists on the local area Local people who are ready to help tourists Local people who encourage tourists to participate in local activities Local people who make tourists feel like locals Welcoming local people

(Continued)

Dimensions: A Quality Tourism Destination is a/an:	Attributes: A Quality Tourism Destination is a Place with:
Informative place, i.e. a place with tourist-friendly information and communication.	Accurate tourist information
	Clear direction signs to tourist attractions
	Easily available tourist information
	Easy-to-understand local area maps
	Local area maps that show all the attractions
	Public transport drivers who know the area well
	Tour guides who know the area well
	Tour guides with a sense of humour
	Tourist information in languages that tourists understand
	Translators who speak tourists' languages
Novel place, i.e. a place with features that are new or unusual to tourists.	Different character to anywhere else the tourist has been
	Different character to tourist's home area
	Famous tourist attractions not previously seen by the tourist
	Opportunities to experience different culture
	Opportunities to learn something new
	Opportunities to meet people from other ethnic groups
	Special events, e.g. a carnival
Relaxing place, i.e. a place with a tourist environment conducive to relaxation	No noise pollution
	Opportunities for enjoyment
	Opportunities to experience romantic encounters
	Opportunities to feel stress free
	Opportunities to have a rest
	Opportunities to meet other tourists
	Opportunities to unwind
Safe place, i.e. a place with a tourist environment free from any danger or risk.	A low crime rate
	Adequate security for personal belongings
	No beggars in the streets
	No danger of facing any physical harm

(Continued)

Dimensions: A Quality Tourism Destination is a/an*:*	Attributes: A Quality Tourism Destination is a Place with*:*
	No danger of facing verbal abuse
	No political unrest
	No risk of being overcharged
	No risk of getting mugged
	Visible police presence to assure tourists' safety
Uncrowded place, i.e. a place with sufficient space and facilities relative to tourist numbers.	No congestion
	No queues to see attractions
	No queues to use toilets
Varied place, i.e. a place with diverse tourist attractions and facilities.	Facilities for disabled persons
	Opportunities to meet various dietary requirements
	Variety of accommodation types
	Variety of modes of transport
	Variety of activities
	Variety of restaurants
	Variety of cuisine
	Variety of night entertainment
	Variety of shopping facilities
Well-kept place, i.e. a place with a clean and tidy tourist environment.	Clean attractions
	Clean local transport facilities
	No air pollution
	No graffiti
	No visual pollution
	Clean public toilets
	Clean streets
	Tidy appearance

Appendix 6A
Mann-Whitney U Tests Results – Gender

Dimensions of Tourism Destination Quality	Mann-Whitney U	Z	Sig. (2-tailed)
Authentic	75,873.500	−1.547	0.122
Safe	75,995.000	−1.506	0.132
Affordable	68,252.500	−3.858	0.000*
Well-kept	74,310.500	−2.017	0.044
Relaxing	76,438.000	−1.373	0.170
Informative	65,270.000	−4.758	0.000*
Uncrowded	77,887.000	−0.935	0.350
All-weather	76,954.000	−1.219	0.223
Varied	71,090.000	−2.994	0.003*
Hospitable	74,147.500	−2.068	0.039
Novel	74,092.000	−2.084	0.037
Child-friendly	76,242.500	−1.432	0.152

Note: *Z-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6B
Mann-Whitney U Test Results – 'with' and 'without Children' Groups

Dimensions of Tourism Destination Quality	Mann-Whitney U	Z	Sig. (2-tailed)
Authentic	49,448.500	−1.292	0.196
Safe	42,743.500	−3.804	0.000*
Affordable	48,014.500	−1.828	0.068
Well-kept	46,308.000	−2.467	0.014
Relaxing	42,483.000	−3.903	0.000*
Informative	48,063.500	−1.808	0.071
Uncrowded	40,456.500	−4.675	0.000*
All-weather	42,079.500	−4.065	0.000*
Varied	40,528.000	−4.635	0.000*
Hospitable	45,554.000	−2.752	0.006
Novel	49,067.000	−1.432	0.152
Child-friendly	38,229.500	−5.500	0.000*

Note: *Z-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6C
A Mann-Whitney U Results – 'Domestic' and 'International' Groups

Dimensions of Tourism Destination Quality	Mann-Whitney U	Z	Sig. (2-tailed)
Authentic	39,769.000	−0.232	0.817
Safe	34,506.500	−2.493	0.013
Affordable	40,113.000	−0.083	0.934
Well-kept	36,179.000	−1.774	0.076
Relaxing	32,264.000	−3.458	0.001*
Informative	38,421.500	−0.810	0.418
Uncrowded	29,353.500	−4.720	0.000*
All-weather	32,978.000	−3.159	0.002*
Varied	32,110.000	−3.523	0.000*
Hospitable	37,643.500	−1.146	0.252
Novel	38,470.000	−0.790	0.430
Child-friendly	35,853.000	−1.915	0.056

Note: *Z-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6D
ANOVA Test Results – Tourist Age

Dimensions of Tourism Destination Quality		Sum of Squares	Degrees of freedom	Mean Square	F	Sig. (2-tailed)
Informative	Between groups	13.011	4	3.253	2.676	0.031
	Within groups	973.749	801	1.216		
	Total	986.760	805			
Varied	Between groups	20.970	4	5.242	4.299	0.002*
	Within groups	976.752	801	1.219		
	Total	997.722	805			
Well-kept	Between groups	56.060	4	14.015	10.772	0000*
	Within groups	1,042.123	801	1.301		
	Total	1,098.183	805			
Relaxing	Between groups	13.091	4	3.273	2.759	0.027
	Within groups	950.195	801	1.186		
	Total	963.286	805			
Novel	Between groups	9.537	4	2.384	2.076	0.082
	Within groups	919.760	801	1.148		
	Total	929.296	805			
Affordable	Between groups	6.378	4	1.595	1.490	0.203
	Within groups	857.076	801	1.070		
	Total	863.454	805			
Hospitable	Between groups	16.124	4	4.031	2.829	0.024
	Within groups	1,141.479	801	1.425		
	Total	1,157.603	805			
Child-friendly	Between groups	64.544	4	16.136	4.909	0.001*
	Within groups	2,632.828	801	3.287		
	Total	2,697.372	805			
Uncrowded	Between groups	100.490	4	25.122	12.806	0.000*
	Within groups	1,571.402	801	1.962		
	Total	1,671.892	805			
All-weather	Between groups	13.747	4	3.437	1.687	0.151
	Within groups	1,631.454	801	2.037		
	Total	1,645.201	805			

Note: *F-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6E
Kruskal-Wallis Test Results – Tourist Age

Dimensions of Tourism Destination Quality	Chi-Square	df	Sig
Informative	8.180	4	0.085
Safe	71.857	4	0.000*
Varied	16.530	4	0.002*
Well-kept	45.030	4	0.000*
Relaxing	8.315	4	0.081
Novel	6.417	4	0.170
Affordable	0.245	4	0.374
Hospitable	13.479	4	0.009
Authentic	27.603	4	0.000*
Child-friendly	19.612	4	0.001*
Uncrowded	47.558	4	0.000*
All-weather	6.988	4	0.137

Note: *F-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6F
Tukey HSD Test Results – Tourist Age

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
Informative	(1) 15–24	(2) 25–34	−0.13	0.107	0.767
		(3) 35–44	−0.28	0.118	0.129
		(4) 45–54	−0.20	0.122	0.494
		(5) 55+	−0.38	0.130	0.033
	(2) 25–34	(1) 15–24	0.13	0.107	0.767
		(3) 35–44	−0.15	0.120	0.710
		(4) 45–54	−0.07	0.124	0.980
		(5) 55+	−0.25	0.132	0.319
	(3) 35–44	(1) 15–24	0.28	0.118	0.129
		(2) 25–34	0.15	0.120	0.710

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
		(4) 45–54	0.08	0.133	0.973
		(5) 55+	−0.10	0.141	0.957
	(4) 45–54	(1) 15–24	0.20	0.122	0.494
		(2) 25–34	0.07	0.124	0.980
		(3) 35–44	−0.08	0.133	0.973
		(5) 55+	−0.18	0.144	0.722
	(5) 55+	(1) 15–24	0.38	0.130	0.033
		(2) 25–34	0.25	0.132	0.319
		(3) 35–44	0.10	0.141	0.957
		(4) 45–54	0.18	0.144	0.722
Varied	(1) 15–24	(2) 25–34	−0.09	0.107	0.915
		(3) 35–44	−0.37	0.118	0.014
		(4) 45–54	−0.30	0.122	0.097
		(5) 55+	−0.39	0.130	0.021
	(2) 25–34	(1) 15–24	0.09	0.107	0.915
		(3) 35–44	−0.28	0.120	0.128
		(4) 45–54	−0.21	0.124	0.432
Well-kept		(5) 55+	−0.30	0.132	0.146
	(3) 35–44	(1) 15–24	0.37	0.118	0.014
		(2) 25–34	0.28	0.120	0.128
		(4) 45–54	0.07	0.133	0.983
		(5) 55+	−0.02	0.141	1.000
	(4) 45–54	(1) 15–24	0.30	0.122	0.097
		(2) 25–34	0.21	0.124	0.432
		(3) 35–44	−0.07	0.133	0.983
		(5) 55+	−0.09	0.145	0.968
	(5) 55+	(1) 15–24	0.39	0.130	0.021
		(2) 25–34	0.30	0.132	0.146
		(3) 35–44	0.02	0.141	1.000
		(4) 45–54	0.09	0.145	0.968
	(1) 15–24	(2) 25–34	−0.13	0.111	0.750
		(3) 35–44	−0.48	0.122	0.001*
		(4) 45–54	−0.51	0.126	0.001*
		(5) 55+	−0.73	0.135	0.000*

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
	(2) 25–34	(1) 15–24	0.13	0.111	0.750
		(3) 35–44	−0.35	0.124	0.039
		(4) 45–54	−0.38	0.128	0.026
		(5) 55+	−0.60	0.137	0.000*
	(3) 35–44	(1) 15–24	0.48	0.122	0.001*
		(2) 25–34	0.35	0.124	0.039
		(4) 45–54	−0.03	0.138	1.000
		(5) 55+	−0.25	0.146	0.427
	(4) 45–54	(1) 15–24	0.51	0.126	0.001*
		(2) 25–34	0.38	0.128	0.026
		(3) 35–44	0.03	0.138	1.000
		(5) 55+	−0.22	0.149	0.579
	(5) 55+	(1) 15–24	0.73	0.135	0.000*
		(2) 25–34	0.60	0.137	0.001*
		(3) 35–44	0.25	0.146	0.427
		(4) 45–54	0.22	0.149	0.579
Relaxing	(1) 15–24	(2) 25–34	−0.20	0.106	0.340
		(3) 35–44	−0.29	0.116	0.092
		(4) 45–54	−0.22	0.120	0.366
		(5) 55+	−0.37	0.129	0.032
	(2) 25–34	(1) 15–24	0.20	0.106	0.340
		(3) 35–44	−0.09	0.118	0.932
		(4) 45–54	−0.02	0.122	1.000
		(5) 55+	−0.18	0.130	0.660
	(3) 35–44	(1) 15–24	0.29	0.116	0.092
		(2) 25–34	0.09	0.118	0.932
		(4) 45–54	0.07	0.132	0.982
		(5) 55+	−0.08	0.139	0.977
	(4) 45–54	(1) 15–24	0.22	0.120	0.366
		(2) 25–34	0.02	0.122	1.000
		(3) 35–44	−0.07	0.132	0.982
		(5) 55+	−0.15	0.143	0.815
	(5) 55+	(1) 15–24	0.37	0.129	0.032
		(2) 25–34	0.18	0.130	0.660

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
		(3) 35–44	0.08	0.139	0.977
		(4) 45–54	0.15	0.143	0.815
Novel	(1) 15–24	(2) 25–34	−0.25	0.104	0.105
		(3) 35–44	−0.24	0.115	0.239
		(4) 45–54	−0.25	0.118	0.217
		(5) 55+	−0.12	0.127	0.885
	(2) 25–34	(1) 15–24	0.25	0.104	0.105
		(3) 35–44	0.02	0.116	1.000
		(4) 45–54	0.00	0.120	1.000
		(5) 55+	0.14	0.128	0.825
	(3) 35–44	(1) 15–24	0.24	0.115	0.239
		(2) 25–34	−0.02	0.116	1.000
		(4) 45–54	−0.01	0.129	1.000
		(5) 55+	0.12	0.137	0.911
	(4) 45–54	(1) 15–24	0.25	0.118	0.217
		(2) 25–34	0.00	0.120	1.000
		(3) 35–44	0.01	0.129	1.000
		(5) 55+	0.13	0.140	0.880
	(5) 55+	(1) 15–24	0.12	0.127	0.885
		(2) 25–34	−0.14	0.128	0.825
		(3) 35–44	−0.12	0.137	0.911
		(4) 45–54	−0.13	0.140	0.880
Affordable	(1) 15–24	(2) 25–34	−0.09	0.100	0.903
		(3) 35–44	−0.16	0.111	0.602
		(4) 45–54	−0.18	0.114	0.540
		(5) 55+	−0.27	0.122	0.176
	(2) 25–34	(1) 15–24	0.09	0.100	0.903
		(3) 35–44	−0.07	0.112	0.970
		(4) 45–54	−0.09	0.116	0.945
		(5) 55+	−0.18	0.124	0.585
	(3) 35–44	(1) 15–24	0.16	0.111	0.602
		(2) 25–34	0.07	0.112	0.970
		(4) 45–54	−0.02	0.125	1.000
		(5) 55+	−0.11	0.132	0.918

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
	(4) 45–54	(1) 15–24	0.18	0.114	0.540
		(2) 25–34	0.09	0.116	0.945
		(3) 35–44	0.02	0.125	1.000
		(5) 55+	−0.09	0.135	0.956
	(5) 55+	(1) 15–24	0.27	0.122	0.176
		(2) 25–34	0.18	0.124	0.585
		(3) 35–44	0.11	0.132	0.918
		(4) 45–54	0.09	0.135	0.956
Hospitable	(1) 15–24	(2) 25–34	−0.14	0.116	0.751
		(3) 35–44	−0.33	0.128	0.067
		(4) 45–54	−0.24	0.132	0.373
		(5) 55+	−0.39	0.141	0.045
	(2) 25–34	(1) 15–24	0.14	0.116	0.751
		(3) 35–44	−0.20	0.130	0.557
		(4) 45–54	−0.10	0.134	0.948
		(5) 55+	−0.25	0.143	0.395
	(3) 35–44	(1) 15–24	0.33	0.128	0.067
		(2) 25–34	0.20	0.130	0.557
		(4) 45–54	0.10	0.144	0.962
		(5) 55+	−0.06	0.153	0.996
	(4) 45–54	(1) 15–24	0.24	0.132	0.373
		(2) 25–34	0.10	0.134	0.948
		(3) 35–44	−0.10	0.144	0.962
		(5) 55+	−0.15	0.156	0.863
	(5) 55+	(1) 15–24	0.39	0.141	0.045
		(2) 25–34	0.25	0.143	0.395
		(3) 35–44	0.06	0.153	0.996
		(4) 45–54	0.15	0.156	0.863
Child−friendly	(1) 15–24	(2) 25–34	−0.23	0.176	0.678
		(3) 35–44	−0.77	0.194	0.001*
		(4) 45–54	−0.52	0.200	0.074
		(5) 55+	−0.08	0.214	0.997
	(2) 25–34	(1) 15–24	0.23	0.176	0.678
		(3) 35–44	−0.54	0.197	0.050
		(4) 45–54	−0.29	0.203	0.626

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
		(5) 55+	0.16	0.217	0.951
	(3) 35–44	(1) 15–24	0.77	0.194	0.001*
		(2) 25–34	0.54	0.197	0.050
		(4) 45–54	0.25	0.219	0.775
		(5) 55+	0.70	0.232	0.023
	(4) 45–54	(1) 15–24	0.52	0.200	0.074
		(2) 25–34	0.29	0.203	0.626
		(3) 35–44	−0.25	0.219	0.775
		(5) 55+	0.44	0.237	0.336
	(5) 55+	(1) 15–24	0.08	0.214	0.997
		(2) 25–34	−0.16	0.217	0.951
		(3) 35–44	−0.70	0.232	0.023
		(4) 45–54	−0.44	0.237	0.336
Uncrowded	(1) 15–24	(2) 25–34	−0.38	0.136	0.042
		(3) 35–44	−0.73	0.150	0.000*
		(4) 45–54	−0.74	0.155	0.000*
		(5) 55+	−1.01	0.165	0.000*
	(2) 25–34	(1) 15–24	0.38	0.136	0.042
		(3) 35–44	−0.36	0.152	0.135
		(4) 45–54	−0.36	0.157	0.154
		(5) 55+	−0.63	0.168	0.002*
	(3) 35–44	(1) 15–24	0.73	0.150	0.000*
		(2) 25–34	0.36	0.152	0.135
		(4) 45–54	0.00	0.169	1.000
		(5) 55+	−0.27	0.179	0.549
	(4) 45–54	(1) 15–24	0.74	0.155	0.000*
		(2) 25–34	0.36	0.157	0.154
		(3) 35–44	0.00	0.169	1.000
		(5) 55+	−0.27	0.183	0.582
	(5) 55+	(1) 15–24	1.01	0.165	0.000*
		(2) 25–34	0.63	0.168	0.002*
		(3) 35–44	0.27	0.179	0.549
		(4) 45–54	0.27	0.183	0.582

(Continued)

Dependent Variable	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
All−weather	(1) 15–24	(2) 25–34	−0.16	0.139	0.767
		(3) 35–44	−0.36	0.153	0.123
		(4) 45–54	−0.10	0.158	0.965
		(5) 55+	−0.29	0.169	0.429
	(2) 25–34	(1) 15–24	0.16	0.139	0.767
		(3) 35–44	−0.20	0.155	0.698
		(4) 45–54	0.06	0.160	0.996
		(5) 55+	−0.13	0.171	0.948
	(3) 35–44	(1) 15–24	0.36	0.153	0.123
		(2) 25–34	0.20	0.155	0.698
		(4) 45–54	0.26	0.172	0.563
		(5) 55+	0.07	0.182	0.994
	(4) 45–54	(1) 15–24	0.10	0.158	0.965
		(2) 25–34	−0.06	0.160	0.996
		(3) 35–44	−0.26	0.172	0.563
		(5) 55+	−0.18	0.187	0.861
	(5) 55+	(1) 15–24	0.29	0.169	0.429
		(2) 25–34	0.13	0.171	0.948
		(3) 35–44	−0.07	0.182	0.994
		(4) 45–54	0.18	0.187	0.861

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6G
Tamhane's T2 Test Results – Tourist Age

Dimensions of Tourism Destination Quality	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
Safe	15–24	(2) 25–34	−0.28	0.111	0.122
		(3) 35–44	−0.71	0.115	0.000*
		(4) 45–54	−0.57	0.130	0.000*
		(5) 55+	−0.83	0.145	0.000*
	25–34	(1) 15–24	0.28	0.111	0.122
		(3) 35–44	−0.43	0.105	0.001*
		(4) 45–54	−0.29	0.122	0.154
		(5) 55+	−0.55	0.138	0.001*
	35–44	(1) 15–24	0.71	0.115	0.000*
		(2) 25–34	0.43	0.105	0.001*
		(4) 45–54	0.14	0.125	0.956
		(5) 55+	−0.12	0.141	0.993
	45–54	(1) 15–24	0.57	0.130	0.000*
		(2) 25–34	0.29	0.122	0.154
		(3) 35–44	−0.14	0.125	0.956
		(5) 55+	−0.26	0.154	0.623
	55+	(1) 15–24	0.83	0.145	0.000*
		(2) 25–34	0.55	0.138	0.001*
		(3) 35–44	0.12	0.141	0.993
		(4) 45–54	0.26	0.154	0.623
Authentic	15–24	(2) 25–34	−0.33	0.121	0.063
		(3) 35–44	−0.43	0.121	0.004*
		(4) 45–54	−0.50	0.130	0.001*
		(5) 55+	−0.70	0.133	0.000*
	25–34	(1) 15–24	0.33	0.121	0.063
		(3) 35–44	−0.10	0.111	0.988
		(4) 45–54	−0.17	0.121	0.838
		(5) 55+	−0.37	0.124	0.032
	35–44	(1) 15–24	0.43	0.121	0.004*
		(2) 25–34	0.10	0.111	0.988

(Continued)

Dimensions of Tourism Destination Quality	(I) AGE2	(J) AGE2	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
		(4) 45–54	−0.07	0.121	1.000
		(5) 55+	−0.27	0.124	0.286
	45–54	(1) 15–24	0.50	0.130	0.001*
		(2) 25–34	0.17	0.121	0.838
		(3) 35–44	0.07	0.121	1.000
		(5) 55+	−0.20	0.133	0.763
	55+	(1) 15–24	0.70	0.133	0.000*
		(2) 25–34	0.37	0.124	0.032
		(3) 35–44	0.27	0.124	0.286
		(4) 45–54	0.20	0.133	0.763

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6H
ANOVA Test Results – Tourist Activity

Dimensions of Tourism Destination Quality		Sum of Squares	df	Mean Square	F	Sig. (2-tailed)
Safe	Between groups	27.230	3	9.077	6.880	0.000*
	Within groups	1,035.708	785	1.319		
	Total	1,062.939	788			
Informative	Between groups	18.748	3	6.249	5.173	0.002*
	Within groups	948.290	785	1.208		
	Total	967.037	788			
Varied	Between groups	35.133	3	11.711	9.704	0.000*
	Within groups	947.390	785	1.207		
	Total	982.523	788			
Well-kept	Between groups	23.978	3	7.993	5.988	0.000*
	Within groups	1,047.792	785	1.335		
	Total	1,071.770	788			
Relaxing	Between groups	21.725	3	7.242	6.119	0.000*
	Within groups	929.004	785	1.183		
	Total	950.729	788			

(Continued)

Dimensions of Tourism Destination Quality		Sum of Squares	df	Mean Square	F	Sig. (2-tailed)
Novel	Between groups	4.814	3	1.605	1.395	0.243
	Within groups	902.756	785	1.150		
	Total	907.570	788			
Affordable	Between groups	19.763	3	6.588	6.292	0.000*
	Within groups	821.826	785	1.047		
	Total	841.589	788			
Hospitable	Between groups	4.912	3	1.637	1.131	0.336
	Within groups	1,136.425	785	1.448		
	Total	1,141.338	788			
Authentic	Between groups	15.512	3	5.171	3.848	0.009
	Within groups	1,054.821	785	1.344		
	Total	1,070.333	788			
Child-friendly	Between groups	8.828	3	2.943	0.872	0.455
	Within groups	2,647.671	785	3.373		
	Total	2,656.499	788			
Uncrowded	Between groups	17.947	3	5.982	2.929	0.033
	Within groups	1,603.062	785	2.042		
	Total	1,621.009	788			
All-weather	Between groups	18.050	3	6.017	2.949	0.032
	Within groups	1,601.582	785	2.040		
	Total	1,619.632	788			

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6I
Kruskal Wallis Test – Tourist Activity

Dimensions of Tourism Destination Quality	Chi-Square	df	Sig.
Informative	11.984	3	0.007
Safe	16.394	3	0.001*
Varied	21.350	3	0.000*
Well-kept	12.838	3	0.005
Relaxing	16.324	3	0.001*
Novel	3.294	3	0.349
Affordable	13.791	3	0.003*
Hospitable	2.752	3	0.431
Authentic	8.944	3	0.030
Child-friendly	2.689	3	0.442
Uncrowded	8.346	3	0.039
All-weather	8.533	3	0.036

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6J
Tukey HSD Test Results – Tourist Activity

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
Informative	Sightseeing	Sporting	0.33	0.095	0.003*
		Entertainment	−0.01	0.113	1.000
		Cultural	0.23	0.122	0.245
	Sporting	Sightseeing	−0.33	0.095	0.003*
		Entertainment	−0.34	0.119	0.020
		Cultural	−0.11	0.127	0.837
	Entertainment	Sightseeing	0.01	0.113	1.000
		Sporting	0.34	0.119	0.020
		Cultural	0.24	0.142	0.336
	Cultural	Sightseeing	−0.23	0.122	0.245
		Sporting	0.11	0.127	0.837
		Entertainment	−0.24	0.142	0.336
Relaxing	Sightseeing	Sporting	0.20	0.094	0.145
		Entertainment	−0.29	0.112	0.044
		Cultural	0.10	0.121	0.855

(Continued)

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
	Sporting	Sightseeing	−0.20	0.094	0.145
		Entertainment	−0.49	0.117	0.000*
		Cultural	−0.10	0.126	0.845
	Entertainment	Sightseeing	0.29	0.112	0.044
		Sporting	0.49	0.117	0.000*
		Cultural	0.39	0.140	0.028
	Cultural	Sightseeing	−0.10	0.121	0.855
		Sporting	0.10	0.126	0.845
		Entertainment	−0.39	0.140	0.028
Novel	Sightseeing	Sporting	0.16	0.093	0.329
		Entertainment	0.01	0.111	1.000
		Cultural	0.16	0.119	0.515
	Sporting	Sightseeing	−0.16	0.093	0.329
		Entertainment	−0.15	0.116	0.562
		Cultural	0.01	0.124	1.000
	Entertainment	Sightseeing	−0.01	0.111	1.000
		Sporting	0.15	0.116	0.562
		Cultural	0.16	0.138	0.661
	Cultural	Sightseeing	−0.16	0.119	0.515
		Sporting	−0.01	0.124	1.000
		Entertainment	−0.16	0.138	0.661
Affordable	Sightseeing	Sporting	0.33	0.088	0.001*
		Entertainment	−0.08	0.106	0.880
		Cultural	0.10	0.114	0.807
	Sporting	Sightseeing	−0.33	0.088	0.001*
		Entertainment	−0.41	0.110	0.001*
		Cultural	−0.23	0.119	0.221
	Entertainment	Sightseeing	0.08	0.106	0.880
		Sporting	0.41	0.110	0.001*
		Cultural	0.18	0.132	0.520
	Cultural	Sightseeing	−0.10	0.114	0.807
		Sporting	0.23	0.119	0.221
		Entertainment	−0.18	0.132	0.520
Hospitable	Sightseeing	Sporting	0.10	0.104	0.750
		Entertainment	−0.10	0.124	0.850
		Cultural	0.13	0.134	0.774

(Continued)

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
	Sporting	Sightseeing	−0.10	0.104	0.750
		Entertainment	−0.20	0.130	0.394
		Cultural	0.02	0.139	0.998
	Entertainment	Sightseeing	0.10	0.124	0.850
		Sporting	0.20	0.130	0.394
		Cultural	0.23	0.155	0.453
	Cultural	Sightseeing	−0.13	0.134	0.774
		Sporting	−0.02	0.139	0.998
		Entertainment	−0.23	0.155	0.453
Authentic	Sightseeing	Sporting	0.02	0.100	0.999
		Entertainment	0.00	0.120	1.000
		Cultural	0.41	0.129	0.008
	Sporting	Sightseeing	−0.02	0.100	0.999
		Entertainment	−0.01	0.125	1.000
		Cultural	0.40	0.134	0.017
	Entertainment	Sightseeing	0.00	0.120	1.000
		Sporting	0.01	0.125	1.000
		Cultural	0.41	0.149	0.032
	Cultural	Sightseeing	−0.41	0.129	0.008
		Sporting	−0.40	0.134	0.017
		Entertainment	−0.41	0.149	0.032
Child-friendly	Sightseeing	Sporting	0.17	0.159	0.702
		Entertainment	−0.11	0.189	0.931
		Cultural	0.14	0.205	0.896
	Sporting	Sightseeing	−0.17	0.159	0.702
		Entertainment	−0.29	0.198	0.475
		Cultural	−0.03	0.213	0.999
	Entertainment	Sightseeing	0.11	0.189	0.931
		Sporting	0.29	0.198	0.475
		Cultural	0.26	0.236	0.696
	Cultural	Sightseeing	−0.14	0.205	0.896
		Sporting	0.03	0.213	0.999
		Entertainment	−0.26	0.236	0.696
Uncrowded	Sightseeing	Sporting	0.05	0.124	0.977
		Entertainment	−0.25	0.147	0.334
		Cultural	0.29	0.159	0.263

(Continued)

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
	Sporting	Sightseeing	−0.05	0.124	0.977
		Entertainment	−0.30	0.154	0.215
		Cultural	0.24	0.166	0.470
	Entertainment	Sightseeing	0.25	0.147	0.334
		Sporting	0.30	0.154	0.215
		Cultural	0.54	0.184	0.019
	Cultural	Sightseeing	−0.29	0.159	0.263
		Sporting	−0.24	0.166	0.470
		Entertainment	−0.54	0.184	0.019
All-weather	Sightseeing	Sporting	0.17	0.124	0.491
		Entertainment	−0.22	0.147	0.437
		Cultural	0.23	0.159	0.454
	Sporting	Sightseeing	−0.17	0.124	0.491
		Entertainment	−0.40	0.154	0.051
		Cultural	0.06	0.166	0.984
	Entertainment	Sightseeing	0.22	0.147	0.437
		Sporting	0.40	0.154	0.051
		Cultural	0.46	0.184	0.064
	Cultural	Sightseeing	−0.23	0.159	0.454
		Sporting	−0.06	0.166	0.984
		Entertainment	−0.46	0.184	0.064

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6K
Tamhane's T2 Test – Tourist Activity

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
Safe	1 Sightseeing	2 Sporting	0.32	0.105	0.015
		3 Entertainment	−0.20	0.104	0.297
		7 Cultural	0.19	0.130	0.586
	2 Sporting	1 Sightseeing	−0.32	0.105	0.015
		3 Entertainment	−0.52	0.121	0.000*
		7 Cultural	−0.13	0.144	0.946

(Continued)

Dependent Variable	(I) ACTIV2	(J) ACTIV2	Mean Difference (I-J)	Std. Error	Sig.
	3 Entertainment	1 Sightseeing	0.20	0.104	0.297
		2 Sporting	0.52	0.121	0.000*
		7 Cultural	0.39	0.143	0.039
	7 Cultural	1 Sightseeing	−0.19	0.130	0.586
		2 Sporting	0.13	0.144	0.946
		3 Entertainment	−0.39	0.143	0.039
Varied	1 Sightseeing	2 Sporting	0.41	0.103	0.001*
		3 Entertainment	−0.17	0.099	0.454
		7 Cultural	0.11	0.111	0.893
	2 Sporting	1 Sightseeing	−0.41	0.103	0.001*
		3 Entertainment	−0.58	0.118	0.000*
		7 Cultural	−0.30	0.128	0.120
	3 Entertainment	1 Sightseeing	0.17	0.099	0.454
		2 Sporting	0.58	0.118	0.000*
		7 Cultural	0.28	0.125	0.149
	7 Cultural	1 Sightseeing	−0.11	0.111	0.893
		2 Sporting	0.30	0.128	0.120
		3 Entertainment	−0.28	0.125	0.149
Well-kept	1 Sightseeing	2 Sporting	0.33	0.107	0.015
		3 Entertainment	−0.16	0.103	0.557
		7 Cultural	0.11	0.123	0.933
	2 Sporting	1 Sightseeing	−0.33	0.107	0.015
		3 Entertainment	−0.48	0.120	0.000*
		7 Cultural	−0.21	0.138	0.543
	3 Entertainment	1 Sightseeing	0.16	0.103	0.557
		2 Sporting	0.48	0.120	0.000*
		7 Cultural	0.27	0.134	0.246
	7 Cultural	1 Sightseeing	−0.11	0.123	0.933
		2 Sporting	0.21	0.138	0.543
		3 Entertainment	−0.27	0.134	0.246

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6L
ANOVA Test Results – Tourist Income

Dimensions of Tourism Destination Quality	Sum of Squares	df	Mean Square	F	Sig. (2-tailed)
Safe	25.666	5	5.133	3.901	0.002*
Between groups	1,052.768	800	1.316		
Within groups	1,078.434	805			
Total					
Informative	5.145	5	1.029	0.839	0.522
Between groups	981.615	800	1.227		
Within groups	986.760	805			
Total					
Varied	7.464	5	1.493	1.206	0.304
Between groups	990.258	800	1.238		
Within groups	997.722	805			
Total					
Well-kept	20.634	5	4.127	3.064	0.010
Between groups	1,077.549	800	1.347		
Within groups	1,098.183	805			
Total					
Relaxing	8.653	5	1.731	1.450	0.204
Between groups	954.633	800	1.193		
Within groups	963.286	805			
Total					
Novel	11.568	5	2.314	2.017	0.074
Between groups	917.728	800	1.147		
Within groups	929.296	805			
Total					
Affordable	4.301	5	0.860	0.801	0.549
Between groups	859.153	800	1.074		
Within groups	863.454	805			
Total					
Hospitable	8.278	5	1.656	1.152	0.331
Between groups	1,149.325	800	1.437		
Within groups	1,157.603	805			
Total					
Authentic	6.749	5	1.350	1.005	0.414
Between groups	1,074.973	800	1.344		
Within groups	1,081.723	805			
Total					

(Continued)

Dimensions of Tourism Destination Quality	Sum of Squares	df	Mean Square	F	Sig. (2-tailed)
Child-friendly	38.391	5	7.678	2.310	0.042
Between groups	2,658.981	800	3.324		
Within groups	2,697.372	805			
Total					
Uncrowded	26.103	5	5.221	2.538	0.027
Between groups	1,645.789	800	2.057		
Within groups	1,671.892	805			
Total					
All-weather	9.256	5	1.851	0.905	0.477
Between groups	1,635.944	800	2.045		
Within groups	1,645.201	805			
Total					

Note: * F-value significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6M
Kruskal-Wallis Test Results – Tourist Income

Dimensions of Tourism Destination Quality	Chi-Square	df	Sig. (2-tailed)
Informative	4.456	5	0.486
Safe	20.186	5	0.001*
Varied	6.452	5	0.265
Well-kept	16.239	5	0.006
Relaxing	9.653	5	0.086
Novel	8.580	5	0.127
Affordable	3.164	5	0.675
Hospitable	4.816	5	0.439
Authentic	4.155	5	0.527
Child-friendly	9.452	5	0.092
Uncrowded	13.313	5	0.021
All-weather	6.384	5	0.271

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6N
Tukey HSD – Tourist Income

Dependent Variable	Tourist Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig. (2-tailed)
Safe	1 Under £10,000	£10,000–£14,999	−0.26	0.136	0.384
		£15,000–£19,999	−0.41	0.135	0.029
		£20,000–£29,999	−0.40	0.132	0.029
		£30,000–£39,999	−0.42	0.131	0.016
		£40,000 above	−0.51	0.138	0.003*
	2 £10,000–£14,999	Under £10,000	0.26	0.136	0.384
		£15,000–£19,999	−0.15	0.146	0.914
		£20,000–£29,999	−0.14	0.144	0.927
		£30,000–£39,999	−0.16	0.143	0.871
		£40,000 above	−0.25	0.149	0.546
	3 £15,000–£19,999	Under £10,000	0.41	0.135	0.029
		£10,000–£14,999	0.15	0.146	0.914
		£20,000–£29,999	0.01	0.142	1.000
		£30,000–£39,999	−0.01	0.141	1.000
		£40,000 above	−0.10	0.148	0.982
	4 £20,000–£29,999	Under £10,000	0.40	0.132	0.029
		£10,000–£14,999	0.14	0.144	0.927
		£15,000–£19,999	−0.01	0.142	1.000
		£30,000–£39,999	−0.02	0.139	1.000
		£40,000 above	−0.11	0.146	0.974
	5 £30,000–£39,999	Under £10,000	0.42	0.131	0.016
		£10,000–£14,999	0.16	0.143	0.871
		£15,000–£19,999	0.01	0.141	1.000
		£20,000–£29,999	0.02	0.139	1.000
		£40,000 above	−0.09	0.145	0.989
	6 £40,000+	Under £10,000	0.51	0.138	0.003*
		£10,000–£14,999	0.25	0.149	0.546
		£15,000–£19,999	0.10	0.148	0.982
		£20,000–£29,999	0.11	0.146	0.974
		£30,000–£39,999	0.09	0.145	0.989

Note: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

Appendix 6P
Summary Test Results for Hypotheses 7–9 in the TDQ Study

Demographic Factors	#Short and Long Holiday				Ω Time Lapse Since Last Holiday				ΦTourist Origin			
	T-test		Mann-Whitney U		ANOVA		Kruskal-Wallis		ANOVA		Kruskal-Wallis	
Dimensions of Tourism Destination Quality	T-values	Sig.	z	Sig.	F	Sig.	χ^2	Sig.	F	P	χ^2.	Sig.
Authentic	−0.886	0.376	−1.002	0.317	0.713	0.491	2.745	0.253	2.480	0.084	3.904	0.142
Safe	−1.753	0.080	−1.682	0.093	0.844	0.430	1.943	0.379	0.564	0.569	0.946	0.623
Affordable	−0.813	0.417	−0.797	0.425	1.249	0.287	2.667	0.264	0.534	0.587	1.824	0.402
Well-kept	−1.588	0.113	−1.335	0.182	2.517	0.081	9.662	0.008	0.201	0.818	0.820	0.664
Informative	−0.362	0.718	−0.320	0.749	1.269	0.282	3.793	0.150	0.029	0.972	0.183	0.912
Relaxing	−1.287	0.200	−0.848	0.396	0.604	0.547	1.107	0.575	1.628	0.197	3.546	0.170
Uncrowded	−0.851	0.396	−1.203	0.229	0.178	0.837	0.182	0.913	0.574	0.564	1.095	0.578
Varied	−0.403	0.687	−0.797	0.632	1.427	0.241	3.618	0.164	0.570	0.566	2.729	0.255
All-weather	−1.825	0.070	−1.418	0.156	0.703	0.496	0.983	0.612	1.933	0.145	2.465	0.292
Hospitable	−0.315	0.753	−0.381	0.704	1.543	0.214	3.404	0.182	0.003	0.997	0.111	0.946
Novel	−0.508	0.612	−0.448	0.654	0.425	0.654	0.951	0.622	1.974	0.140	4.851	0.088
Child-friendly	−1.207	0.228	−1.311	0.190	0.247	0.781	0.101	0.951	0.832	0.435	1.784	0.410

Notes: *Significant at less than the Bonferroni adjusted alpha level of 0.004.

#H_7. There are meaningful significant differences in what tourists associate with tourism destination quality between short-stay and long-stay tourists.

Ω H_8. There are meaningful significant differences in what tourists associate with tourism destination quality amongst tourists who last visited a tourism destination less than 6 months ago, 6–12 months ago and more that 12 months ago.

Φ H_9. There are meaningful significant differences what tourists associate with tourism destination quality amongst tourists of different origin.

Appendix 6R
Summary Test Results for Hypotheses 1–6 in the TDQ Study

Demographic Factors / Dimensions of Tourism Destination Quality	Gender			'With Children' and 'Without Children'			'Domestic' and 'International' Tourist			Age			Tourist Activity			Income		
	T-values	Mann U	$\eta2.$	T-values	Mann U	$\eta2.$	T-tests	Mann U	$\eta2.$	ANOVA	Kruskal Wallis	$\eta2.$	ANOVA	Kruskal Wallis	$\eta2.$	ANOVA	Kruskal Wallis	$\eta2.$
Authentic	−1.55	−1.55	n/a	1.42	−1.29	n/a	0.72	−0.23	n/a	ψ7.7*	27.6*	0.04	3.85	8.9	n/a	1.06	4.16	n/a
Safe	−1.56	−1.51	n/a	3.61*	−3.80*	0.02	2.81	−2.49	n/a	ψ14.2*	71.9*	0.07	ψ6.81*	16.4*	0.03	3.90*	20.19*	0.02
Affordable	−3.74*	−3.86*	0.02	1.97	−1.83	n/a	1.29	−0.08	n/a	n/a	0.2	n/a	6.29*	13.8*	0.02	0.80	3.16	n/a
Well-kept	−2.26	−2.02	0.01	2.58	−2.48*	0.01	2.33	−1.77	n/a	10.8*	45.0*	0.05	ψ5.76	12.8*	0.02	3.06	16.24	n/a
Relaxing	1.39	−1.37	n/a	3.98*	−3.90*	0.02	3.50*	−3.46*	0.01	n/a	8.3	n/a	6.12*	6.3*	0.02	1.45	9.65	n/a
Informative	−4.54*	−4.76*	0.02	2.04	−1.81	0.01	1.11	−0.81	n/a	n/a	8.2	n/a	5.17*	12.0	0.02	0.84	4.46	n/a
Uncrowded	0.93	−0.94	n/a	4.36*	−4.68*	0.02	4.47*	−4.72*	0.02	12.9*	47.6*	0.06	2.93	8.3	n/a	2.54	13.31	n/a
All-weather	0.89	−1.22	n/a	3.81*	−4.07*	0.02	3.06*	−3.16*	0.01	n/a	7.0	n/a	2.95	8.5	n/a	0.91	6.38	n/a
Varied	−2.66	−2.99*	0.01	4.27*	−4.66*	0.02	3.44*	−3.52*	0.01	4.3*	16.5*	0.02	ψ8.53	21.4*	0.04	1.21	6.45	n/a
Hospitable	−1.68	−2.07	n/a	2.59	−2.75*	0.01	1.42	−1.15	n/a	n/a	13.5	n/a	1.13	2.8	n/a	1.15	4.82	n/a
Novel	−2.15	−2.08	n/a	1.61	−1.43	n/a	0.65	−0.79	n/a	n/a	6.4	n/a	1.40	3.3	n/a	2.02	8.58	n/a
Child-friendly	−1.21	−1.43	n/a	5.42*	−5.50*	0.04	1.91	−1.92	n/a	4.9*	19.6*	0.02	0.87	2.7	n/a	2.31	9.45	n/a

Notes: *Significant at less than the Bonferroni adjusted alpha level of 0.004. .All ANOVA results are based on standard F-statistic except for those denoted (ψ), which are based on Welch's F-statistic.