

Cognitive Image and Affective Image of Oman Tourism Destination: Examining their Relationships to Destination Personality

Abstract:

Despite of brand image is becoming an increasing important in forming powerful brands, much ambiguity exist in understanding its relation to brand personality and their applicability in the tourism context. This study aims to capture destination image and destination personality of Oman and identify how destination image and personality are related. A questionnaire survey was conducted with 300 tourists who visited Oman. The tourists were asked to rate their perceived image, and personalize Oman as a tourist destination. Convergent validity, discrimination validity, Cronbach's alpha, factor analysis were conducted to verify instrument validity, reliability and dimensionality. After running out the pilot testing, distributing and collecting the accepted instrument, Descriptive analysis and correlation analysis were conducted by using SPSS 18 to test research model and hypotheses.

The results indicated that tourists perceived positive cognitive image and affective image about Oman destination, and hold affirmative attitude toward personality attributes ascribed Oman destination. Although cognitive image is positively related to affective image, it is not significant. Also, the results revealed that cognitive image and affective image are significant positively related to destination personality. Oman's destination planners and marketers should strive to create a positive experience for tourists. Branding efforts that lead to enhancing positive perceptions will definitely pay off.

Key words: Destination Image, Cognitive Image, Affective Image, Destination Personality, Oman