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## Residents as destination advocates: The role of attraction familiarity on destination image

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**Residents as destination advocates: The role of attraction familiarity on destination image**

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## Residents as destination advocates: The role of attraction familiarity on destination image

### Abstract

**Purpose** – Emphasizing the role of residents as destination advocates, this study investigates the influence of residents' familiarity with, and, favorability of attractions on destination image.

**Design/methodology/approach** – A mixed methods research strategy was employed using fifteen individual in-depth interviews and a survey questionnaire with a sample of N=364. The study utilizes an attraction familiarity index to classify respondents into four groups based on high, average, and low familiarity and examines the characteristics of each in the relationship between informational familiarity, experiential familiarity, and favorability and destination image.

**Findings** – The study reveals resident perceptions of attractions within the tourism product assembly framework and illustrates the positive relationship between the residents' level of familiarity with, and favorability of visitor attractions and destination image. Further, the findings also demonstrate the significant role of demographic characteristics such as gender and length of residency in the area. The study findings suggest that temporary residents can function as destination advocates.

**Research limitations/implications** – Employees and students from a prominent northeastern university were sampled, representing local residents and temporary residents respectively. While appropriate and fairly representative of the target market for the research questions in this investigation, more work is required to replicate this study utilizing representative samples across different locations.

**Practical implications** – Evidence from our study indicates the importance of marketing to residents as they serve as destination advocates. In particular, the residents' familiarity with and favorability of attractions is critical to positive destination image. The research offers insights into the identification of potential segments of residents that require special attention.

**Originality/value** – Limited existing research investigates the role of residents as destination advocates, especially in the context of destinations that lack a primary tourism attraction but have a well-balanced mix of attractions.

**Keywords:** destination advocates; destination image; destination marketing; local attractions; tourism product assembly.

## Introduction

Scholars examine the marketing efforts of locations as destinations (Kumar and Kaushik, 2017; Zenker et al., 2017), cities (Hultman et al., 2016; Lucarelli and Berg, 2011), and places (Braun et al., 2013; Kemp et al., 2012). The role of residents as a key stakeholder in the curation of destination image is a recurring theme across these varied research efforts (Sharpley, 2014; Van Niekerk, 2014). Research asserts that collaboration, participation, and advocacy among all stakeholders, including residents, is vital to the success of a destination (Almeida-García et al., 2016; Garrod et al., 2012; Vollero et al., 2018). Surprisingly, limited research investigates residents' involvement and engagement with destination brands (Insch and Stuart, 2015; Rehmet and Dinnie, 2013). Few studies examine the role of residents as “ambassadors of knowledge sharing” (Edwards et al., 2017) via online (Arsal et al., 2010) and offline platforms (Thompson et al., 2017). Overall, research notes the value of both local residents and temporary residents (Choi and Fu, 2018) as destination advocates and ambassadors and suggests that destination management organizations (DMOs) should utilize residents as destination advocates and information providers. Residents as information providers are especially important in the case of destinations without a major flagship attraction, or with limited comparative advantages (Hsu et al., 2004; Van Niekerk, 2014).

A prerequisite condition for destination advocacy is the ability of attractions, individually or in clusters, to draw visitors to the destination and contribute to residents' quality of life (Benur and Bramwell, 2015; Uysal et al., 2016). Residents' role is also important in the context of the visiting friends and relatives (VFR) market (Backer et al., 2017; Choi and Fu, 2018; Young et al., 2007). Recent evidence demonstrates the vital role of friends and relatives who live in the destination in pulling visitors to the destination and providing destination information (Thompson et al., 2017). Much of the extant research assumes that residents are

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2  
3 knowledgeable about the destination's attractions. However, research demonstrates that a  
4  
5 significant number of attractions suffer from poor awareness among residents (Schroeder,  
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7 1996). In order to fulfill their role as information providers, residents must first be familiar with  
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9 the local attractions.  
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14 There has been little empirical research that examines resident perceptions of tourist  
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16 attractions and the role of attractions on quality of life perceptions and destination image  
17  
18 (Lawton, 2005; Volero et al. 2018). This study addresses this gap by examining the role of  
19  
20 residents as destination advocates and investigating the relationship between residents'  
21  
22 familiarity with and favorability of attractions and destination image. In essence, this paper  
23  
24 emphasizes the contribution of residents in enhancing the destination's pulling power (Van  
25  
26 Niekerk, 2014).  
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## 30 **Literature review**

### 31 **Tourism destination development**

32  
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34 "A nice place to live is a nice place to visit" exemplifies the relationship between the resident-  
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36 tourist dyad (Jafari, 2012). Being a nice place to live is important for residents, whereas being  
37  
38 a nice place to visit is important for tourists. While being a nice place to visit depends on  
39  
40 destination-focused attributes, being a nice place to live depends on community-focused  
41  
42 attributes (Uysal et al., 2016). Research shows that successful tourism development is  
43  
44 associated with both destination and community focused attributes (Lawton, 2005; Merrilees  
45  
46 et al., 2009; Uysal et al., 2016). There are four key determinants of destination success:  
47  
48 destination components; location and accessibility; quality of visitor experience; and  
49  
50 community support (Bornhorst et al., 2010). Arguably, destination success is related to the  
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52 DMO's performance. Similarly, success in tourism depends on three distinct, but interrelated  
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3 areas: destination success, DMO success, and community buy-in (Bornhorst et al., 2010).  
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5 Therefore, destinations should be future oriented in their tourism development efforts requiring  
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7 both destination and community focused attributes as they are common to both destination  
8  
9 success and tourism success (Formica and Uysal, 2006; Rosentraub and Joo, 2009; Williams  
10  
11 and McIntyre, 2012).  
12  
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15  
16 This study utilizes the Jansen-Verbeke (1986) supply-side classification scheme  
17  
18 modeled after Rosentraub and Joo (2009) where destination components are categorized into  
19  
20 three groups: primary, secondary, and additional elements as shown in Figure 1 (Jansen-  
21  
22 Verbeke, 1986; Rosentraub and Joo, 2009).  
23  
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### 26 **Figure 1 Destination components**

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27  
28 Source: (Jansen-Verbeke, 1986; Rosentraub and Joo, 2009)  
29

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31 The total collection of attractions at a destination is conceptualized as its “tourism  
32  
33 product assembly” (Benur and Bramwell, 2015). Research assesses the importance and  
34  
35 performance of tourism product assembly components when determining a destination’s  
36  
37 pulling power for visitors (Formica and Uysal, 2006) and enhancing the quality of life for locals  
38  
39 (Garrod et al., 2012). Research demonstrates that primary destination components are critical  
40  
41 determinants of resident and visitor perceptions. For e.g., cities rely on flagship attractions,  
42  
43 referred to as primary components to become a successful tourist destination (Heeley, 2016).  
44  
45 This study begins by identifying the flagship attractions in an area from the local residents’  
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47 perspective and reveals the familiarity levels of tourism product assembly components among  
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49 residents.  
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54 RQ1. What are the major attractions in the area from the local residents’ perspective?  
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3 Tourism growth in cities involves substantial resources (Zehrer et al., 2017). Cities need  
4 to possess rare features such as the designation of a top-tier city or have primary attractions in  
5 their portfolio to become a tourist destination (Heeley, 2016). Some cities are naturally  
6 endowed and advantageous in their level of distinctiveness and attractiveness while others need  
7 to strengthen their resource base to be considered a nice place to live and visit through  
8 developing a variety of activities and attractions resulting in improvements to residents' and  
9 tourists' quality of life (Benur and Bramwell, 2015; Formica and Uysal, 2006; Rosentraub and  
10 Joo, 2009). Cities invest in cultural attractions such as museums, theaters, sport complexes,  
11 and events (Gullion et al., 2015; Heeley, 2016). Through extensive revitalization plans, some  
12 cities aim to attract new businesses and entrepreneurs, members of the creative class, which  
13 form the human capital needed to fuel the tourism supply structure and economic growth  
14 (Merrilees et al., 2009). In achieving revitalization, the tourism industry is of main focus,  
15 calling for interaction between stakeholders in the tourism supply structure (Van Niekerk,  
16 2014). This relationship is of importance because resources need to be utilized to their full  
17 potential, which occurs through the collaboration of multiple stakeholders. The development  
18 of primary attractions is highly complex due to the large number of components (Benur and  
19 Bramwell, 2015) and requires the local community's buy-in, involvement, advocacy, and  
20 support (Vollero et al., 2018).

### 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 **Residents experience of the city as a tourist destination**

47  
48 The evaluation of destination- and community-focused attributes differs between tourists and  
49 local residents. For example Merrilees et al. (2009) show that community-focused attributes  
50 are more important to residents. Findings from backer et al. (2016) indicate that like tourists,  
51 local residents also evaluate the destination at the functional and psychological levels.  
52 Investigating residents' destination perceptions in North Dakota, Schroeder (1996)

demonstrates the role and importance of residents' perceptions of a destination, identifying three groups with different destination perceptions: most positive, average, and least positive.

The study shows that residents' engagement with recreational and tourist activities in the state has positive effects on destination image. The study also indicates that residents who have positive perceptions have a strong tendency to recommend the destination to others. Residents who choose to travel to other states for recreation held the least positive perceptions and do not recommend the destination to others (Schroeder, 1996).

Lawton (2005) examines residents' perceptions of, and attitudes toward, a set of tourist attractions in Australia, confirming the positive influence of tourist attractions on resident's quality of life and the destination perception. Further, the construct of familiarity is significant for studying resident and visitor attitudes toward attractions and destinations (Baloglu, 2001; Prentice, 2004; Söderlund, 2002). Residents who are familiar with attractions exhibit positive association with the attractions' and destinations' image (Lawton, 2005; Schroeder, 1996). Much of the literature on familiarity is concerned with destination level analysis (Artigas et al., 2015; Milman and Pizam, 1995). In the literature the term 'familiarity' refers to awareness (Milman and Pizam, 1995). Other studies relate familiarity to previous visitation. For e.g., Baloglu (2001) states that destination familiarity is not only based on past visitations (experiential familiarity) but also on exposure and knowledge of destination-related information (informational familiarity). Furthermore, Prentice (2004) notes several types of familiarity (such as proximate, self-directed, and educational) in addition to informational familiarity. This study examines residents' informational and experiential familiarity with museum attractions. Additionally, the study identifies museum popularity in comparison to other attractions and the favorability of museum experiences. Responses to these questions



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2  
3 assess the performance of museums regarding awareness and image. Thus, the second research  
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5 question addressed in the present study is:  
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9 RQ2. What is the level of familiarity with, and, favorability of museum attractions and  
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11 their popularity among different groups of residents?  
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14 Recently, Gullion et al. (2015) investigated local residents' perceptions of further  
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16 investments in cultural tourism development on local resident perceptions of quality of life in  
17  
18 Indianapolis, Indiana. Notably, the study reveals that not all local residents support investments  
19  
20 in cultural tourism. Specifically, those who indicated low levels of quality-of-life perceptions  
21  
22 did not support investments in cultural attractions. The authors recommend that managers  
23  
24 improve the local residents' awareness of the benefits brought to the city by cultural tourism  
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26 investments. The study shows the importance of community relations planning, involving and  
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28 educating the community, and building community relations with local residents as part of  
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30 destination management organization roles.  
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36 Research has emphasized the relationship between tourism development and its impact  
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38 on residents' quality of life and tourists' destination experience (Uysal et al., 2016; Wheeler  
39  
40 and Laing, 2008). However, limited research investigates the effect of tourism development on  
41  
42 residents' quality of life perceptions (Ridderstaat et al., 2016). Tourists and local residents may  
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44 perceive a destination differently, primarily due to a tourists' temporary stay at the destination  
45  
46 (Merrilees et al., 2009). Studies show that the relative importance of destination components  
47  
48 differs among tourists, local residents, and other tourism stakeholders (Braun et al., 2013). For  
49  
50 example, (Stylidis et al., 2016) demonstrate that 90% of destination attributes are perceived  
51  
52 significantly different among stakeholder groups. Residents may be of two types: those original  
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54 to the location, and those who moved from elsewhere (Freire, 2009). The length and quality of  
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3 time experiencing a destination is considered as a major determinant of how locals and non-  
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5 locals perceive the destination (Schroeder, 1996; Smith, 2015). Further, demographic  
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7 characteristics such as age are shown to influence how destinations are experienced and  
8  
9 perceived by different groups of residents (Martínez González et al., 2017). Therefore, the third  
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11 research question is  
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16 RQ3. What is the role of familiarity with, and favorability of, museum attractions and  
17  
18 socio-demographic characteristics in residents' destination image?  
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### 21 22 **Residents as destination advocates**

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24 Research have considered the destination advocacy, indicating the importance of the  
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26 relationship between the tourist experience and positive destination perceptions leading to  
27  
28 potential destination advocacy behavior (Kumar and Kaushik, 2017). Tourists constitute the  
29  
30 primary target market of tourist destinations, but local residents as domestic tourists should not  
31  
32 be omitted (Martínez González et al., 2017). Therefore, like tourist destination development,  
33  
34 marketing to residents is also important to connect residents with a destination and its  
35  
36 attractions. This facilitates residents' appreciation of the positive characteristics of their  
37  
38 community and helps capture their support as advocates (Gursoy and Rutherford, 2004). Local  
39  
40 residents are a set of heterogeneous individuals often belonging to multiple stakeholder groups  
41  
42 such as local businesses, employees, and local community. Therefore, residents are the largest  
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44 stakeholder in a destinations' brand and can be beneficial to the development and promotion  
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46 of the brand through advocacy and ambassadorship behavior.  
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53 Insch and Stuart (2015) identify factors influencing residents' disengagement behavior  
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55 from their city brands. The study shows a lack of familiarity and knowledge among  
56  
57 interviewees toward the city brand as the primary reason for disengagement. Interviewees had  
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3 difficulty correctly identifying the city's current brand identity. More critically, this study  
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5 demonstrates that discontentment with local authorities' activities and pessimistic attitudes  
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7 towards involvement causes residents to exhibit disengagement behavior towards city branding  
8  
9 efforts. These findings show that though residents are recognized as active participants of place  
10  
11 branding, their engagement continues to be at low levels. Other studies discuss the  
12  
13 effectiveness of place brand communication and criticize use of the top-down approach rather  
14  
15 than bottom-up efforts (Braun et al., 2014; Freire, 2009).  
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21 Evidenced by the VFR market, local residents can be tourists (Backer et al., 2017) and  
22  
23 their engagement yields supplementary benefits, especially as they patronize restaurants, local  
24  
25 accommodation, attractions, and other tourist-related activities, contributing to tourism  
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27 receipts, particularly when residents accompany their guests, thereby increasing the economic  
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29 impact (Young et al., 2007). Destination planners need to recognize the salience of local  
30  
31 residents and their economic impact on individual attractions and the tourism economy as a  
32  
33 whole. The economic benefits are multiplied when local residents use word-of-mouth  
34  
35 marketing, one of the most influential information sources, to actively promote the destination  
36  
37 to other residents, current visitors, and future visitors (Litvin et al., 2008). Residents  
38  
39 identification with destination attractions, will increase the likelihood that local residents will  
40  
41 advocate for their destination to inbound tourists (Palmer et al., 2013).  
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47 The growing emphasis on local residents as destination advocates stresses their integral  
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49 role in destination marketing and branding (Braun et al., 2013). Marketing to local residents  
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51 encourages residents to be familiar with visitor attractions in their destination (Bornhorst et al.,  
52  
53 2010; Young et al., 2007). Then, enlisting local residents as destination advocates may enhance  
54  
55 destination performance, justifying the need for interaction between individual attractions,  
56  
57 local residents, and all stakeholder groups, known as the stakeholder approach (Sharpley,  
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3 2014). Though positive benefits are derived, destinations need to bear in mind that these  
4 stakeholders are not paid and their engagement in destination branding depends on how the  
5 brand is communicated to them. This requires the destination to employ effective  
6 communication and assess and monitor local residents' engagement on a consistent basis  
7 (Sartori et al., 2012). Destination advocacy enhances performance if the economic gain is  
8 enticing, encouraging local residents to engage with and welcome visitors to the destination  
9 (Freire, 2009; Hultman et al., 2016; Insch and Stuart, 2015; Martínez González et al., 2017;  
10 Sartori et al., 2012). Thus, deep identification with the destination and positive feelings will  
11 lead to gains in local resident participation at local attractions (Palmer et al., 2013; Van  
12 Niekerk, 2014). Therefore, local residents are vital to promote attractions to individuals in their  
13 social network, current visitors to the destination, and potential future visitors as local  
14 destination experts and information providers (Backer et al., 2017; Choi and Fu, 2018; Garrod  
15 et al., 2012).

## 33 **Methods**

### 37 **Study setting**

39 The study is set in one of the largest cities in New York (NY) state and welcomes over two  
40 million visitors annually. The city's tourism supply structure is composed of cultural, sport,  
41 and amusement attractions; physical characteristics; and additional elements supporting the  
42 tourism infrastructure (Rosentraub and Joo, 2009). The city has various cultural attractions  
43 including a nationally recognized children's museum, cultural museums for adults, a science  
44 museum, and highly regarded art galleries. Furthermore, the city has several theatres, multiple  
45 sporting venues, a zoo, and an amusement park. Of the numerous seasonal festivals, an  
46 international music festival in summer is considered among the best in the state  
47 (<https://www.iloveny.com/>). The city contains a wealth of physical characteristics, including

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3 waterfalls, beaches, and a state park. Additionally, the city offers numerous full-service hotels,  
4  
5 inns, bed and breakfast as well as motels (<http://www.nyshta.org/>). The city's many restaurants,  
6  
7 bistros, and cafes feature a wide range of culinary styles and ethnic flavors  
8  
9  
10 (<https://www.iloveny.com/>).  
11  
12

### 13 14 **Research design**

15  
16 This study employed a mixed methods strategy to add rigor to the research design. In the first  
17  
18 phase, semi-structured interviews were conducted using an interview aid with open-ended  
19  
20 questions, which included probes to solicit further details. The topics addressed during the  
21  
22 interviews included (1) places the interviewee would take visitors to the city, (2) facilitating  
23  
24 and constraining factors of visitation to visitor attractions in the city, (3) the city as a place to  
25  
26 live and visit, and (4) use of discretionary time. The researchers aimed to maximize diversity  
27  
28 among the interview participants on the basis of demographic characteristic. To ensure a  
29  
30 diverse interview sample, and facilitate saturation in the responses, a total of fifteen (15)  
31  
32 participants were interviewed and ranged from 17 to 40 minutes in length. During the  
33  
34 interviews, a digital recorder was used with the consent of the participant. Table 1 shows the  
35  
36 profile of interview participants, demographic characteristics, popular attractions, familiarity  
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38 with and favorability of attractions, and destination image.  
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45 **Table 1. Profile of the interview participants**

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51 Guided by the interviews, a questionnaire survey was designed and included primarily  
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53 closed-ended questions with two open-ended questions for additional input. To identify the  
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55 most popular activities and attractions in the city, respondents were provided a short scenario  
56  
57 and asked to list places they would take visitors in the area. Respondents were asked to indicate  
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3 their agreement with three destination image statements using a 5-point Likert scale (Artigas  
4 et al., 2015; Lawton, 2005). To investigate residents' familiarity with, and favorability of  
5 attractions, the study selected six local museums as cultural attractions for this study. The six  
6 museums were selected because they were featured in the city's official visitor guide  
7 distributed by the primary tourism promotion agency of the county. The familiarity and  
8 favorability measurements were adopted from (Andreassan and Kotler, 2008).  
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18 A university located in the city was chosen for the survey data collection. The entire  
19 population of students, faculty, and staff were invited to participate in the study. The  
20 researchers acknowledge that this sample is not fully representative of the city's residents,  
21 however, college students are the current and future core visitors of cultural attractions. Further,  
22 highly educated individuals are most likely to visit museums. It could be argued that some  
23 students and/or employees do not have similar levels of knowledge of the destination, however,  
24 residents and temporary residents (such as students or new employees) still serve as  
25 information providers, specifically for their social networks. This is particularly true for the  
26 VFR market. Further, students typically spend between 3-5 years in the city and in a sense  
27 represent a captive audience for receiving marketing information on attractions. The state of  
28 NY also considers anyone to be a permanent resident if they spend more than 183 days in a  
29 calendar year in the state ([https://www.tax.ny.gov/pit/file/pit\\_definitions.htm](https://www.tax.ny.gov/pit/file/pit_definitions.htm)). Furthermore,  
30 literature provides support for viewing temporary residents as sojourners, lending further  
31 support to their role as destination experts (Lee et al., 2008). This reinforces the need to  
32 consider residents as expert sources of information. To avoid any potential bias in the data, the  
33 permanent addresses and current addresses of participants were examined to further classify all  
34 participants as temporary and permanent residents.  
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The survey was administrated using the Qualtrics online survey platform. The survey participants were recruited utilizing the distribution function of the Qualtrics platform, emails, and visits by researchers to various outlets on campus to ask students to voluntarily participate in the study. Those who accepted to participate were provided the link to the survey. Data collection lasted approximately 45 days beginning with a pilot test of the survey. A total of 374 questionnaire surveys were completed. Ten surveys were eliminated due to missing data resulting in 364 usable cases. Respondents were 60% female and greater than two-thirds of participants were age 40 or younger (66%). Sixty percent were permanent residents of the county and more than half were unmarried (56%) and having lived in the area for more than five years (56%). A majority of participants held at least a bachelor's degree (73%). Table 8 lists the full demographic profile of the sample. SPSS 22 was used for all quantitative analyses. The study employed descriptive and inferential statistical analysis. Direct quotations supporting the quantitative results from the open-ended responses are used for illustration.

## Results

### Major attractions in the area

The survey asked participants to list up to five attractions or activities (RQ1) to which they would take a visitor to the area. The total number of items listed was 1584. Table 2 captures the frequency (0-5 attractions or activities) mentioned by the participants. Whilst a majority of participants (70%) stated five most popular attractions or activities, nine participants did not list any.

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**Table 2. Number of attraction mentions by frequency and percentage of the sample**

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3 Table 3 shows the supply-side classification of the mentioned attractions by total  
4 frequency and number of mentions by participants from zero to five times. 117 participants  
5 mentioned one cultural attraction, 89 mentioned two cultural attractions, and 48 participants  
6 mentioned at least three cultural attractions. The majority of the participants (70%) included at  
7 least one cultural attraction. Physical characteristics were mentioned at least one time by 77%  
8 of participants and 50% of participants referred to at least two physical characteristics. Of the  
9 1584 total mentions, 37% were from the physical characteristics category (n=588), followed  
10 by 28% from the cultural attractions category. The third most popular category was secondary  
11 elements (n=311) accounting for 19% of the total mentions.  
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25 **Table 3. Supply-side classification of mentioned attractions**

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31 Eighty percent of total mentions were from the primary elements. The primary elements  
32 were represented evenly between activity place (49%) and leisure setting (51%). Cultural  
33 attractions such as museums, art galleries, and theaters, were considered the most important  
34 activity places. Amusement attractions such as festivals, zoos, and theme parks were also  
35 considered among popular attractions. A variety of local festivals were among the most popular  
36 activities in the area. Sport facilities such as a baseball field, hockey arena, and golf and country  
37 clubs were also mentioned as activity places. As part of the leisure setting, physical  
38 characteristics such as the lakefront, waterfalls, state parks, local natural parks, canals, and  
39 beaches were the most popular settings mentioned. Social and cultural characteristics such as  
40 farmers markets were also mentioned by participants. Secondary elements accounted for 20%  
41 of mentions and included catering facilities such as restaurants, wineries, breweries, and  
42 distilleries. Shopping facilities were also mentioned consisting of grocery stores, malls, and  
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3 local gift shops. Additional elements such as the local tourism promotion office and tourism  
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5 information centers were also mentioned by some participants.  
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### 9 **Familiarity with, and favorability of museum attractions in the area**

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11  
12 Table 4 compares familiarity and favorability ratings of the six museums (RQ2). On  
13  
14 average, all museums had higher favorability ratings, ranging from  $M=3.85$  to  $M=4.35$ , than  
15  
16 their familiarity ratings ranging from  $M=2.66$  to  $M=3.61$ . The highest favorability and  
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18 familiarity scores were not from the same museums, whereas the lowest familiarity and  
19  
20 favorability scores were from the same museum.  
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24 **Table 4. Familiarity and favorability mean scores of museums**

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31 Table 5 compares the average mean scores of familiarity and favorability among  
32  
33 participants on various demographic characteristics. Women ( $M=3.54$  and  $M=4.32$ ) had  
34  
35 significantly higher average familiarity,  $t(319) = 4.902$ ,  $p=0.009$  and average favorability,  $t$   
36  
37 ( $104$ ) =  $2.633$ ,  $p=0.000$  compared to men ( $M=3.07$  and  $M=3.71$ ). As can be seen from the table,  
38  
39 overall the older the participant, the higher their familiarity and favorability scores, though the  
40  
41 Generation X ( $M=4.45$ ) cohort had higher favorability scores than Baby Boomers ( $M=4.48$ ).  
42  
43 The results of the ANOVA and post hoc tests confirmed the significance of these differences  
44  
45  $F(3, 306) = 82.209$ ,  $p=0.000$  and favorability scores  $F(3, 966) = 19.650$ ,  $p=0.000$ . Generation  
46  
47 Z ( $M=3.28$ ) had significantly lower favorability scores than Baby Boomers ( $M=4.48$ ) and  
48  
49 Generation X ( $M=4.55$ ). In the case of familiarity, the score for Generation Z ( $M=2.65$ ) was  
50  
51 significantly lower than the scores of the Generation Y ( $M=3.25$ ), Generation X ( $M=3.95$ ), and  
52  
53 Baby Boomer ( $M=4.00$ ) cohorts. Married participants had higher familiarity and favorability  
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scores. T-tests confirmed that the difference in their scores was significant for both familiarity,  $t(313) = 20.651, p=0.000$ , and favorability,  $t(100) = 10.005, p=0.001$ .

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**Table 5. Comparison of familiarity and favorability scores among demographic groups**

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The influence of employment status is noteworthy. Full time employees had higher familiarity and favorability scores than students. Results indicated that the differences in their scores were significant for both familiarity,  $t(318) = 32.350, p=0.000$ , and favorability,  $t(103) = 31.198, p=0.000$ . Familiarity and favorability scores were also significantly different among participants by their permanent residency. Overall, participants from the same county and state had higher ratings. ANOVA and post hoc tests confirmed that the differences in familiarity scores,  $F(3, 318) = 53.681, p=0.000$ , and favorability scores,  $F(3, 102) = 15.044, p=0.016$ , were significant. The participants from the county had significantly higher familiarity scores ( $M=3.85$ ) and favorability scores ( $M=4.35$ ) than their counterparts. Finally, the results also indicate that length of residency also plays a significant role in participants' familiarity scores,  $F(3, 313) = 93.881, p=0.000$ , and favorability scores,  $F(3, 100) = 23.202, p=0.000$ . Participants who resided in the city for more than five years had significantly higher familiarity scores ( $M=4.00$ ) than all counterparts with scores ranging from  $M=2.15$  to  $M=2.74$ . Participants who resided in the city for more than five years had significantly higher favorability scores ( $M=4.42$ ) than participants who resided 1-3 years ( $M=3.08$ ) and less than a year ( $M=2.45$ ).

**The role of attractions familiarity and destination image**

Table 6 shows the summary statistics from the three questions related to destination image (RQ3). The mean scores ranged from 4.21 to 3.53 on a 5-point Likert-scale. Overall, the

city is rated high as nice place to live, whereas the city is rated less favorably as a nice place to visit.

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**Table 6. Summary statistics of destination image variables**

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The composite mean score of destination image is used in further analysis to compare group differences regarding the familiarity index, explained below, and socio-demographic characteristics. The study utilized a three-step approach to measure familiarity. First, residents rated their familiarity with six museums (informational familiarity). The percentage of residents who never heard of each museum differed significantly among the six museums ranging from 12% to 39%. Following Baloglu (2001), residents who indicated “heard of” or “know a little bit” were assigned a score of 1 and categorized in the low-familiarity group. The high-familiarity group was assigned a score of 2, which consists of residents who indicated “know a fair amount” or “know very well.” Second, respondents were asked to report how many times they visited each museum (experiential familiarity). This dimension classified respondents in three groups: non-visitors, one-time visitors, and repeat visitors (two or more visits) and were assigned scores of 0, 1, and 2, respectively. Familiarity with each museum and the previous number of visits to each museum were summed for each respondent to form a familiarity index: low familiarity (scores 1-6), medium familiarity (scores 7-12), and high-familiarity (scores 13-24).

The largest group, high familiarity, consisted of 42% (n=151) of the sample whereas the medium familiarity group consisted of 28% (n=103), and the low familiarity group consisted of 30% (n=110). Table 7 lists the summary of descriptive and ANOVA statistics regarding destination image by familiarity groups. The high familiarity group had the most

favorable destination image  $M=4.25$  ( $SD=0.79$ ). By comparison, the low familiarity and medium familiarity groups rated destination image with lower scores  $M=3.39$  ( $SD=0.94$ ) and  $M=3.79$  ( $SD=0.80$ ), respectively. The assumption of homogeneity of variances was tested and satisfied via the Levene's  $F$  test,  $F(3, 359) = 24.485$ ,  $p < 0.001$ . Post hoc tests confirmed that the differences were significant between the high familiarity group and the other two groups and between medium familiarity group and low familiarity group. Results of ANOVA and post hoc tests indicated that when local residents,  $F(2, 194) = 11.625$ ,  $p < 0.000$  and temporary residents  $F(2, 141) = 13.562$ ,  $p < 0.000$  were analyzed separately, the differences between familiarity groups were significant, similar to the combined sample, further supporting the significant role of temporary residents as destination advocates.

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**Table 7. Destination image by familiarity groups**

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Table 8 exhibits the mean scores of the familiarity index and destination image based on demographic characteristics. Female residents indicated more favorable destination image scores ( $M=4.03$ ). The vast majority of females were in the medium and high familiarity groups (82%). By comparison, men had a lower destination image score ( $M=3.63$ ) and two-thirds of men were in the medium and high familiarity groups (65%). The independent samples t-test (not equal variance) indicated a statistically significant difference in gender groups,  $t(251) = -3.717$   $p < 0.001$ . Thus, women were associated with a significantly higher destination image than men in this study. Baby Boomers ( $M=4.43$ ) and Generation X ( $M=4.15$ ) had significantly higher destination image scores than the Generation Y ( $M=3.72$ ) and Generation Z ( $M=3.56$ ) cohorts,  $F(3, 310) = 10.744$   $p < 0.001$ . The majority of both Baby Boomers (85%) and Generation X (73%) respondents were in the high familiarity group. By comparison, marital

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3 status  $t(317) = -5.352$   $p < 0.001$  also resulted in significant differences, indicating higher  
4 destination image among married respondents ( $M=4.17$ ) than never married respondents  
5 ( $M=3.62$ ). The majority of married respondents were also in the high-familiarity group (73%).  
6  
7 Respondents in the high school group ( $M=3.50$ ) had lower destination image ratings than  
8 respondents in the undergraduate ( $M=3.88$ ) and graduate ( $M=4.10$ ) groups. This difference in  
9 education status groups was significant  $F(2, 322) = 11.366$   $p < 0.001$ . The difference in the  
10 mean scores between full-time employees ( $M=4.21$ ) and full-time students ( $M=3.54$ ) was also  
11 significant  $t(320) = -6.717$   $p < 0.001$ . Almost all full-time employees were in the medium and  
12 high familiarity groups (95%). The influence of permanent residency was also significant,  $F$   
13 ( $3, 322$ ) = 13.200  $p < 0.001$ . Respondents who reside in the county ( $M=4.06$ ) and state ( $M=3.90$ )  
14 rated the destination image higher than those respondents whose permanent residency was in  
15 another state ( $M=3.29$ ) or abroad ( $M=2.94$ ). Seventy-six percent of respondents who resided  
16 in the area more than 5 years were in the medium and high familiarity groups. Low familiarity  
17 constituted the majority of the respondents who resided in the area less than a year (77%). The  
18 destination image of those respondents who resided in the area more than five years ( $M=4.17$ )  
19 was significantly,  $F(95, 148) = 17.029$   $p < 0.001$ , higher than those respondents whose length  
20 of residency was less than a year ( $M=3.19$ ), 1-3 years ( $M=3.60$ ), and 4-5 years ( $M=3.61$ ).  
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43 Finally, local residents and temporary residents may have significantly different views  
44 of the destination and differing familiarity levels. To test this, we conducted an independent  
45 sample t-test splitting the participants by residency. No significant differences were found  
46 which confirms our original decision to analyze the data together, which is consistent with the  
47 recommendations of Lee et al. (2008). Further, the length of time spent in the city positively  
48 impacts the city image (Simpson and Siguaw, 2008). For clarity and rigor, Tables 7 and 8  
49 provide analyses based on temporary and permanent residency classifications.  
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**Table 8. Destination image and familiarity groups by demographic characteristics**

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**Discussion**

This study examined residents' perception of destination image of a large metropolitan city as a nice place to live and visit and provided information about the three core components of destination success: attraction offerings, marketing effectiveness, and quality of visitor experiences. Residents, both local and temporary, are integral to the destination brand (Freire, 2009) and their positive attitude is essential to becoming a successful destination. Successful destinations provide visitors and residents satisfactory and enjoyable visitation experiences through their attraction offerings (Bornhorst et al., 2010).

Responding to the first research question, the majority of the popular attractions to take visitors are primary destination components in the leisure setting and activity place categories (Rosentraub and Joo, 2009). Physical characteristics are the most favorite attractions under the leisure setting, whereas cultural attractions are the most favorite attractions under the activity place. Catering and shopping-related components also play an important role (Formica and Uysal, 2006; Smith, 2015). The results show that despite the popularity of destination's natural and cultural attractions, a combination of destination components constitute the destination's tourism product assembly. Consistent with the literature, sport and amusement attractions, and especially festivals are among the most important components (Derrett, 2003; Rosentraub and Joo, 2009) as are the physical and social environment (Campelo et al., 2014; Smith, 2015). Although the city lacks a primary attraction, it has an extensive supply of destination components, as previously demonstrated. Through utilizing the existing tourism supply structure to its fullest potential, the city can increase the drawing power of the destination, thus attracting new residents and tourists to the city.

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3 The results show that attractions provide quality visitor experiences and do not have  
4 image problems, rather awareness problems as they are not known by all visitors, answering  
5 the second research question. The high levels of unfamiliarity with some of the museum  
6 attractions indicate the need to improve marketing effectiveness. Some sample quotations are  
7 provided for illustration. The profile of each interviewee can be found in Table 1 using the  
8 corresponding identification number.  
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18 “The city does not market itself well. A lot of potential... needs to visit with someone  
19 who knows the hidden gems.” (14)  
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24 “I am not sure if the city is known outside the region. 50/50 chance of people knowing  
25 it.” (11)  
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29 Responding to the third research question, a majority of the respondents perceive the  
30 city as a nice place to live and visit with a variety of attractions. Respondents rate the city  
31 higher in terms of a place to live rather than as a place to visit. This may be attributed to an  
32 issue of perception due to the lack of a flagship attraction. The results suggest that the  
33 destinations’ residents hold a favorable perception of quality of life, also evidenced in the  
34 comments from interview respondents:  
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44 “The city doesn't really have much to pull other people to visit but it's got plenty to do  
45 for people that are already here, not just limited to museums.” (09)  
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50 “I love the city. I moved here as an undergraduate student and am still here 10 years  
51 later. There is something for everyone and I encourage all efforts to support tourism  
52 here.” (13)  
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3 “I love the city, but do not think it's a destination for vacation. Good for family and  
4 friends to visit for day trips.” (02)  
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9 Results show an association between destination imagjafari, familiarity with, and  
10 favorability of visitor attractions, which matches findings observed in earlier studies (Lawton,  
11 2005; Schroeder, 1996). Age, origin, and length of residency in the area have significant  
12 influence on residents’ destination image (Smith, 2015; Stylidis et al., 2016; Williams and  
13 McIntyre, 2012). For example, in terms of age and length of residency in the area, the vast  
14 majority of those who perceive the destination positively are local residents, Baby Boomers,  
15 Generation Y, or those had resided in the area for 5 or more years. A majority of those who  
16 have permanent residency in the county and state responded favorably to the destination  
17 appearance question. These results are likely due to residents’ longer length of residency and  
18 better quality of experience with the visitor attractions and destination attributes. One  
19 respondent (09) revealed how various personal factors may be influential: “A lot of it being  
20 [dependent] on the person and what they like to do, there are people from all over the world  
21 who have never fully explored [the city] itself,” but also possible barriers to experience  
22 available attractions at the destination: “How would it be easier [...] to get them to go to the  
23 attractions or events if they do not know about [them]? A lot of the ongoing and fun events are  
24 mostly for people who are 21 and over...” This finding supports past research wherein, the  
25 evaluators’ characteristics (i.e., the length and quality of their experiences with visitor  
26 attractions), and various destination attributes are major determinants of destination image  
27 (Smith, 2015).  
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53 It is apparent that the city performs better in community-based attributes such as social  
54 capital than it does in business creativity-based attributes. As one respondent commented, the  
55 city is perceived as a family destination: “It is a great destination for kids and great in the  
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3 summer time especially for families traveling with children” (15). The results indicate a need  
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5 to improve the perceptions of those who are single and belong to Generation Y. These findings  
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7 further support previous research (Braun et al., 2013; Gullion et al., 2015) and suggest that it  
8  
9 is important to assess residents’ perceptions of destination mix based on various characteristics.  
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11 This also accords with earlier observations (e.g. Simpson and Siguaw, 2008), which show that  
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13 residential status and age are critical predictors of destination image.  
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## 18 **Conclusions**

### 21 **Theoretical implications**

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23 Similar to Benur and Bramwell (2015) and Vollero et al. (2018), the first aim of this paper was  
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25 to examine the local residents’ perspective of the major attractions in the area and the level  
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27 tourist destination development. The paper thus considers destinations’ progress toward  
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29 becoming an economic engine and establishment of critical destination components and stable  
30  
31 relationships with local residents to enhance community well-being. The second aim of the  
32  
33 paper stressed that familiarity with tourism experiences play a critical role in determining  
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35 residents’ destination image and increasing attractions familiarity helps strengthen the  
36  
37 relationship residents’ have with their destination (Artigas et al., 2015; Insch and Stuart, 2015;  
38  
39 Lawton, 2005). The third aim of this study was to examine the role of attractions familiarity on  
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41 destination image. The results show that the destination image is highly positive especially for  
42  
43 families and baby boomers and temporary residents. The evidence from this study is consistent  
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45 with other research in that residents’ destination image is positively related to the level of  
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47 familiarity with, and favorability of visitor attractions at the destination (Baloglu, 2001; Gullion  
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49 et al., 2015; Hahm and Severt, 2018; Milman and Pizam, 1995; Prentice, 2004; Schroeder,  
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51 1996; Söderlund, 2002).  
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Much of the literature on familiarity is concerned with destination-level analysis. Our results contribute to theory with regard to the role of attraction familiarity on destination image, while also providing strategic and tactical directions to managers in the tourism industry. Unlike other studies, our study has also identified that temporary residents can function as destination advocates. This illustrates the importance of their familiarity with the attractions at the destination. Thus, our study further supports the idea of community marketing in the context of destination management to leverage residents' commitment to and advocacy for the destination. As noted below, some destinations are encouraging residents to advocate for their destination through specifically designed programs. The findings of this paper will be of interest to destination managers. The results are encouraging for destination managers as residents perceive the city as a nice place to live. From a managerial perspective, it is of paramount importance to market and build awareness of the destination's attractions to the temporary resident population and the permanent residents. The results of this study indicate the following several practical implications.

### **Practical implications**

This study has identified the critical role of residents' knowledge utilization of destination components to direct visitors in the VFR market. Managers should note that the destination is perceived favorably on two success requirements, the availability of the attractions and the quality of the experience at these attractions. However, the results indicate that this is not necessarily complemented by marketing efforts, revealing the need for improved and coordinated efforts across the population. Specifically, marketing material and content should emphasize both informational and experiential information as residents evaluate the quality of the experience vicariously for visitations. A potential path to implementation of this experiential information is to add experiential information through the use of vicarious learning

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3 tools. Video tours, virtual walkthroughs and encouraging prior visitors to post videos and  
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5 photos of the attractions are recommended. Despite high favorability of visitor attractions,  
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7 greater efforts are needed to improve visitor communication and marketing. Irrespective of the  
8  
9 target segment, this is best achieved through collaborative marketing. The study demonstrates  
10  
11 the importance of marketing and branding to residents, in addition to organizations and visitors.  
12  
13 Residents' engagement with destination is noted in extant research as a reason for destination  
14  
15 success (Artigas et al., 2015; Freire, 2009; Hsu et al., 2004; Inch and Stuart, 2015; Van  
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17 Niekerk, 2014). Managers should note that lack of familiarity is found to be the primary reason  
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19 for residents' disengagement with destinations in our study. Therefore, increasing awareness  
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21 and familiarity of the attractions among the resident population should be the first step in  
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23 engaging residents.  
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30 Managers may note that continued efforts are needed to make the destination and its  
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32 attractions accessible to their residents. Collaborative marketing techniques draw visitation to  
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34 more than one attraction and can help lesser-known attractions gain further traction through  
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36 partnerships with more well-known, yet complementary visitor attractions. For example,  
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38 destination cards are used to provide added value in the form of free or discounted attraction  
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40 visitation. Such programs may enhance the visibility of individual attractions and reduce  
41  
42 awareness problems, which can be more powerful through interpersonal influence (Angeloni,  
43  
44 2016). As suggested, developing resident-focused marketing programs, visitor attractions can  
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46 greatly improve their drawing power for local residents and their visitors to the destination.  
47  
48 Furthermore, there is a need for more marketing efforts aimed at Generation Y and Z (students)  
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50 regarding both the destination and individual visitor attractions. These results clearly  
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52 demonstrate that resident-focused programs are indispensable for both current and future  
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54 residents. For example, visitor attractions may develop programs targeting specific segments  
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3 (for example college student events with free or reduced ticket prices) and packaging by  
4 destination management organizations. At the macro level, the findings also suggest that local  
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6 authorities should continue to invest in improving the business creativity attributes to meet the  
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8 expectations of this demographic segment (Generation Y and non-family). As anecdotally  
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10 suggested in the literature, managers should note that attractions and destinations are not likely  
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12 to be fully experienced on the first visit. Multiple visits should be encouraged so visitors'  
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14 knowledge can be complemented with direct experience to the attractions and the destination.  
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20 Residents are the most important information sources for the VFR market in particular.  
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22 Literature notes the importance of residents as the most influential information source, even  
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24 more than online sources such as travel blogs and review sites (Thompson et al., 2017).  
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26 Therefore, our findings emphasize the need for DMOs to target residents and develop a  
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28 comprehensive understanding of how information is acquired by the residents. Destinations  
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30 without flagship attractions are especially challenged, reflecting a greater need for marketing  
31  
32 effectiveness. While they are not likely to benefit from the reputation of a well-known  
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34 destination or a flagship attraction, they can utilize their residents as advocates. Residents buy-  
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36 in is critical to the success of such destinations and attractions.  
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42 There is a definite need for residents to become more familiar with their destination and  
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44 its attractions, as this will improve destination image. There are several examples of programs  
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46 that encourage destination ambassadorship, such as TidyTowns in Ireland with the aim of  
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48 residents helping improve the environment to make their community a better place to live,  
49  
50 work, and visit. The Colorado Tourism Office recruits tourism professionals to make  
51  
52 presentations to local residents about the benefits of tourism in the state, thereby encouraging  
53  
54 behavior demonstrated by destination ambassadors. Local residents can receive training and  
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56 certification to be a tourism ambassador through Visit Wales, which encourages commitment  
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3 to the community. The “Be Berlin” campaign in Germany is another successful effort in which  
4 residents expressed their feelings with the destination brand on a personal level (Braun et al.,  
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8 2013). Finally, the York Residents Festival allows local residents the opportunity to celebrate  
9  
10 the European city, which is a popular tourism destination and a great place to live.  
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14 Together these examples outline the use of destination advocacy and ambassador  
15 programs in building community relations and marketing the destination to tourists. It therefore  
16 is suggested that local authorities and destination management organizations develop and  
17  
18 enrich such programs. Research shows that buy-in tends to be higher if the efforts are bottom-  
19  
20 up (Braun et al., 2014; Freire, 2009). Finally, it is also important to reiterate that destination  
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22 advocates are not paid for their service, so they should be recognized for their contributions.  
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24 For e.g. destination and attraction managers may organize special events to show their  
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26 appreciation to these destination advocates. These events and efforts, help encourage local  
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28 residents to be more receptive of tourists and promote their city and its attractions and  
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30 ultimately contribute to destinations branding efforts.  
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### 38 **Limitations and future research**

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40 Our findings should be viewed in the light of several limitations. The sample was appropriate  
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42 and fairly representative within the intended population targeting different generational  
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44 cohorts, however, more research is needed before generalizing these findings across multiple  
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46 destinations. Further, it could be argued that the sample may not ideally represent the resident  
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48 population of the area due to the sampling strategy and the cross-sectional nature of the study.  
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50 Nevertheless, the study offers an opportunity to expand the limited research focused on  
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52 residents’ perceptions of attractions and destination image. We invite scholars to explore this  
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54 domain employing longitudinal data. More research is required to improve the knowledge of  
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3 residents' perceptions of places as visitor or tourist destinations. Specifically, research is  
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5 needed to examine both the tourist and resident perspectives in the same study. Future work  
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7 should explore other antecedents and consequences of familiarity on destination image. For  
8  
9 example, it would be interesting to assess the effects of experience-seeking on residents' visit  
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11 intentions to attractions. It appears that resident knowledge is a key contributor of positive  
12  
13 destination image. Therefore, its role as mediator of destination image in future research should  
14  
15 be encouraged (Artigas et al., 2015). Finally, our results should be interpreted within the  
16  
17 context of the knowledge-attitude-behavior framework. It is assumed that those who are  
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19 familiar with attractions and have positive destination image would recommend the destination  
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21 to others and contribute to the word-of-mouth promotion of the destination and its attractions.  
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26 Therefore, a future study that assesses resident intentions as part of the study is warranted.  
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**Table 1. Profile of the interview participants**

ID	Age	Gender	Status	Hometown	Length of time in city	Marital status	Popular attractions	Familiarity & favorability* (context of museums)	Place perception**
01	19	Male	Student	State	3 months	Single	Cultural, catering, and shopping attractions	Low familiarity, average favorability	Positive
02	21	Female	Student	State	4 years	In a relationship	Cultural and catering facilities, and physical characteristics	Moderately high familiarity, low favorability	Positive
03	53	Female	Staff	County	53 years	Domestic partner	Cultural, amusement, catering, and shopping attractions, and physical characteristics	High familiarity, moderately high favorability	Highly positive
04	60	Female	Staff	Other State	13 years	Married	Cultural, catering, and amusement attractions, and physical characteristics	Moderately low familiarity, average favorability	Positive
05	20	Male	Student	County	20 years	Single	Cultural and catering facilities	Low familiarity, average favorability	Somewhat positive
06	51	Male	Staff	International	30 years	Married	Cultural, sport, amusement, and catering facilities, and physical characteristics	Average familiarity, average favorability	Somewhat positive
07	34	Male	Faculty	International	4 years	Married	Cultural and catering attractions, and physical characteristics	Moderately low familiarity, average favorability	Positive
08	37	Male	Faculty	State	37 years	Married	Cultural, sport, amusement, and catering facilities, and physical characteristics	Moderately high familiarity, average favorability	Highly positive
09	21	Male	Student	State	2 years	Single	Sport, amusement, and catering facilities	Low familiarity, average favorability	Positive
10	28	Male	Student	International	4 years	Married	Cultural attractions and physical characteristics	Moderately low familiarity, moderately high favorability	Somewhat positive
11	18	Male	Student	County	18 years	Single	Cultural, sport, amusement, and catering facilities, and physical characteristics	High familiarity, high favorability	Positive
12	37	Male	Staff	Other State	3 years	Married	Cultural attractions and physical characteristics	Moderately high familiarity, moderately low favorability	Highly positive
13	28	Female	Staff	State	10 years	Single	Cultural and catering facilities	Moderately high familiarity, average favorability	Positive
14	32	Female	Staff	State	32 years	Married	Catering facilities and physical characteristics	Moderately low familiarity, average favorability	Highly positive
15	22	Male	Student	State	8 months	Single	Cultural, amusement, and catering facilities	Moderately low familiarity, moderately low favorability	Positive

\*Familiarity and favorability: Low, moderately low, average, moderately high, high \*\*Place perception: Somewhat positive, positive, highly positive

**Table 2. Number of attraction mentions by frequency and percentage of the sample**

<b>Number of mentions</b>	<b>Frequency</b>	<b>Percentage of the sample</b>
5 attractions/activities	253	70
4 attractions/activities	45	12
3 attractions/activities	35	10
2 attractions/activities	14	4
1 attraction/activity	6	2
0 attractions/activities	9	2

**Table 3. Supply-side classification of mentioned attractions**

Key destination components	Number of mentions	None	1	2	3	4	5	Total
Primary elements (80% of mentions)	<i>Activity place</i>							624
	Cultural attractions	110	117	89	40	4	4	441
	Sport attractions	322	36	4	0	0	0	44
	Amusement attractions	254	80	22	3	3	0	139
	<i>Leisure setting</i>							642
	Physical characteristics	86	97	105	52	15	7	588
	Socio-cultural features	315	42	4	1	0	0	54
Secondary elements (19.6%)	Catering and shopping attractions	145	146	56	8	6	1	311
Additional elements (0.4%)	Additional elements	355	7	0	0	0	0	7

**Table 4. Familiarity and favorability mean scores of museums**

Museums	Measures	N	Mean	Std. Deviation
Museum 1	Familiarity	337	2.89	1.592
	Favorability	189	4.23	1.046
Museum 2	Familiarity	337	3.61	1.225
	Favorability	230	4.34	0.948
Museum 3	Familiarity	335	3.32	1.377
	Favorability	220	4.28	0.966
Museum 4	Familiarity	337	3.39	1.184
	Favorability	250	4.45	0.994
Museum 5	Familiarity	337	3.55	1.375
	Favorability	230	4.33	0.950
Museum 6	Familiarity	336	2.66	1.214
	Favorability	135	3.85	1.089



**Table 5. Comparison of familiarity and favorability scores among demographic groups**

<b>Museums</b>	<b>Measures</b>	<b>Familiarity</b>	<b>Favorability</b>
Gender	Male	3.07	3.71
	Female	3.54	4.32
Age	Generation Z	2.65	3.28
	Generation Y	3.25	3.96
	Generation X	3.95	4.55
	Baby Boomers	4.00	4.48
Marital status	Never married	2.90	3.70
	Married	3.90	4.39
Education	High school	2.66	3.52
	Undergraduate	3.32	3.93
	Graduate	3.80	4.42
Employment status	Full-time student	2.78	3.52
	Full-time employee	3.96	4.44
Permanent resident	The county	3.85	4.35
	Other counties in the state	2.82	3.50
	Other states	2.35	3.08
	Abroad	2.61	1.72
Residency length in the city	Less than a year	2.15	2.45
	1-3 years	2.65	3.08
	4-5 years	2.74	3.58
	More than 5 years	4.00	4.42

**Table 6. Summary statistics of destination image variables**

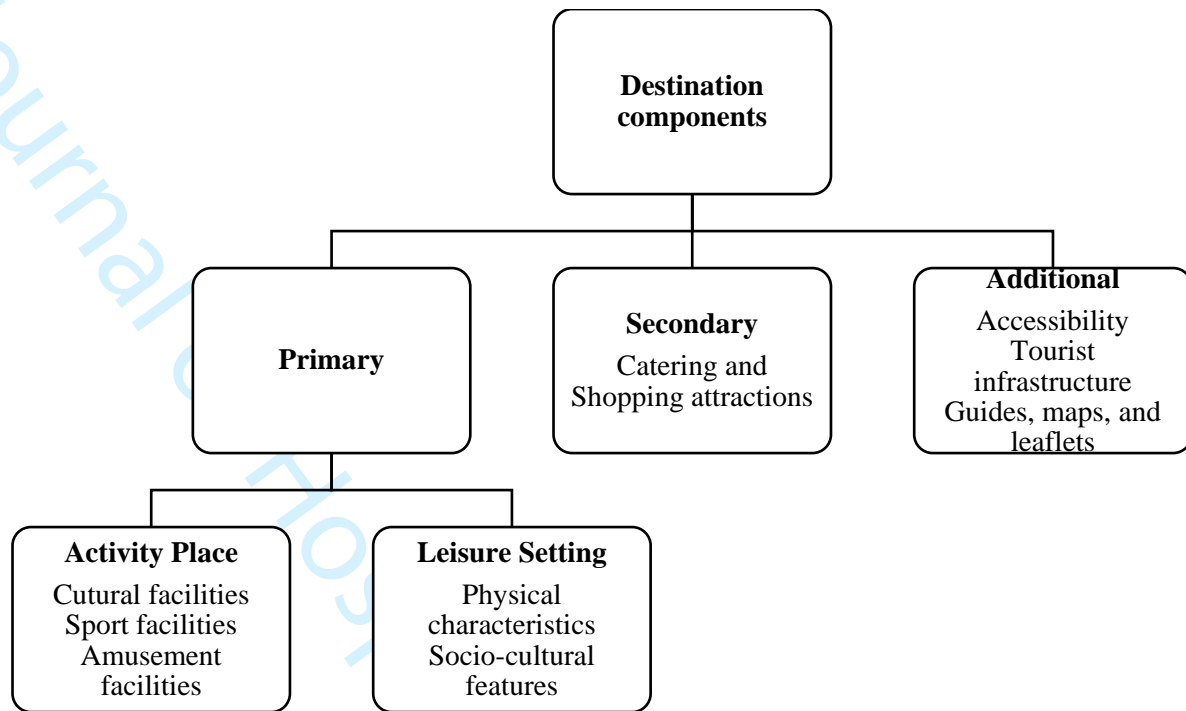
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
The city is a nice place to live	364	4.21	0.998	0.052
The city is a nice place to visit	364	3.85	1.029	0.054
The city has many attractions	364	3.53	1.115	0.059
Composite score	364	3.86	0.918	0.048

**Table 7. Destination image by familiarity groups**

Groups	Total Sample				Residents				Temporary Residents			
	N	Image	SD	Post hoc	N	Image	SD	Post hoc	N	Image	SD	Post hoc
1.Low familiarity	110	3.39	0.940	1 < 2, 3	17	3.21	0.978	1 < 2, 3	73	3.33	0.950	1 < 3
2.Medium familiarity	103	3.79	0.805	2 > 1 2 < 3	49	3.95	0.806	2 > 1	52	3.62	0.789	3 < 4
3.High familiarity	151	4.25	0.796	3 > 1, 2	131	4.22	0.826	3 > 1	19	4.47	0.512	3 > 1, 2
Total	364	3.86	0.918		197	4.07	0.879		144	3.59	0.920	

Table 8. Destination image and familiarity groups by demographic characteristics

Demographic profile	Sample profile (N=364)	Familiarity index	Destination image	Familiarity		
				Low (n=110)	Medium (n=103)	High (n=151)
<b>Gender</b>						
Male	40%	1.96	3.63	35%	29%	36%
Female	60%	2.34	4.03	18%	30%	52%
<b>Age</b>						
Generation Z	27%	1.65	3.56	50%	31%	19%
Generation Y	39%	2.04	3.72	26%	42%	32%
Generation X	17%	2.67	4.15	4%	23%	73%
Baby Boomers	17%	2.79	4.43	4%	11%	85%
<b>Marital status</b>						
Never married	56%	1.80	3.62	40%	37%	23%
Married	44%	2.66	4.17	7%	20%	73%
<b>Education</b>						
High school	27%	1.71	3.50	46%	35%	19%
Undergraduate	30%	2.15	3.88	25%	32%	43%
Graduate	43%	2.51	4.10	11%	25%	64%
<b>Employment status</b>						
Full-time student	51%	1.70	3.54	44%	39%	17%
Full-time employee	49%	2.70	4.21	5%	20%	75%
<b>Permanent resident</b>						
The county	60%	2.57	4.06	9%	24%	67%
NY state counties	21%	1.87	3.90	37%	36%	27%
Other states	15%	1.36	3.29	61%	39%	0
Abroad	4%	1.25	2.94	67%	33%	0
<b>Residency tenure</b>						
Less than a year	12%	1.26	3.19	77%	24%	2%
1-3 years	15%	1.59	3.60	44%	45%	11%
4-5 years	17%	1.60	3.61	45%	48%	7%
More than 5 years	56%	2.73	4.17	24%	30%	46%



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**Figure 1 Destination components**

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Source: (Jansen-Verbeke, 1986; Rosentraub and Joo, 2009)