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“A research on the impact of a city with Sustainable Development on the City Personality and the Tourist Destination Image of the city.”

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Abstract

The purpose of this paper is the identification if **City Personality** has an impact on the **Tourist Destination Image** of a place. Moreover, it examines whether the **Sustainable Development** of a city affects the **City Personality** and the **Tourist Destination Image** of the location.

CHAPTER 1: INTRODUCTION

The recent decades city marketing arouses the interest and gains ground in studies and researches. It is observed a vast try from private and public companies/authorities to advertise and promote the privileges of the cities and the strongest traits of these locations in order to attract visitors.

Although the visitors' perception about the cities is mainly based on the information they receive from not-control sources such as agencies, internet, tourist guides, families and friends opinion. Consequently, individuals form an image about the cities according to different factors which is possible to create positive, neutral or negative associations in their minds.

Moreover, another aspect that is considered especially the last years and might influence people's opinion about cities is their sustainable development. Nowadays, the environmental awareness is greatly increased and the life quality is rapidly becoming a significant issue for the humanity. People consume more frequently ecological products and participate more often to actions regarding sustainability. In this effort to save the planet and transform it into a healthier place to live, cities embrace sustainability. Plenty of actions from public and private organizations are associated to the environment. Awards for Green cities, lists with the most sustainable places, events with environmental character are only few examples of these actions.

This paper has purpose to infiltrate into the preferences of individuals towards tourist destinations. The main idea is the analysis of how the city personality and the sustainable identity of a place positively affect the preferences of tourists. Furthermore it is investigated the effect of the city personality to the tourist image of a place. More specifically the research question of the study is ***“Does the sustainable development of a city have an impact on the personality and the tourist destination image of the city?”***.

The dependent variable, City personality, is formed based on Aaker's Brand Personality Framework and the five dimensions which constitute it (Aaker, 1997). The second dependent variable, Tourist Destination Image, according to the Model of Baloglu and McCleary is the overall image that tourists have

for a place (Baloglu and McCleary, 1999). Additionally, the Demographic Characteristics, the Travel Habits and the Environmental Sensitivity of the respondents contribute as control variables to the analysis of the research question.

The structure of the paper is consisted of five main chapters and several subchapters. The first session is an introductory part that states the main points and steps of the study such as the problem definition, the rationale of the study, the research question and the variables measurements.

The second chapter presents the theoretical background in which the study is based. A deep research in academic papers, journals, books and online sources has concluded to the hypothesis of the research and the form of the conceptual framework.

Chapter three includes the research methodology that was followed. The survey experiment and its analysis are presented in details and also the circumstances under which the questionnaires were distributed.

The fourth chapter is the most crucial since it illustrates the statistical analysis of the data. Moreover, the research question and the hypothesis raised in previous chapters are clarified – supported or rejected.

The ended chapter incorporates the overall conclusion and findings of the study. Additionally, it presents the limitations of the research and the future study possibilities.

CHAPTER 2: LITERATURE

2.1 INTRODUCTION

A deep search on sources and theories lead to the theoretical background of this study. First, the brand personality dimensions by Aaker are discussed and analyzed in order to conclude to the **city personality** dimensions (Aaker, 1997). City personality is defined as all these characteristics that form the image of a city. Another cornerstone for the study is the **tourist destination image** people create for cities. As it was described in the Model for Destination Image by Baloglu and McCleary individuals consider several factors in order to evaluate a place and form a view about it (Baloglu and McCleary, 1999). Finally, the **sustainable development**, in general terms and also applied in cities and tourism, constitutes an important part of this chapter. The combination of these three main components and the linkages with additional theories lead to the theoretical framework design.

Furthermore, the conceptual framework of the study includes three additional aspects, the **demographic characteristics**, the **travel habits** and the **environmental sensitivity** of the individuals. According to the model of this research, it is examined whether these three moderating factors influence the tourist destination image of a place. Thus, in chapter two it is illustrated the theory that supports the relation between the control variables – the demographic characteristics, the travel habits and the environmental sensitivity - and the main variables –the city personality, the tourist destination image and the sustainable development.

Finally, the following section of this chapter consists of the conceptual framework analysis. The variables derive from the main research question based on the theory. Moreover, the hypotheses of the study are presented which arise from the conceptual framework.

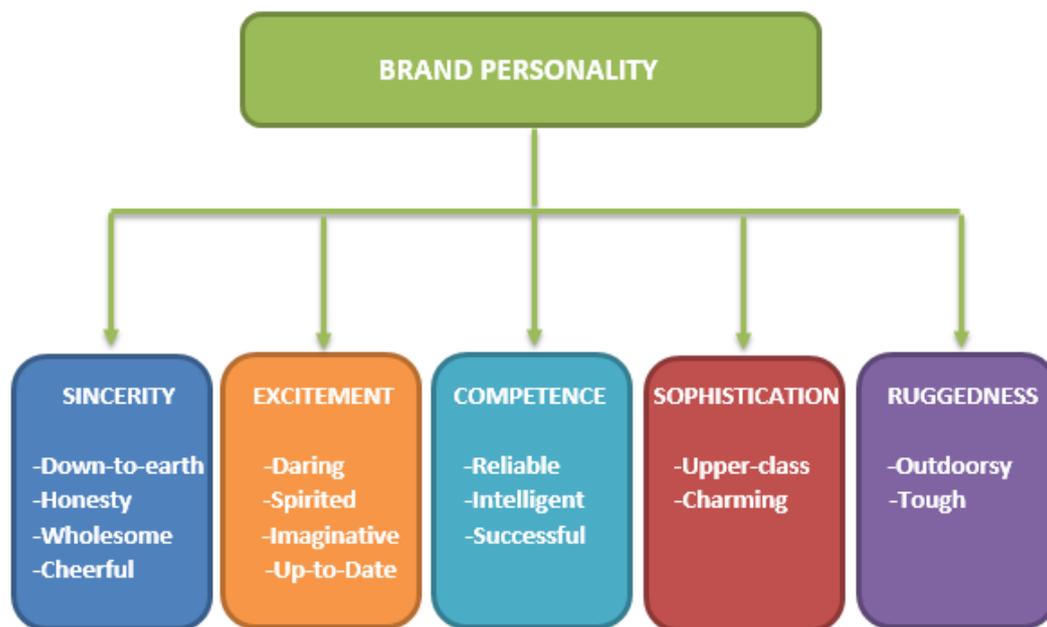
“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

2.2 CITY PERSONALITY

Researchers is necessary to create tools that identify the brands characteristics in order to measure the reason that lead consumers to purchasing decisions (Kassarjian, 1971).

One of the most popular and well-analyzed theory to understand brand was developed by Aaker. According to Aaker, Brand Personality is defined as “the set of human characteristics associated with a brand” (Aaker, 1997). Aaker identified five dimensions for the Brand Personality in order to illustrate how consumers perceive the brands. These dimensions are Sincerity, Excitement, Competence, Sophistication and Ruggedness. Each one consists of traits, fifteen in total, that describe more in depth the five dimensions.



Picture 1: Brand Personality

Brand personality reflects a “symbolic or self-expressive function” from individuals experiences (Keller, 1993). Several authors supported that the more the personal characteristics of a consumer fit to the brand traits the greater is the chance the consumer to choose this brand among others. (Malhotra, 1988; Sirgy, 1982). More specifically, Sirgy believes that the preference for a brand and the probability to purchase it, increases due to brand personality (Sirgy, 1982).

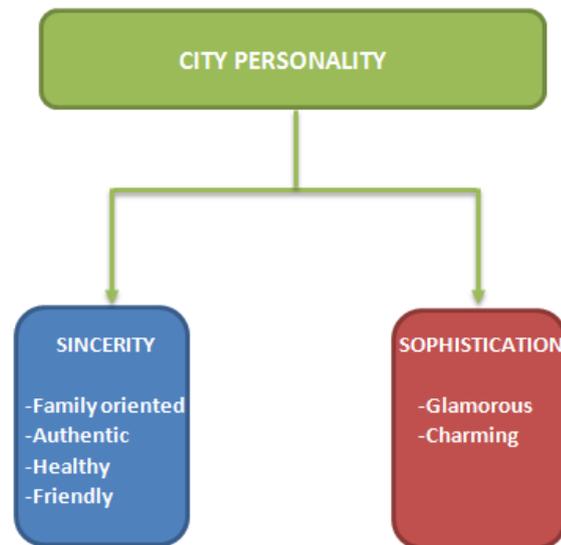
Everyday examples can simply illustrate the idea of the Brand Personality theory. For instance a consumer can probably describe Body Shop as a young woman, taking care of herself with natural products, possibly vegetarian and environmental sensitive. With the same ease tourists can illustrate Paris as a romantic woman in her forties, wearing a dress and eating her croissant in an atmospheric Parisian cafeteria waiting her lover.

From the examples above it is already observed that cities can be perceived as brands in terms of Aaker's model. Moreover, there is an increasing body of academic literature refers to a city as a brand. In general brand is a "visual, verbal and behavioral expression" of the business model of a company that communicates its mission and values (Kavaratzis, 2009). Based on this approach Zenker and Braun defined the place brand as "a network of associations in the consumer's mind based on the visual, verbal and behavioral expression of a place, which is embodied through the aims, the communication, values and the general culture of a place's stakeholders and the overall place design"(Zenker and Braun, 2010). Furthermore, according to Kotler cities is essential to follow the strategic market planning like the business do for decades (Kotler, 1993). Consequently, considering that a city can be treated as a brand this study attempts to apply the Brand Personality Dimensions to the cities.

Since this study assumes that city is considered as a brand, it is plausible to adjust all the brand dimensions to the city personality. Although, for this research, it was necessary to select only two dimensions to include in this paper due to survey purposes. In order to collect data and empirically support this paper a questionnaire was formed and distributed. The size of the questionnaire is necessary to be short so the individuals. Therefore, only two dimensions were chosen out of the five. This choice was based on which traits explain more appropriate a place and better fit to the city personality.

The two selected dimensions are sincerity and sophistication while excitement, competence and ruggedness are excluded. The procedure that led to this decision was the form of fifteen sentences, one for each trait, which the survey participants had to evaluate. For instance, for the up-to-date trait

the sentence formed was “This city is modern.” After the shape of the fifteen sentences the author evaluated which could be better understandable from the participants. This evaluation concluded to the use of sincerity and sophistication and their traits for this study purposes.



Picture 2: City personality (two dimensions)

2.3 TOURIST DESTINATION IMAGE

The city personality represents the characteristics of a place. Although individuals form different opinion about places, hence city traits vary among people's perspectives. The combination of those traits that each person has for a city consist the city image. This image that is result of conscious or unconscious factors determines the tourist destination selection (Moutinho, 1987).

According to Lynch cities are mainly understood as a built image and he further explained that the city image consists of five elements, paths, edges, districts, nodes and landmarks (Lynch, 2009). These elements have an impact on the ease that people remember a place but they are usually perceived differently from the individuals (Downs and Stea, 1973). Therefore, the city image varies among individuals. Furthermore, other authors suggest that the image city is formed based on sensations such smell, taste and sounds – “sensescares cities” (Landy, 2006).

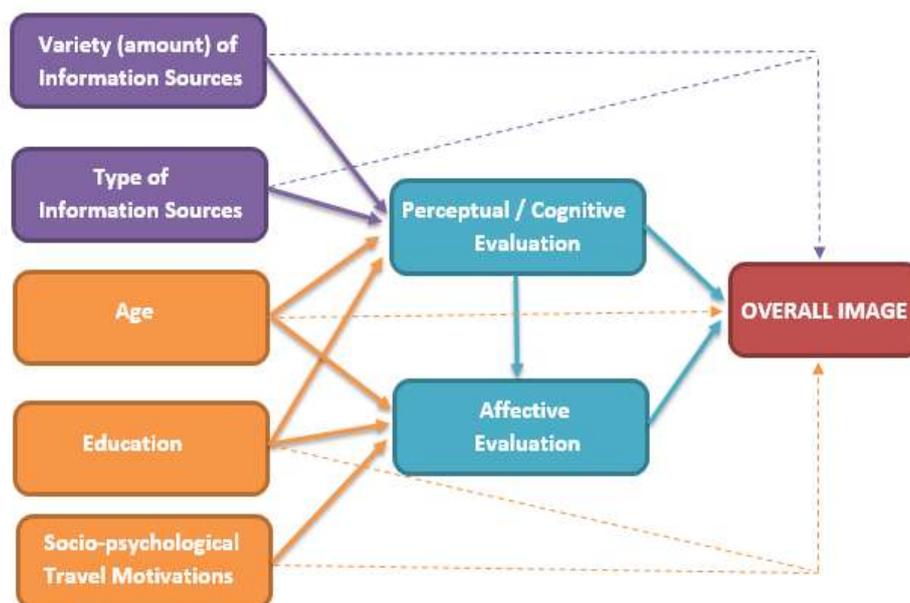
Urry focused more on the cities as touristic places and tried to illustrate city as a graphic image (Urry, 2006). He supported that tourists “gaze at signs” which practically means that people observe specific features of a city such as a

famous tour or a traditional dance. This activity can be either static (looking at the view from a window) or dynamic (observing outside from the car). It is highly important that the place that tourists gaze to be strategically selected, based on what they expect and/or imagine about it. Finally, the choice of cities for gazing is manipulated from the media, advertisements, travel guides and other sources that tourists have access (Crandall, Backstrom, Huttenlocher and Kleinberg, 2009). Consequently, tourist destinations are based on the indications individuals receive.

The formation of the image is a procedure that consists of the organics and the induced image of a place (Gunn, 1972). The organic image of a city is based on the information regarding tourism that reaches the individual indirectly, for example from print media or books. The induced image results from the marketing and communication action that have purpose to promote and advertise a place to the people.

Furthermore, many authors investigated the affective and cognitive evaluation of the city image. Russel believes that the emotional evaluation of a place is results of the cognitive process (Russel, 1980). Additionally, it is supported that the evaluation of a city based on emotions is highly important when a place has to be chosen among others. (Russel and Snodgrass, 1987). Finally, Gartner mentions that the cognitive and affective evaluation of the places is the main component that leads to the decision to visit a place (Gartner, 1993). Despite the fact that they are many researched on this topic, only few authors deepen into the measurement of the affective and cognitive components of the city image.

A research that escalates into the measurement of the evaluations and consists one of the most interesting approaches derives from Baloglu and McCleary who analyze the perception of a city from a tourist (Baloglu and McCleary, 1999). The authors developed the Tourist Destination Image model in order to identify the factors that affect the preference of a place as a tourist destination.



Picture 3: Tourist Destination Image

According to the model, the overall image that tourists create for a place arises from its evaluation. Baloglu and McCleary divided the evaluation in two parts, the perceptual/cognitive and the affective (Baloglu and McCleary, 1999). The **perceptual/cognitive evaluation** of a city implies the knowledge and beliefs while the **affective** denotes the set of feelings that someone has for a place. These individual evaluations are affected by personal and stimulus factors (internal and external). The personal factors consist of the physiological (values, motives, personality) and social (age, education, marital status) factors while the stimulus factors are the variety and type of information individuals have about a place. More simply the knowledge in combination with the feelings of a tourist about a place influence directly the overall image of that place.

“The thing about tourism is that the reality of a place is quite different from the mythology of it.”

Martin Parr

2.4 SUSTAINABLE DEVELOPMENT

The main focus of this research is on whether the sustainable development of the cities affects the two dimensions described above, the city personality and the tourist destination image.

Dara O'Rourke referring to the sustainable consumption of products and services said "to consume sustainably does not mean to consume less but to consume differently". This sentence can also refer to the green tourism if it is modified to "to travel in sustainable places does not mean to travel less but to travel differently". Tourists usually choose destinations based on particular criteria. If the sustainable development initiatives of a city are one of this criterion, which automatically means that the sustainable development has an impact on the tourist destination image. Additionally, in case that individuals concern the sustainable development of a city when they describe it, that implies an effect in the city personality as well.

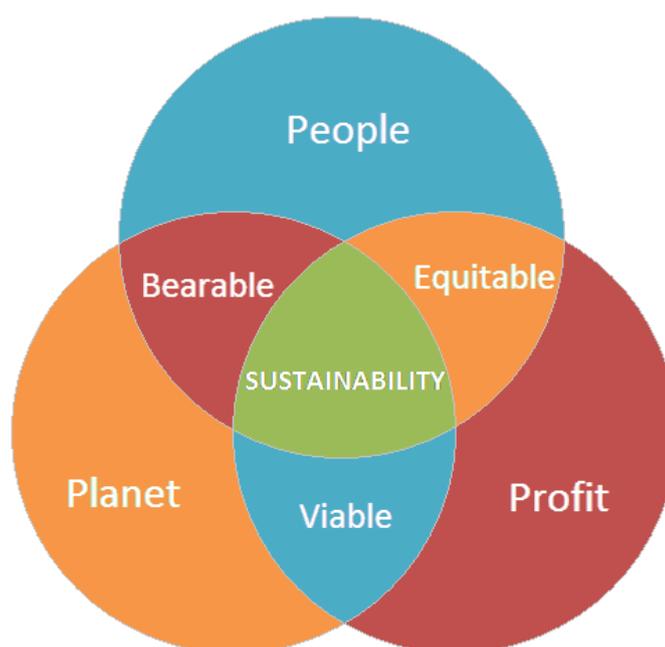
2.4.1 THE THREE PILLARS OF THE SUSTAINABLE DEVELOPMENT

The sustainable development basically means the development of the places and humans simultaneously in order to achieve prosperity (Magee et al., 2012). More specifically, it implies the understanding of the situation now, the determination of objective for efficient results and decides strategically the future direction. The term sustainable development comprises three more concrete forms of development, the economic, the social and the environmental (Carroll and Buchholtz, 2012). These three components are inter-related and interact with each other, mutually reinforce. Therefore it is necessary to make decisions considering all the three pillars at a collective global level in order to succeed a "sustainable outcome".

The ecosystems offer their services to humans in order to survive and also accomplish goals. For example, the environment provides people with food and water and other natural resources. Consequently, **planet** has a vital role in the society and it is crucial for the human survival. The second pillar, the society, produces only under well-being conditions. So, if the **people** are healthy and good living conditions can contribute to the sustainable

development. Finally, the economy depends on the above and simultaneously is necessary for the environmental and social growing. In periods of poverty and financial crisis, it is observed aggregate languishing and development stagnation or decline. Thus, **profits** combined with the contribution of the environment and the society is essential for the sustainable development.

According to the scheme, it is plausible to accomplish only two pillars. The social and economic development can result equitability, the social and environmental bearability and the economic and environmental viability. Nevertheless, the only approach to achieve sustainability is the harmonic and strategic practice of all the three pillars.



Picture 4: Sustainability

Sustainable development is more than an ultimate goal to solve the existing problems and drive to a better and efficient outcome. It is also the collective effort to change the current situation and the consolidation of the concept by considering the economy, the society and the environment as a module.

“Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.”

Ban Ki-moon

2.4.2 SUSTAINABLE CITIES AND TOURISM

The last two decades the sustainable development of the places attracts more and more the attention of the governments and the local authorities which invest in order to transform the cities into sustainable locations. This effort raised the interest of the people who pay more attention to the sustainable places and seek information about them. This awareness has also impact on the tourists' choices for a travel destination.

Butler defined sustainable tourism as "tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an infinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes." (Butler, 1993).

Many authors believe that the sustainable development of the cities is significantly positive regarding tourism and the more sustainable cities exist, the better and faster problems in tourism sector can be solved (Butler, 2007). Particularly interesting is the view of Coccossis who supported that tourism can be explained in the context of sustainable development at least in four directions, as "economic sustainable tourism", "ecological sustainable tourism", "long-term viable tourism" and "strategic sustainable development" (Coccossis, 1996).

In conclusion, the sustainable development of the cities is still in a primary stage but it grows fast and becomes viral globally. This fact plays also a key role to tourism although the question still remains, how many people are aware of the sustainable development of places and do they consider this aspect in the travels? This study has purpose to investigate it and to trigger future and more thorough researches.

2.5 MODERATING EFFECTS

Apart from the three main research variables of the study, three additional control variables examined if they influence the tourist destination image of a place. These variables are the demographic characteristics, the travel habits and the environmental sensitivity of the tourists.

2.5.1 DEMOGRAPHIC CHARACTERISTICS AND TRAVEL HABITS

The primary reason that led to research whether the demographic characteristics and the travel habits of the travelers have an impact on the tourist destination image of a place was the study from Baloglu who proved that there is a relationship between these factors (Baloglu, 1997). More authors referred to this topic mentioning that travelers' variables such as age, gender, income affect the cognitive and affective evaluation of a place (Woodside and Lysonski, 1989,) Also, Stabler supported that the sociodemographic factors have an impact on the tourist destination image of a city (Stabler, 1990). Finally, Fridgen found out that the travel habits of the tourists influence the perception individuals have for a location (Fridgen, 1984). Consequently, the existing literature on the topic constitutes an incentive to include the demographic characteristics and the travel habits to the control variables.

2.5.2 ENVIRONMENTAL SENSITIVITY

Since the study focus on sustainability it is crucial to use as moderating effect the environmental sensitivity of the survey respondents. An interesting research for the green consumption of products and services was conducted from Haws, Winterich and Naylor (Haws, Winterich and Naylor, 2014). The authors tend to measure the "green consumption values" which is defined as the willingness of the consumers to add value to the environmental protection by buying environmental friendly products and services. Therefore, they built the green scale that consists of the statements below:

- ❖ It is important to me that the products I use do not harm the environment.

- ❖ I consider the potential environmental impact of my actions when making many of my decisions.
- ❖ My purchase habits are affected by my concern for the environment.
- ❖ I am concerned about wasting the resources of our planet.
- ❖ I would describe myself as environmentally responsible.
- ❖ I am willing to be inconvenienced in order to take actions that are more environmentally friendly.

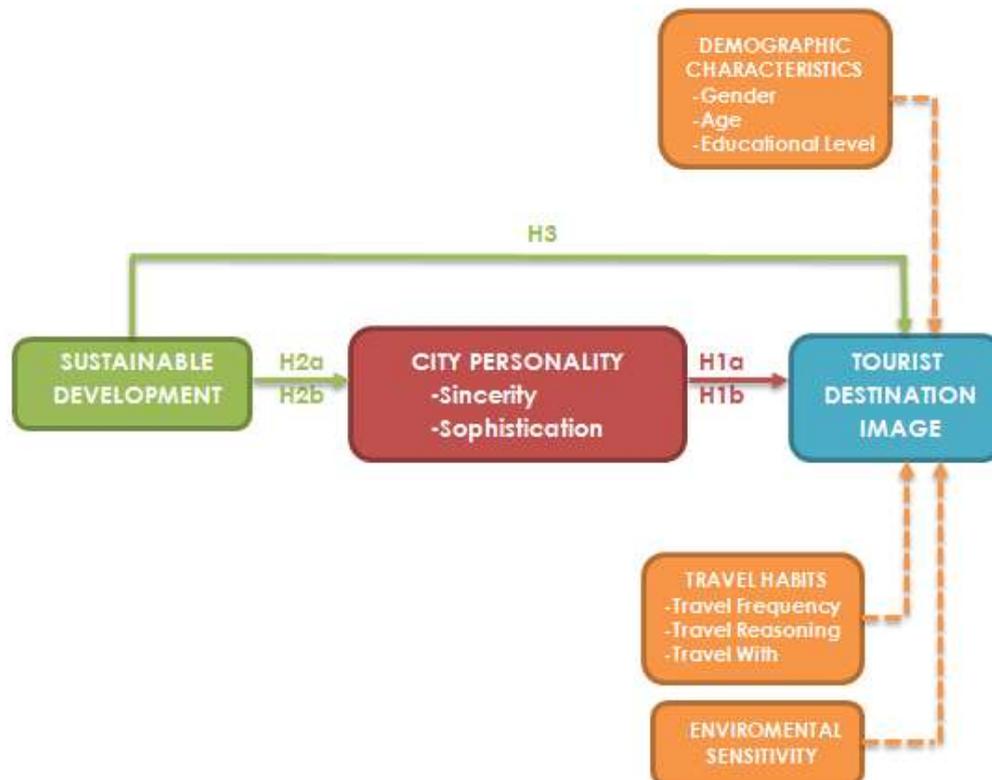
The above statements constitute a significant tool to measure the environmental consciousness of the individuals and are also used in the questionnaire.

2.6 STUDY HYPOTHESIS AND CONCEPTUAL FRAMEWORK

The conceptual framework of the study arises from the study statement which is *"The impact the sustainable identity on the personality and the tourist destination image of the city."* More specifically, the research question of this study is *"Does the sustainable identity of a city have an impact on the personality and the tourist destination image of the city?"*.

Below the diagram illustrates the variables and the hypothesis that consist the conceptual framework of this paper. The dependent variables are the City Personality and the Tourist Destination Image of a city. The independent variables are the Sustainable Development and the City Personality, while the mediate/control variables are the Demographic Characteristics, the Travel Habits and the Environmental Sensitivity of the tourists.

The present study will combine two existing literatures from the marketing and city marketing, the Brand Personality Model from Aaker and the Model Destination Image from Baloglu and McCleary respectively. These theories with the interaction of the independent variable – sustainable development of a city - form the conceptual framework of this study. The hypotheses that arise for the theoretical framework are illustrated below.



Picture 5: Conceptual Framework

HYPOTHESIS 1: TOURIST DESTINATION IMAGE AND CITY PERSONALITY

H1a: *The City Personality (Sincerity) is positively related to the Tourist Destination Image of the city.*

H1b: *The City Personality (Sophistication) is positively related to the Tourist Destination Image of the city.*

HYPOTHESIS 2: CITY PERSONALITY AND SUSTAINABLE DEVELOPMENT

H2a: *The Sustainable Development of a city has a positive impact on the City Personality (Sincerity).*

H2b: *The Sustainable Development of a city has a positive impact on the City Personality (Sophistication).*

HYPOTHESIS 3: TOURIST DESTINATION IMAGE AND SUSTAINABLE DEVELOPMENT

H3: *The Sustainable Development of a city is positively associated with the Tourist Destination Image of the city.*

2.7 CONCLUSION

The second chapter of this paper navigates the reader to the main topic of this study and the research variables. Thus, literature in which the main and control variables are based on is presented. The following chapter presents the research methodology of this paper.

CHAPTER 3: THE RESEARCH METHODOLOGY

3.1 INTRODUCTION

The third chapter of the study captures the research methodology that was followed for the study design. More specifically, it presents in details all the steps for conducting the survey, the questions and statements that consists the questionnaire and the scale measurements of the dependent, independent and control variables.

Another important part of the research methodology constitutes the literature review. In chapter two a deep analysis of the existing literature contributes to the research conduct and also to the form of the questionnaire. The variables that arise from the theory analyzed above are the basis for the survey questions and statements.

The purpose of the questionnaire is to capture all the aspects of the hypothesis based on the research variables. The first questions related to the demographic characteristics and the tourist habits of the participant have two purposes. They specify the social groups that the surveys refer to (for instance young ages) and they are also used for the form of the hypotheses.

The second part of the questionnaire measures the participants' perceptions about six cities – “Cross-sectional survey data analysis” – while the third part functions as verifier in order not to have biased results – “Online survey experiment”. The fourth part of the questionnaire is related to the environmental sensitivity of the responders and it is correlated to the previous parts.

All the questions, except the first part are answered in a 5-point Likert Scale (Strongly Disagree – Strongly Agree or Dislike Extremely – Like Extremely).

The description of the survey design and the analysis of the measurement scales constitute the main body of this chapter.

Research Methodology Steps
Step 1: Research Approach
On-line survey
Step 2: Questionnaire Design
Questions and Scale measurement Questionnaire Format
Step 3: Data Collection
Survey distribution (6/6/2014 - 19/7/2014)

Table 1: Research Methodology steps

3.2 RESEARCH APPROACH

The methodology of this research is based on two main processes. The first part consists of a deep research in the existing theory in order to seek available related information related to the study topic and relevant previous researches (literature review). In that way the research will be documented by evidence. In order to define, analyze and empirically evidence this study, it is necessary the collection of literature review such as documents, articles, previous researches and publications related to the topic.

The following step in the research approach is the survey experiment (see Appendix 2). The online questionnaire serves for the data collection in order to empirically evidence this study. The quantitative approach helps to identify links between the variables (Bryman & Bell, 2007) and hence to conclude to results. Furthermore, quantitative research allows seeking data from diversity sample of participants for example individuals with different educational background, age, nationality and permits the outcomes presentation statistically (Sukamolson, 2010).

3.3 QUESTIONNAIRE DESIGN

The following step is the online survey experiment which is divided in two and distributed in two equal samples. Each survey consists of four main parts. The **first part** includes questions related to the demographic characteristic of the individuals and their tourist habits. The **second part** requires from the responders to evaluate in a 5-point Likert scale six cities based on their sincerity and sophistication traits. The evaluation is based on the image participants have for these places whether they visited them or not. Moreover, this part includes questions which measure the tourist destination image. In the end of this session there is an informative part that investigated whether the participants visited that place before or not. These answers of the informative questions are not involved in the statistical analysis. The **third part** is the evaluation of two hypothetical cities that functions as verifier of the second part. The **final set** of questions intends to identify the environmental sensitivity of the respondents.

The second part of the online survey experiment constitutes a “**cross-sectional survey data analysis**” – people respond the survey at one point in time- which contributes to test the hypothesis. The third part that includes the evaluation of hypothetical cities is an “**online survey experiment**” that serves to verify the results of the second section. Thus the sample is divided randomly in two equal sample groups. The first group has to evaluate an environmental friendly hypothetical city while the second group has to evaluate a polluted

hypothetical city. Additionally, both groups evaluate a neutral hypothetical city in order to control for response styles.

The use of the hypothetical evaluation is known as “Anchoring vignettes” which indicates that researchers provide a description of a hypothetical subject to the respondents of a survey in order to correct or compare the outcome (King et al., 2004). Thus, the information gathered improves the quality of the research and adds accuracy and validity to the study (King and Wand, 2006).

The questionnaires are completed from individuals who travel at least once per year and they cover different gender, age ranges, education levels and nationalities. Upon completion of the questionnaire design the distribution of the survey implemented through social media and e-mails and it lasted about six weeks. Below every part is described and the questions/statements employed are illustrated.

Part 1 – Demographic Characteristics & Travel Habits

The first part of the questionnaires consist of four demographic and three tourist habits questions. This set of questions has double purpose. It ensures the diversity in the participants' characteristics or it identifies the focus groups of individuals that responded, for example young ages or Europeans. These questions also function as moderate factors/variables in the conceptual framework of the study.

The demographic section requires the gender, the age, the educational level and the nationality of the participants.

1. Please select your gender <input type="radio"/> Male <input type="radio"/> Female	4. Please select your educational level <input type="radio"/> High-school <input type="radio"/> Bachelor degree <input type="radio"/> Master degree <input type="radio"/> PhD <input type="radio"/> Other
2. Please select your age <input type="radio"/> 18 – 24 <input type="radio"/> 25 – 33 <input type="radio"/> 34 – 44 <input type="radio"/> 45 or older	
3. What is your nationality? _____	

Picture 6: Demographic Characteristics (survey form)

The other three questions refer to how often, with whom and for which reason participants usually travel.

5. How many times per year do you travel? <input type="radio"/> 1 – 2 <input type="radio"/> 3 – 4 <input type="radio"/> 5 – 6 <input type="radio"/> 6 or more	7. For which reasons do you usually travel? <input type="radio"/> Vacations <input type="radio"/> Business <input type="radio"/> Events / Festivals <input type="radio"/> Nature <input type="radio"/> Visiting friends / family <input type="radio"/> Sport
6. With whom do you usually travel? <input type="radio"/> Alone <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> Colleagues	

Picture 7: Travel Habits (survey form)

Part 2 – Six cities evaluation (Tourist Destination Image & City Personality)

The second part, “**cross-sectional survey data analysis**”, requires the evaluation of six given cities. Three of these cities won the “European Green Capital Award” - Copenhagen, Stockholm and Hamburg - and three were listed in the top hundred most polluted places - Naples, Brussels and Marseille. This section had the following structure:

a) In the beginning of the second part a text that provides information regarding the questionnaire competition appears. The text indicates:

“Before you continue with the survey I would like to clarify that it is not necessary that you have visited the given cities.

The survey is based to the image you have about these places from media, friends' opinion etc. In case you have visited these places that can affect your answer as well.”

b) Subsequently, for each city a picture is presented but no information related to them. Additionally a paragraph that explains to the respondents how to answer and a table with statement that have to be evaluated in a 5-likert scale are shown as below. The statements describe the traits that a city might have in order to measure the sincerity (first four sentences) and sophistication (following two sentences) of the place. Finally, the last three statements estimate the tourist destination image of this place. This evaluation is repeated six times for each city.



Picture 8: Cities used in the survey

“Below you can read several statements regarding the city. Please read each statement carefully and indicate to what extent you agree or disagree with it.”

<u>“City name”</u> (Copenhagen, Naples, Marseille, Stockholm, Brussels, Hamburg)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
“City name” is a place family-oriented					
“City name” is an authentic city					
“City name” is a healthy place					
“City name” is a friendly place					
“City name” is a glamorous city					
“City name” is a charming place					
I believe “City name” is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for “City name”					
I am well-informed about the city of “City name”					

Picture 9: Cities evaluation (survey form)

c) The survey contains an additional part which is also repeated six times for each city. It is asking the participant if he/she has ever visited the mentioned cities and based on a displayed logic, if the answer is “yes” there is another question about how much he/she liked it and in case that the answer is “no” they have to respond how much the participants would like to visit the city.

This session of the questionnaire is informative and has no impact on the research conduct and outcome.

Have you ever visited "City name"?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

Picture 10: Additional questions (survey form)

Part 3 - Hypothetical City Evaluation

The verification of the survey results consist a really important aspect for the study validity. Therefore, the third part, "**online survey experiment**", has role to verify the outcomes from the second section. This part of the survey is the only that differs; therefore an equal number questionnaires were distributed to each sample. This time respondents are called to evaluate the same statements as in the previous part for hypothetical cities. Particularly, the description of a neutral city was given to both samples and a table with sentences for assessment as below.

"Imagine a hypothetical City X. This city is an European city with 1.000.000 population. Please read each statement carefully and indicate to what extent you agree or disagree with it."

<u>"City x"</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
"City x" is a place family-oriented					
"City x" is an authentic city					
"City x" is a healthy place					
"City x" is a friendly place					
"City x" is a glamorous city					
"City x" is a charming place					
I believe "City x" is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for "City x"					
I am well-informed about the city of "City x"					

Picture 11: Hypothetical cities evaluation (survey form)

Then a description of an environmental place was provided to one sample (80 respondents) and of a polluted place to the other sample (80 respondents). The paragraphs are illustrated immediately following while the given table with the statements for evaluation is the same as the one immediately above.

“Imagine a hypothetical City X. This city is a European city with 1.000.000 population. In 2014 it was one of the most polluted cities in Europe. Please read each statement carefully and indicate to what extent you agree or disagree with it.”

“Imagine a hypothetical City X. This city is a European City X with 1.000.000 population which in 2014 it was one of the most sustainable places in Europe. Please read each statement carefully and indicate to what extent you agree or disagree with it.”

Part 4 – Environmental Sensitivity

A short but crucial part of the survey is the set of the six questions related to the environmental sensitivity of the participants. All the statements are related to environmental habits and concerns of the individuals. This session helps to collect data for the environmental sensitivity which is listed as a control variable for the study.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is important to me that the products I use do not harm the environment.					
I consider the potential environmental impact of my actions when making many of my decisions.					
My purchase habits are affected by my concern for our environment.					
I am concerned about wasting the resources of our planet.					
I would describe myself as environmentally responsible.					
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.					

Picture 12: Environmental Sensitivity Evaluation (survey form)

3.4 SCALE MEASUREMENTS

The conceptual framework is based on three variables (City Personality, Tourist Destination Image and Sustainability) which were measured with scales from the existing literature. The control variables measurements are also based on the theory.

3.4.1 TOURIST DESTINATION IMAGE SCALE MEASUREMENTS

The scale measurement for the tourist destination image is based on the Baloglu and McCleary model (Baloglu and McCleary,1999). In order to measure this variable three questions related to the overall image, the perceptual/cognitive and affective evaluation of the places are displayed. More specifically, the question that refers to how attractive a city is for visits and if it offers a great touristic experience captures the whole meaning of the overall image for a place. Furthermore, respondents have to answer in a 5-point Likert scale about their positive feeling regarding a place (affective evaluation) and how well-informed are about a city (perceptual/cognitive evaluation).

3.4.2 CITY PERSONALITY SCALE MEASUREMENTS

The city personality measurement scale is purely result of the brand personality dimensions by Aaker adjusted in the city perspective (Aaker,1997). As it was explained previously, only the sincerity and the sophistication were selected to be used for the surveys. Therefore, the traits of each dimension contributed to the build of the six statements for evaluation in a 5-point Likert scale.

3.4.3 ENVIRONMENTAL SENSITIVITY SCALE MEASUREMENTS

Furthermore, the questionnaire presents for evaluation six European cities and a picture of them. The half of these cities won the "European Green Capital Award" which is an award for the environmentally friendly places with

sustainable urban living. The cities that are used for the questionnaire won the "European Green Capital Award" the recent years and more specifically Stockholm won in 2010, Hamburg in 2011 and Copenhagen in 2014. Therefore, it is easier for the participants to recall the associations.

For the other three cities the Pollution Index 2014 was used to select non-sustainable places. Naples, Marseille and Brussels were listed in the top 100 most polluted cities in Europe in 2014. The selection of these three places among other is random.

3.4.4 MODERATING EFFECTS MEASUREMENTS

The demographic characteristics and the travel habits of the individuals are based on three questions for each factor. The choice of these questions is based on the previous researches and also according to what could fit in the questionnaire purposes.

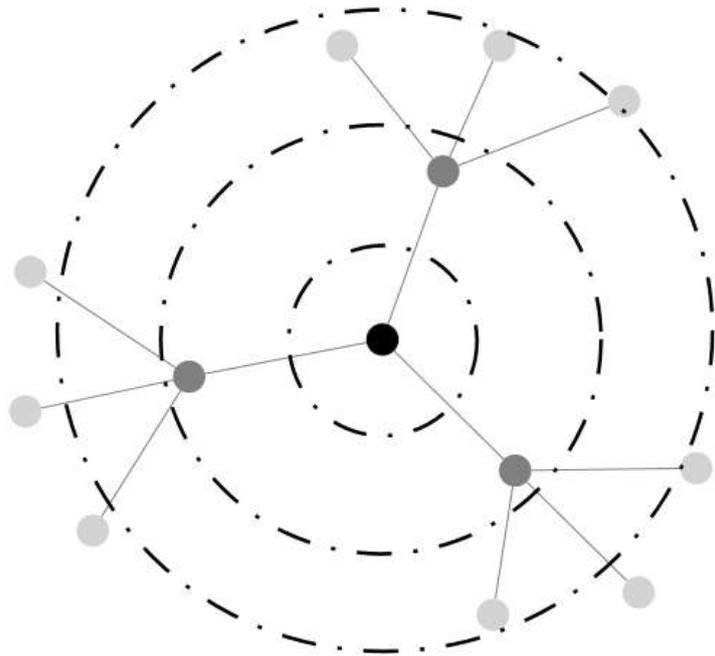
For the environmental sensitivity of the participants it is implied a green scale demonstrated from Haws, Winterich and Naylor (Haws, Winterich and Naylor, 2014). The green scale which is described in chapter two is used in order to measure the environmental sensitivity of the questionnaire participants. The statements are illustrated in the second and third chapter.

3.5 DATA COLLECTION AND PREPARATION

Once the two questionnaires were in their final form, they were simultaneously distributed via e-mails and social media (facebook). It was necessary the number of participants to be equal, therefore 160 responders were asked to fill in the online surveys (80 for each questionnaire type). The data collection/acquisition lasted 42 days, from 6/6/2014 to 19/6/2014.

Initially 180 questionnaires were collected but only the 160 were completed, which is an 88,8%. The following step was the data recording to Excel and their transfer to STATA for analysis.

The survey is distributed to a non-random sample using the “snowball sampling” technique. The “snowball sampling” known and as “chain-referral sampling” is a non-probability sampling method that can identify future subjects in researches which are usually hard to be reached (Goodman, 1961). For this paper the survey was distributed to individuals that were eligible to participate and they also belonged to the same social network.



Picture 13: Snowball Sampling

The reason for using “snowball sampling” is that it allows the survey to reach samples that it is hard to find due to the chain referral procedure (Voicu and Babonea, 2011). Samples that are hidden or difficult for the researchers to reach them due to limited network connections are easily to be identified by using the “snowball sampling” method. Moreover, this method does not require detailed planning and long time period to be arranged.

On the other hand this method presents several disadvantages that add more limitations to this study. The primary concern is that the sample is not controlled and the individuals who answer the surveys might be not guaranteed. Thus they are not information about the sample distribution. Furthermore, following this method the researchers initially distributes the questionnaire to people that knows well (Voicu and Babonea, 2011). Consequently, it is likely that the responders share similar characteristics and traits that have immediate reflection on the answers which in that way represent only a specific proportion of the population.

3.6 CONCLUSION

In this chapter it has been illustrated the research approach, the questionnaire design and the variable scale measurements. Additionally, all the details for the survey conduction and the statements and questions presented in the questionnaire were mentioned. The next chapter refers to the data statistical analysis.

CHAPTER 4 DATA ANALYSIS

4.1 INTRODUCTION

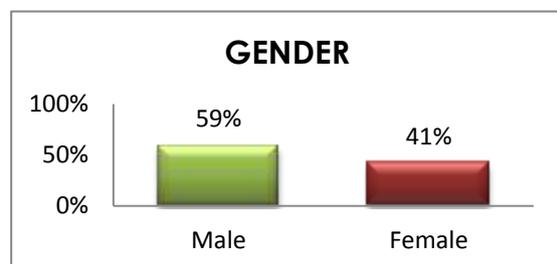
This chapter contains the data collection and analysis of the study. The first part presents the demographic characteristics, the travel habits and the level of environmental sensitivity of the individuals who participated in the survey and their travel habits. Then the description of the collective data starts referred to the preparation and the information. Moreover that chapter focuses on the descriptive statistics, the scaling statistics and the verification of the results.

Before the presentations of the data it is important to mention that the questionnaires were merged and the results outcome is the total. The only part that it was not feasible to be merged was the "online survey experiment".

4.2 CHARACTERISTICS OF THE PARTICIPANTS

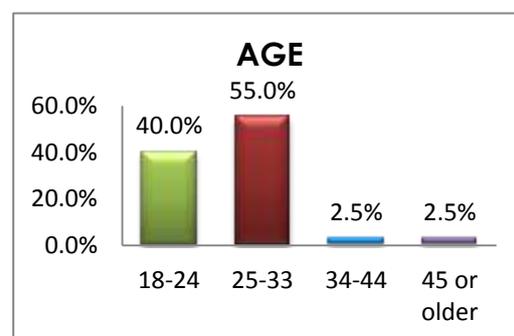
4.2.1 DEMOGRAPHIC CHARACTERISTICS OF THE PARTICIPANTS

The questionnaire starts with four demographic orientation questions. The first is related to the gender of the participants. The 59% of the sample were male while the 41% females (Graph 1).



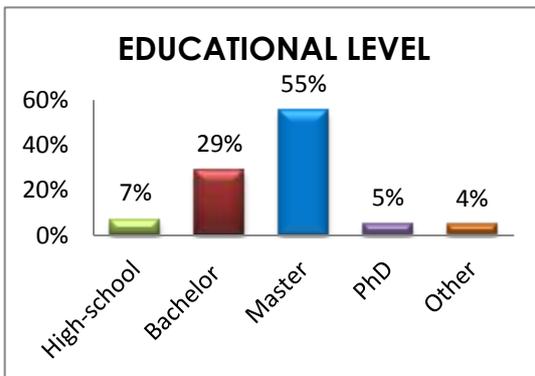
Graph 1: Gender statistics

The following question concerns the age of the participants. Four age groups were formed to capture all the possible answers. From the outcome is obvious that the study focuses on the young ages between 18 and 33 while only the 5% of the respondents is over 33 years old.



Graph 2: Age statistics

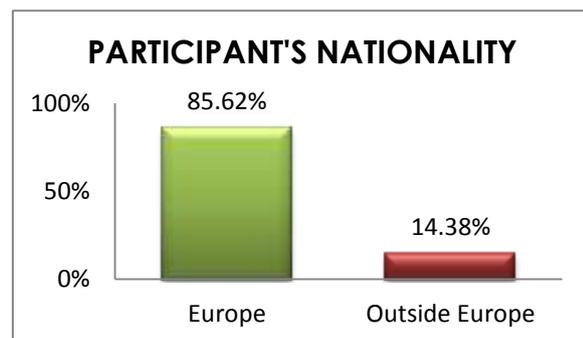
The third question is related to the education of the individuals. The greatest percentage is 55% and belongs to the participants who have a Master Degree.



A 29% of the answers refers for the respondents who obtain a Bachelor Degree. Finally, the other three choices which were High-school, PhD and other exhibited 7%, 5% and 4% respectively. Consequently, almost the 90% of the sample have received a high level of education.

Graph 3: Educational Level statistics

Finally, the nationality of the participants was recorder in order to ensure the diversity in the sample. While the survey contained six European countries it was considered not necessary to limit the nationality of the participants. Although, the majority of the respondents are European citizens and a 14% are from outside Europe.

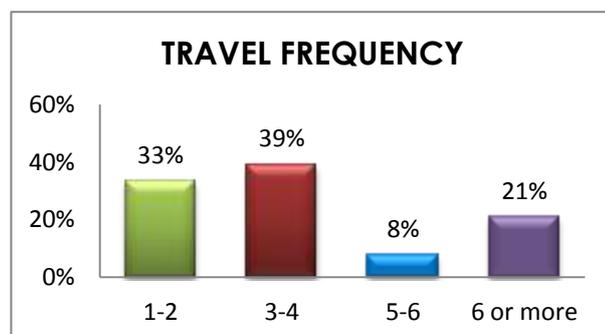


Graph 4: Nationality statistics

4.2.2 TOURIST HABITS OF THE PARTICIPANTS

The introduction of the questionnaire except the demographic characteristics of the participants required to fill in four questions related to tourist habits.

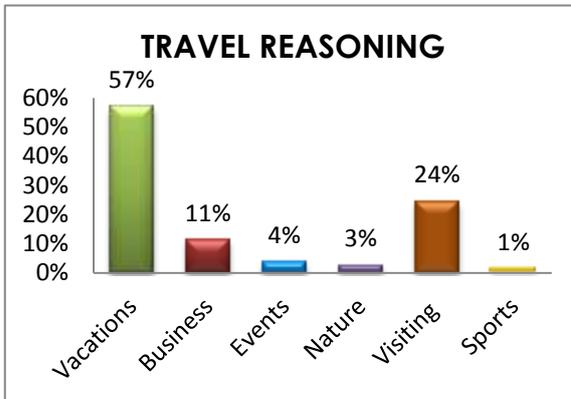
The first question referred to how often the respondents travel every year. The majority of the sample answered 1-2 times or 3-4 times per year. Only an 8% of the participants travel 5-6 times per year while the 21% travel 6 or more times.



Graph 5: Travel Frequency statistics

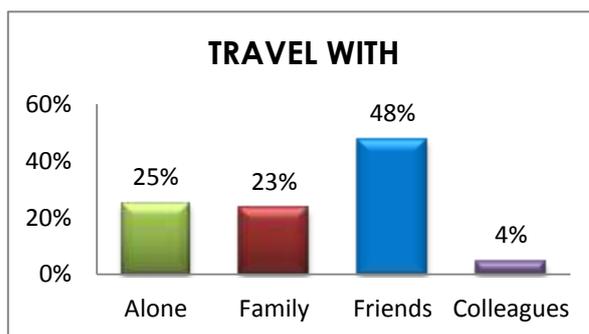
Consequently, there is a fluctuation between the percentages which shows that tourists choose to travel only few times per year or frequently.

The second question concerns the reason the respondents seek to travel. An



overwhelming percentage of 57% answer vacations as the main reason of travelling. The next relatively high proportion of the sample usually visits friends or family. The other four options, which were business, events, nature and sports showed low rates.

Graph 6: Travel Reasoning statistics

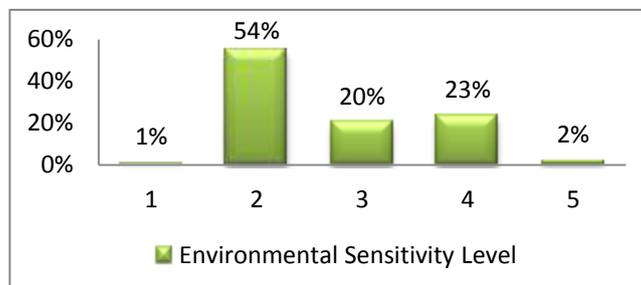


The following interrogation was with whom the respondents usually travel. Half of the sample replied with friends, two equal quarters answered alone or family and only a negligible percentage travel with colleagues.

Graph 7: Travel With statistics

4.2.3 ENVIRONMENTAL SENSITIVITY OF THE PARTICIPANTS

The environmental sensitivity of the people who responded the surveys is mainly low. The majority of the sample has low or neutral environmental sensitivity level.



Graph 8: Environmental Sensitivity statistics

4.3 DATA INFORMATION AND PREPARATION

For the purposes of this paper hundreds questionnaires were distributed but only 180 respondents log in to the platform to fill the survey. From these 180 surveys the 160 were completed thus they are considered for this study. There are no missing values presented.

The answers from the questionnaires were record in excel files and after calculations the values of the variables were formed. In the table below it is explain what each variable measures and how it was calculated.

Variable Name	Variable Measures	Questions Measure Variable	Description / Data preparation
TDI	Tourist Destination Image	<ol style="list-style-type: none"> 1. I believe "City" is an attractive place to visit and can offer a great touristic experience 2. I have a positive feeling for "City" 3. I am well-informed about the city of "City" 	Variable values are the average of the answers of the three questions that describe the tourist destination image which were measured in a Likert point scale (1-5)
CP_SOPH	City Personality (Sophistication)	<ol style="list-style-type: none"> 1. "City" is a place family oriented 2. "City" is an authentic city 3. "City" is a healthy place 4. "City" is a friendly place 	Variable values are the average of the answers of the four questions that describe sophistication which were measured in a Likert point scale (1-5)
CP_SINC	City Personality (Sincerity)	<ol style="list-style-type: none"> 1. "City" is a glamorous place 2. "City" is a charming place 	Variable values are the average of the answers of the two questions that describe sincerity which were measured in a Likert point scale (1-5)
ENV_SENS	Environmental Sensibility	<ol style="list-style-type: none"> 1. It is important to me that the products I use do not harm the environment. 2. I consider the potential environmental impact of my actions when making many of my decisions. 3. My purchase habits are affected by my concern for our environment. 4. I am concerned about wasting the resources of our planet. 5. I would describe myself as environmentally responsible. 6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly. 	Variable values are the average of the six questions that measure the environmental sensitivity which were answered in a Likert point scale (1-5)
AGE	Age	<p>Please select your age</p> <ol style="list-style-type: none"> 1. 18-24 2. 25-33 3. 34-44 	Variable values vary from 1 to 4 according to the group of answers

		4. 45 or more	
GENDER	Gender	Please select your gender 1. Male 2. Female	Variable values are 0 for males and 1 for females
EDUCLEVEL	Educational Level	Please select your educational level 1. High-school 2. Bachelor Degree 3. Master Degree 4. PhD 5. Other	Variable values vary from 1 to 5 according to the group of answers
TRAVELFREQ	Travel Frequency	How many times per year do you travel? 1. 1-2 2. 3-4 3. 5-6 4. 6 or more	Variable values vary from 1 to 4 according to the group of answers
TRAVELREASON	Travel Reasoning	For which reasons do you usually travel? 1. Vacations 2. Business 3. Events/Festivals 4. Nature 5. Visiting friends/family 6. Sports	Variable values vary from 1 to 6 according to the group of answers

TRAVELWITH	Travel With	With whom do you usually travel? 1. Alone 2. Family 3. Friends 4. Colleagues	Variable values vary from 1 to 4 according to the group of answers
D_COP	Copenhagen	These variables are not based on questions but they were created based on the form of the questionnaires (whether the questions examine sustainable, polluted or neutral places).	It is 1 when the answers refer to Copenhagen.
D_STOCK	Stockholm		It is 1 when the answers refer to Stockholm.
D_HAMB	Hamburg		It is 1 when the answers refer to Hamburg.
D_BRUS	Brussels		It is 1 when the answers refer to Brussels.
D_MARS	Marseille		It is 1 when the answers refer to Marseille.
D_NAPL	Naples		It is 1 when the answers refer to Naples.
D_SUSTAIN	Sustainable hypothetical city		It is 1 when the answers refer to the sustainable hypothetical city.
D_POLL	Polluted hypothetical city		It is 1 when the answers refer the polluted hypothetical city.
D_NEUTRAL	Neutral hypothetical city		It is 1 when the answers refer to the neutral hypothetical city.

Table 2: Variables Description

The majority of the variables described above arise from calculation based on the survey results. In order to take into account the six evaluated cities, six dummies were created. For the “cross-sectional survey data analysis” the survey results were replicated six times and for each group of six replication the dummies had the value 1 or 0 depends on whether the replication referred to the specific city (value 1) or not (value 0). So, for example the replication that referred to Copenhagen, the D_COP had the value 1 while the other five dummies had 0. Therefore, 960 observations were imported in STATA. The same procedure was followed for the “online survey experiment”.

“Cross-sectional survey data analysis”	“Online survey experiment” Hypothetical Sustainable city	“Online survey experiment” Hypothetical Polluted city
160 questionnaires	80 questionnaires	80 questionnaires
160 observations	160 observations	160 observations
6 Replications (One for each evaluated city)	2 Replications (One for the sustainable and one for the neutral hypothetical city)	2 Replications (One for the polluted and one for the neutral hypothetical city)

Table 3: Data formation

4.4 SCALING CHECK

The respondents had to answer in a 5-point Likert scale the questions for the cities evaluation and the environmental sensitivity. They were also categorical variables that measured individuals' characteristics. None of the scales needed to be inversed since they are compatible and none was negatively stated. Thus the Cronbach's Alpha value is not negative. Additionally it is observed that the main variables of the study present a relatively high internal consistency since alpha is 0.6368 which is acceptable.

Test scale = mean(unstandardized items)	
Average interitem covariance:	.1582083
Number of items in the scale:	4
Scale reliability coefficient:	0.6368

Table 4: Cronbach's Alpha

4.5 CORRELATION

(1)										
	CP_SINC	CP_SOPH	TDI	ENV_SENSi	GENDER	AGE	EDUCLEVEL	TRAVELF~Q	TRAVELR~N	TRAVELW~H
CP_SINC	1									
CP_SOPH	0.398***	1								
TDI	0.595***	0.388***	1							
ENV_SENSi	0.288***	0.0896**	0.281***	1						
GENDER	-0.0243	-0.0715*	-0.135***	-0.118***	1					
AGE	0.0549	0.00000648	0.0640*	0.108***	-0.0872**	1				
EDUCLEVEL	0.00203	-0.0237	0.0843**	0.109***	-0.121***	0.219***	1			
TRAVELFREQ	-0.0416	-0.0467	0.0193	0.0142	0.0498	0.142***	0.171***	1		
TRAVELR~N	0.0146	-0.0216	0.0310	-0.0199	-0.0966**	0.181***	-0.0266	0.277***	1	
TRAVELWITH	0.0401	0.0878**	0.0497	0.00136	-0.0620	-0.0189	-0.00519	-0.113***	-0.217***	1

* p<0.05, ** p<0.01, *** p<0.001

Table 5: Correlation

From the table above that illustrates the correlation between the variables it seems that they are not extreme positive or negative relationships between the variables. It was expected to be high correlation between sincerity and sophistication because they both measure the city personality. Nevertheless they show a weak moderate linear relationship (0.398).

Additionally, sincerity and tourist destination image have a quite strong uphill (positive) linear relationship (0.595) while sophistication and tourist destination image present a moderate uphill (positive) linear relationship (0.388). This is surprising because sincerity and sophistication both refer to city personality and it would have been logical to present the same level of correlation with the tourist destination image as it happens with the sustainable development of the cities (0.165 and 1.148 respectively). That means that the city personality is expected to cause changes in the tourist destination image while the other variables have small or no effects on each other. Moreover, the p-value is small (p<0.001) so the correlation is not due to random sampling.

4.6 RESULTS ANALYSIS

The first hypothesis refers to the impact of the city personality (sophistication and sincerity) on the tourist destination image. Thus the following equation occurs. The control variables are also included in the equation.

Hypothesis 1:

$$TDI_{ci} = \alpha_{0c} + \alpha_{1c} + \alpha_2 CP_SINC_{ci} + \alpha_3 CP_SOPH_{ci} +$$

$$AGE_i + GENDER_i + EDUCLEVEL_i +$$

$$TRAVELFREQ_i + TRAVE;REASON_i + TRAVELWITH_i +$$

$$ENV_SENS_i + \epsilon_i$$

Source	SS	df	MS	Number of obs = 960		
Model	186.560303	9	20.7289225	F(9, 950) =	73.51	
Residual	267.885878	950	.281985134	Prob > F =	0.0000	
Total	454.446181	959	.473875058	R-squared =	0.4105	
				Adj R-squared =	0.4049	
				Root MSE =	.53102	
TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.6233382	.0359515	17.34	0.000	.5527846	.6938917
CP_SOPH	.1588763	.0242486	6.55	0.000	.1112893	.2064633
AGE	-.0037493	.027849	-0.13	0.893	-.0584019	.0509033
GENDER	-.1259554	.0359108	-3.51	0.000	-.1964291	-.0554817
EDUCLEVEL	.0489939	.021523	2.28	0.023	.0067558	.091232
TRAVELFREQ	.0243019	.0166912	1.46	0.146	-.0084539	.0570577
TRAVELREASON	.0064261	.0107827	0.60	0.551	-.0147345	.0275867
TRAVELWITH	.0128219	.0197702	0.65	0.517	-.0259764	.0516202
ENV_SENSi	.0868717	.0216577	4.01	0.000	.0443692	.1293741
_cons	.3099167	.1454679	2.13	0.033	.0244412	.5953922

Table 6: Regression Results (Hypothesis 1)

Source	SS	df	MS	Number of obs = 960		
Model	174.455125	8	21.8068906	F(8, 951) =	74.07	
Residual	279.991056	951	.294417514	Prob > F =	0.0000	
				R-squared =	0.3839	
				Adj R-squared =	0.3787	
Total	454.446181	959	.473875058	Root MSE =	.5426	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.7149593	.0338427	21.13	0.000	.6485443	.7813743
AGE	-.0063809	.0284533	-0.22	0.823	-.0622194	.0494576
GENDER	-.1426973	.0366009	-3.90	0.000	-.2145252	-.0708694
EDUCLEVEL	.045335	.0219849	2.06	0.039	.0021904	.0884796
TRAVELFREQ	.0233865	.0170545	1.37	0.171	-.0100824	.0568553
TRAVELREASON	.0052303	.0110162	0.47	0.635	-.0163886	.0268492
TRAVELWITH	.0214283	.0201567	1.06	0.288	-.0181284	.0609851
ENV_SENSI	.0823818	.0221189	3.72	0.000	.0389743	.1257893
_cons	.511164	.1452887	3.52	0.000	.2260404	.7962876

Table 7: Regression Results (Hypothesis 1)

Source	SS	df	MS	Number of obs = 960		
Model	101.790742	8	12.7238428	F(8, 951) =	34.31	
Residual	352.655438	951	.370825908	Prob > F =	0.0000	
				R-squared =	0.2240	
				Adj R-squared =	0.2175	
Total	454.446181	959	.473875058	Root MSE =	.60895	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SOPH	.3224073	.0256176	12.59	0.000	.2721337	.3726808
AGE	.0129044	.031917	0.40	0.686	-.0497315	.0755404
GENDER	-.0975197	.0411381	-2.37	0.018	-.1782516	-.0167878
EDUCLEVEL	.0446299	.02468	1.81	0.071	-.0038036	.0930634
TRAVELFREQ	.0113449	.0191215	0.59	0.553	-.0261804	.0488701
TRAVELREASON	.0143024	.0123541	1.16	0.247	-.0099421	.0385469
TRAVELWITH	.0180706	.022669	0.80	0.426	-.0264164	.0625576
ENV_SENSI	.1909056	.023864	8.00	0.000	.1440735	.2377377
_cons	1.590374	.1437199	11.07	0.000	1.30833	1.872419

Table 8: Regression Results (Hypothesis 1)

The statistical analysis showed that the city personality has a significant positive impact on the tourist destination image of a city at a 5% significant level. More specifically, the sincerity of a place affects the tourist destination image positively by 62% when the average of the sincerity increases by one unit while the sophistication has lower positive influence by 16% when the average of the sophistication increases by one unit (*ceteris paribus*).

Additionally, the demographic characteristics and the travel habits do not have an impact on the tourist destination image except gender at a 5% significant level. Moreover, the environmental sensitivity of the travelers has a minor influence on the tourist destination image of a place at a 5% significant level.

Thus the city personality has an important impact on the tourist destination image of a city. More specifically, sophistication has a low impact while sincerity has a greater. Consequently, the first hypothesis is supported.

The second hypothesis examines whether the sustainable development of a place has influence on the city personality (sophistication and sincerity). Therefore, two equations are formed, one with sophistication as dependent variable and one with sincerity.

Hypothesis 2a:

$$CP_SINC_{ci} = \beta_{0c,1} + \beta_{1c,1} + \beta_{2i} D_SUSTAIN_c +$$

$$AGE_i + GENDER_i + EDUCLEVEL_i +$$

$$TRAVELFREQ_i + TRAVE;REASON_i + TRAVELWITH_i +$$

$$ENV_SENS_i + \varepsilon_i$$

Source	SS	df	MS	Number of obs = 960		
Model	10947.8832	11	995.262111	F(11, 949) =	3789.51	
Residual	249.24178	949	.262636228	Prob > F =	0.0000	
				R-squared =	0.9777	
				Adj R-squared =	0.9775	
Total	11197.125	960	11.6636719	Root MSE =	.51248	

CP_SINC	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_MARS	2.702551	.1100892	24.55	0.000	2.486505	2.918597
D_NAPL	2.740051	.1100892	24.89	0.000	2.524005	2.956097
D_BRU	2.724426	.1100892	24.75	0.000	2.50838	2.940472
D_SUSTAIN	2.901509	.1050015	27.63	0.000	2.695447	3.107571
AGE	.0263595	.0268605	0.98	0.327	-.0263534	.0790724
GENDER	.0211769	.0345624	0.61	0.540	-.0466507	.0890045
EDUCLEVEL	-.0153679	.0207586	-0.74	0.459	-.056106	.0253703
TRAVELFREQ	-.026273	.0160859	-1.63	0.103	-.057841	.005295
TRAVELREASON	.0125616	.0103969	1.21	0.227	-.007842	.0329652
TRAVELWITH	.0266661	.0190186	1.40	0.161	-.0106573	.0639895
ENV_SENSI	.1879136	.0200089	9.39	0.000	.1486469	.2271804

Table 9: Regression Results (Hypothesis 2a)

Source	SS	df	MS	Number of obs = 960		
Model	10955.7054	13	842.746566	F(13, 947) =	3305.78	
Residual	241.419645	947	.254930987	Prob > F =	0.0000	
				R-squared =	0.9784	
				Adj R-squared =	0.9781	
Total	11197.125	960	11.6636719	Root MSE =	.50491	

CP_SINC	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_STOCK	3.000988	.1084623	27.67	0.000	2.788134	3.213843
D_HAMB	2.721301	.1084623	25.09	0.000	2.508447	2.934155
D_COP	2.982238	.1084623	27.50	0.000	2.769384	3.195093
D_MARS	2.702551	.1084623	24.92	0.000	2.489697	2.915405
D_NAPL	2.740051	.1084623	25.26	0.000	2.527197	2.952905
D_BRU	2.724426	.1084623	25.12	0.000	2.511572	2.93728
AGE	.0263595	.0264636	1.00	0.319	-.0255745	.0782935
GENDER	.0211769	.0340516	0.62	0.534	-.0456485	.0880023
EDUCLEVEL	-.0153679	.0204519	-0.75	0.453	-.0555041	.0247684
TRAVELFREQ	-.026273	.0158482	-1.66	0.098	-.0573745	.0048286
TRAVELREASON	.0125616	.0102433	1.23	0.220	-.0075406	.0326637
TRAVELWITH	.0266661	.0187375	1.42	0.155	-.0101058	.063438
ENV_SENSI	.1879136	.0197132	9.53	0.000	.149227	.2266003

Table 10: Regression Results (Hypothesis 2a)

The outcome from the statistical analysis does not confirm the second hypothesis. The sustainable development of a place does not play a role in the sincerity of a city. That occurs because there is no difference whether a place is sustainable or polluted. In both cases the independent variable is significant at a 5% significant level and the effect is positive whether a place is sustainably developed or not.

Furthermore, from the tables above arises that the demographic characteristics and the travel habits of the individuals have no impact on the sincerity of a city at a 5% significant level. On the other hand, the environmental sensitivity has a small positive effect on the dependent variable at a 5% significant level.

The same results are found for the sophistication variable with the only difference that environmental sensitivity has a negligible positive influence instead of a small. Consequently, the second hypothesis either for sincerity or sophistication is rejected.

Hypothesis 2b:

$$\begin{aligned} \text{CP_SOPH}_{ci} = & \beta_{0c,2} + \beta_{1c,2} + \beta_{2i} \text{D_SUSTAIN}_c + \\ & \text{AGE}_i + \text{GENDER}_i + \text{EDUCLEVEL}_i + \\ & \text{TRAVELFREQ}_i + \text{TRAVE;REASON}_i + \text{TRAVELWITH}_i + \\ & \text{ENV_SENS}_i + \epsilon_i \end{aligned}$$

Source	SS	df	MS	Number of obs = 960		
Model	9216.46183	13	708.958602	F(13, 947) = 1477.42		
Residual	454.428796	947	.479861453	Prob > F = 0.0000		
Total	9670.89063	960	10.0738444	R-squared = 0.9530		
				Adj R-squared = 0.9524		
				Root MSE = .69272		
CP_SOPH	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_STOCK	3.079295	.1488077	20.69	0.000	2.787264	3.371326
D_HAMB	2.88242	.1488077	19.37	0.000	2.590389	3.174451
D_COP	3.048045	.1488077	20.48	0.000	2.756014	3.340076
D_MARS	3.173045	.1488077	21.32	0.000	2.881014	3.465076
D_NAPL	2.991795	.1488077	20.11	0.000	2.699764	3.283826
D_BRU	2.155076	.1488077	14.48	0.000	1.863045	2.447107
AGE	-.0013629	.0363074	-0.04	0.970	-.0726152	.0698893
GENDER	-.093165	.0467181	-1.99	0.046	-.1848478	-.0014821
EDUCLEVEL	-.0318923	.0280595	-1.14	0.256	-.0869582	.0231737
TRAVELFREQ	-.020913	.0217433	-0.96	0.336	-.0635836	.0217576
TRAVELREASON	-.0002825	.0140535	-0.02	0.984	-.0278622	.0272971
TRAVELWITH	.0695485	.0257075	2.71	0.007	.0190983	.1199987
ENV_SENSI	.0801062	.027046	2.96	0.003	.0270291	.1331833

Table 11: Regression Results (Hypothesis 2b)

Source	SS	df	MS	Number of obs = 960		
Model	9212.87954	11	837.534503	F(11, 949) = 1735.37		
Residual	458.011087	949	.48262496	Prob > F = 0.0000		
Total	9670.89063	960	10.0738444	R-squared = 0.9526		
				Adj R-squared = 0.9521		
				Root MSE = .69471		
CP_SOPH	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_MARS	3.173045	.1492356	21.26	0.000	2.880175	3.465915
D_NAPL	2.991795	.1492356	20.05	0.000	2.698925	3.284665
D_BRU	2.155076	.1492356	14.44	0.000	1.862206	2.447946
D_SUSTAIN	3.003253	.1423387	21.10	0.000	2.723918	3.282588
AGE	-.0013629	.0364118	-0.04	0.970	-.0728199	.070094
GENDER	-.093165	.0468524	-1.99	0.047	-.1851112	-.0012187
EDUCLEVEL	-.0318923	.0281402	-1.13	0.257	-.0871164	.0233318
TRAVELFREQ	-.020913	.0218058	-0.96	0.338	-.0637062	.0218801
TRAVELREASON	-.0002825	.0140939	-0.02	0.984	-.0279414	.0273764
TRAVELWITH	.0695485	.0257814	2.70	0.007	.0189534	.1201436
ENV_SENSI	.0801062	.0271238	2.95	0.003	.0268766	.1333357

Table 12: Regression Results (Hypothesis 2b)

The last hypothesis tested if the sustainable development of a city affects the tourist destination image of this place.

Hypothesis 3:

$$TDI_{ci} = \gamma_{0c} + \gamma_{1c} + \gamma_{2i} D_SUSTAIN_c +$$

$$AGE_i + GENDER_i + EDUCLEVEL_i +$$

$$TRAVELFREQ_i + TRAVELREASON_i + TRAVELWITH_i +$$

$$ENV_SENS_i + \epsilon_i$$

Source	SS	df	MS	Number of obs = 960		
Model	10421.3486	13	801.6422	F(13, 947) = 1889.04		
Residual	401.873624	947	.424364967	Prob > F = 0.0000		
Total	10823.2222	960	11.2741898	R-squared = 0.9629		
				Adj R-squared = 0.9624		
				Root MSE = .65143		

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_STOCK	2.647618	.1399385	18.92	0.000	2.372993	2.922244
D_HAMB	2.358035	.1399385	16.85	0.000	2.08341	2.63266
D_COP	2.585118	.1399385	18.47	0.000	2.310493	2.859744
D_MARS	2.426785	.1399385	17.34	0.000	2.15216	2.70141
D_NAPL	2.528868	.1399385	18.07	0.000	2.254243	2.803494
D_BRU	2.583035	.1399385	18.46	0.000	2.30841	2.85766
AGE	.012465	.0341434	0.37	0.715	-.0545405	.0794705
GENDER	-.1275567	.0439336	-2.90	0.004	-.2137752	-.0413383
EDUCLEVEL	.0343476	.0263871	1.30	0.193	-.0174363	.0861315
TRAVELFREQ	.0046023	.0204473	0.23	0.822	-.035525	.0447297
TRAVELREASON	.0142113	.0132159	1.08	0.283	-.0117245	.0401472
TRAVELWITH	.0404935	.0241753	1.67	0.094	-.0069497	.0879368
ENV_SENSi	.2167324	.0254341	8.52	0.000	.1668188	.266646

Table 13: Regression Results (Hypothesis 3)

Source	SS	df	MS			
Model	10413.9176	11	946.71978	Number of obs = 960		
Residual	409.304642	949	.431300993	F(11, 949) = 2195.03		
				Prob > F = 0.0000		
				R-squared = 0.9622		
				Adj R-squared = 0.9617		
				Root MSE = .65674		
TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_MARS	2.426785	.1410775	17.20	0.000	2.149925	2.703645
D_NAPL	2.528868	.1410775	17.93	0.000	2.252008	2.805728
D_BRU	2.583035	.1410775	18.31	0.000	2.306175	2.859895
D_SUSTAIN	2.530257	.1345577	18.80	0.000	2.266192	2.794322
AGE	.012465	.0344213	0.36	0.717	-.0550857	.0800157
GENDER	-.1275567	.0442912	-2.88	0.004	-.2144767	-.0406368
EDUCLEVEL	.0343476	.0266019	1.29	0.197	-.0178577	.0865529
TRAVELFREQ	.0046023	.0206138	0.22	0.823	-.0358515	.0450562
TRAVELREASON	.0142113	.0133235	1.07	0.286	-.0119356	.0403582
TRAVELWITH	.0404935	.024372	1.66	0.097	-.0073358	.0883228
ENV_SENSI	.2167324	.0256411	8.45	0.000	.1664127	.2670521

Table 14: Regression Results (Hypothesis 3)

The outcome for the last hypothesis follows the same concept as in the second hypothesis. Therefore it is rejected as well.

4.7 RESULTS VERIFICATION

The verification of the results consist an essential part of the research since it verifies whether the hypothesis are supported or rejected. In the case of this research the outcome of the initial (main) data analysis – “cross-sectional survey data analysis” – coincides with the the verification results.

The results from the “online survey experiemnt” (see Appendix 1) for the impact of the city personality to the tourist destination image are similar as the six cities evaluation results. The city personality – sincerity and sophistication – have a positive impact on the tourist destination image in both cases of the sustainable and the polluted hypothetical city evaluations.

On the other hand the control variables have no influence at a 5% significant level. The only difference is that the environmental sensitivity has no effect in the sustainable hypothetical paradigm while it has impact on the six cities and the polluted cities evaluation at a 5% significant level.

4.8 HYPOTHESIS TESTING SUMMARY

The primary purpose of this study is to test the hypothesis raised previously which are based on the literature review and adjusted to the needs of this research. In the tables below are presented the hypothesis tested and whether they are confirmed or rejected according to the data statistical analysis. They are two tables presenting the results, the first table shows the outcome based on the evaluation of the six cities and the second based on the evaluation of the hypothetical cities. All the results coincide and the hypothetical cities evaluation verifies the results of the main research.

<u>Six cities evaluation – “Cross-sectional survey data analysis”</u>		
Hypothesis 1a	<i>The City Personality (Sincerity) is positively related to the Tourist Destination Image of the city.</i>	Confirmed
Hypothesis 1b	<i>The City Personality (Sophistication) is positively related to the Tourist Destination Image of the city.</i>	Confirmed
Hypothesis 2a	<i>The Sustainable Development of a city has a positive impact on the City Personality (Sincerity).</i>	Rejected
Hypothesis 2b	<i>The Sustainable Development of a city has a positive impact on the City Personality (Sophistication).</i>	Rejected
Hypothesis 3	<i>The Sustainable Development of a city is positively associated with the Tourist Destination Image of the city.</i>	Rejected

Table 15: Hypothesis - “Cross-sectional survey data analysis

<u>Hypothetical cities evaluation – “Online survey experiment”</u>		
Hypothesis 1a	<i>The City Personality (Sincerity) is positively related to the Tourist Destination Image of the city.</i>	Confirmed
Hypothesis 1b	<i>The City Personality (Sophistication) is positively related to the Tourist Destination Image of the city.</i>	Confirmed
Hypothesis 2a	<i>The Sustainable Development of a city has a positive impact on the City Personality (Sincerity).</i>	Rejected

Hypothesis 2b	<i>The Sustainable Development of a city has a positive impact on the City Personality (Sophistication).</i>	Rejected
Hypothesis 3	<i>The Sustainable Development of a city is positively associated with the Tourist Destination Image of the city.</i>	Rejected

Table 16: Hypothesis – “Online survey Experiment”

According to the results presentation above the first hypothesis is confirmed for both independent variables - sincerity and sophistication. Particularly, it is proved that city personality has a positive impact on the tourist destination image of a place since both sincerity and sophistication affect it positively.

The other two hypotheses, the second and the third, which are related to sustainability, are rejected. More specifically, the sustainable development of a city has no impact on the city personality and the tourist destination image.

Additionally, the control variables demographic characteristics and travel habits have no effect on the tourist destination image and the city personality since they are insignificant. On the other hand the environmental sensitivity influences the dependent variables.

4.9 CONCLUSION

The fourth chapter shows the finding of the research and analysis whether the results of the statistical analysis confirm or reject the hypothesis. In the beginning of the chapter the participants characteristics are presented and more specifically the demographic characteristics (age, gender, educational level and nationality), their travel habits and their environmental sensitivity. It follows the descriptive statistics and the analysis of the outcome. The final part refers to the hypothesis support or rejection.

The following chapter summarizes and concludes to the findings of this study while it includes the implications of this research and suggests further research.

CHAPTER 5: CONCLUSION

5.1 OVERVIEW AND AIM OF THE STUDY

The main reasons that led to this research topic and the implementation of this study vary among the authors' personal incentives, social issues and the limited existing academic research on the topic.

Firstly, the interest of the author for tourism and sustainability is the primary reason for the combination of these two subjects into one. Tourism constitutes an important part of the national economies. The last decade's governments, local authorities and private companies invest in tourism which contributes to the economic development. In several cases in order to achieve that goal the investments in tourism are related to sustainability. For example, many cities arrange the spatial development of places based on sustainability. Thus this study combines one of the most nowadays "hot topics" – sustainability - and one of the main pillars of economy – tourism.

In general the last year's sustainability gains ground in individuals' choices and consumers appear to increase their environmental sensitivity especially regarding their shopping habits. People are more environmental sensitive and especially in their purchases. The number of biological shops and restaurants increases rapidly and more attention is paid to green products and services consumption. Therefore it is interesting to investigate whether the environmental awareness expands to the choices of a place for tourism.

Moreover, there is a limited number of researches that focus on the combination of tourism and sustainability. Additionally, it is the first time that Aaker's model for brand personality is adjusted to places traits (Aaker, 1997). Consequently, this study attempts to trigger more researchers to investigate the topic and enrich the literature.

From the above, the primary objective of the study occurs which is summarized in the research question which is *"Does the sustainable development of a city have an impact on the personality and the tourist destination image of the city?"*

5.2 CONCEPTUAL FRAMEWORK – RESEARCH METHODOLOGY

The research definition is the starting point for the research continuity. Initially a deep investigation on the existing literature and the identification of missing research takes place. Afterwards, the conceptual framework and the hypothesis were formed in order to clarify the examining effects on the variables. In that contributed the literature review conducted previously. Then, the methodological approach which was the survey distribution is decided and the design of the questionnaire based on measurement scales that arise from the academic literature. The following step was the statistical analysis with STATA of the data collected from the surveys and their interpretation. The final part of the research chain was the conclusion that included the confirmation or rejection of the hypothesis and remarks regarding limitations and future research.

5.3 HYPOTHESES TESTED

For research purposes three hypotheses were formed and tested. The first hypothesis is confirmed while the other two were rejected. The findings support that the city personality has a positive impact on the tourist destination image of a city. On the other hand, the sustainable development of a place has no effect on the city personality and the tourist destination image.

A possible reason that leads to these finding is that although sustainability gains ground rapidly, it still is in an initial level from the tourism perspective. It is expected that the following years individuals will consider the sustainable development of cities when they define the personality of this place and also while they choose for tourist destinations.

Consequently, city traits have an impact on the tourist destination image fact that creates a positive connection between these two concepts. Therefore, it is highly possible when people start taking sustainability under consideration for the city personality formation to link it to their choices for touristic places as well.

5.4 LIMITATIONS OF THE STUDY

The study presents a number of limitations that are connected to the reliability and the validity of the research. The limitations are described below:

- ❖ The survey was distributed in a small group of 160 individuals. In a bigger sample it is possible to identify fluctuations in the evaluations since the significance between the variables will be smaller. Thus different results could occur.
- ❖ The participants were mostly young under 33 years old (95%).
- ❖ The majority of the respondents were from Europe (85%) and especially from Greece.
- ❖ The statistical analysis of the results was not deep and the analysis of the study findings was not extended.
- ❖ The language of the survey was English which sometimes make it difficult for non-native speakers to reply. Therefore, misunderstandings or random answers due to limited English skills might occur.
- ❖ The order that the cities are displayed in the questionnaire is not random.
- ❖ Only cities from Europe were used for the survey purposes.

5.5 FURTHER RESEARCH

This study is the first that transforms the brand personality model from Aaker and introduce "City Personality" (Aaker, 1997). Thus it is in a fundamental stage and enables researchers to further research this subject. Additionally, limited literature exists for the sustainable development of the cities and tourism. Therefore, this paper adds another perspective to the academic research and can possibly trigger for new researches.

Further researches can also use all the five dimensions for city personality based on Aakers model (Aaker, 1997). In that way this variable will be better substantiated and will offer better insight.

Taking into account the limitation described previously, future researches can test a greater sample of respondents with various demographic

characteristics. Thus another technique than the “snowball sampling” can be used. Additionally, the data analysis can be deeper and more detailed.

Consequently, this paper constitutes a trigger for additional research on the topic and leaves room for further investigation. Moreover, it presents for first time the concept of city personality which can possibly become a cornerstone for future researches.

5.6 FINAL REMARKS

The final conclusion of this study is that the traits that characterize a city have a positive effect on the individuals' choices for tourism. This means that the local authorities and private companies can play a significant role to attract tourists in their cities. More specifically, the actions and decision they take regarding the city are linked to the creation of the city personality. The way a place is marketed shapes the traits the tourists recall every time they think about it. For example, as it was mentioned in the second chapter, Paris can be considered as a romantic woman in her forties, wearing a dress and eating her croissant in an atmospheric Parisian cafeteria waiting her lover. This image about Paris arises from movies, advertisements, postcards and other marketing materials. Moreover, the inhabitants of a city can contribute to the city personality creation. Usually their habits and lifestyle have an impact on the city personality.

On the other hand, this study cannot support that the sustainable development of places has an impact, positive or negative, on the city personality and the tourist destination image. Future researches are expected to find a relationship since sustainability expands fast and influence in several aspects people's choices. Although, the results of this study do not conclude to findings regarding sustainability, this does not imply that less attention should be given to the sustainable development of a place. It is important the cities to be marketed more based on their sustainable characters in order to inform people more and more about it. Finally, places that are not well-known for a trait can invest on their sustainable development and use it as a trigger to attract more tourists.

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APPENDIX

APPENDIX 1: HYPOTHETICAL CITIES STATISTICAL RESULTS

Source	SS	df	MS	Number of obs = 160		
Model	45.4007144	9	5.04452382	F(9, 150) = 20.68		
Residual	36.5881745	150	.243921163	Prob > F = 0.0000		
Total	81.9888889	159	.515653389	R-squared = 0.5537		
				Adj R-squared = 0.5270		
				Root MSE = .49388		
TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.4255452	.0713125	5.97	0.000	.2846384	.566452
CP_SOPH	.4719365	.0684879	6.89	0.000	.3366109	.6072621
AGE	-.0663722	.0603372	-1.10	0.273	-.1855929	.0528484
GENDER	-.0264626	.0824015	-0.32	0.749	-.1892801	.1363549
EDUCLEVEL	.0060646	.0460474	0.13	0.895	-.0849206	.0970498
TRAVELFREQ	.0581046	.0368707	1.58	0.117	-.0147484	.1309577
TRAVELREASON	-.0464256	.0246265	-1.89	0.061	-.0950853	.0022341
TRAVELWITH	.0435678	.0452382	0.96	0.337	-.0458186	.1329542
ENV_SENSi	-.0028268	.0567942	-0.05	0.960	-.1150467	.1093931
_cons	.2248481	.3484425	0.65	0.520	-.4636412	.9133374

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	33.8185676	8	4.22732096	F(8, 151) = 13.25		
Residual	48.1703212	151	.31900875	Prob > F = 0.0000		
Total	81.9888889	159	.515653389	R-squared = 0.4125		
				Adj R-squared = 0.3814		
				Root MSE = .56481		
TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.6641395	.0712952	9.32	0.000	.5232744	.8050045
AGE	-.1011696	.0687599	-1.47	0.143	-.2370254	.0346862
GENDER	-.0704901	.0939511	-0.75	0.454	-.2561187	.1151384
EDUCLEVEL	-.0000921	.0526501	-0.00	0.999	-.1041182	.1039339
TRAVELFREQ	.07342	.0420889	1.74	0.083	-.0097393	.1565792
TRAVELREASON	-.0390454	.0281364	-1.39	0.167	-.0946373	.0165465
TRAVELWITH	.0878011	.0512112	1.71	0.088	-.0133819	.1889841
ENV_SENSi	.0268253	.0647635	0.41	0.679	-.1011343	.1547849
_cons	.8155613	.3862333	2.11	0.036	.052442	1.578681

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	36.7149237	8	4.58936546	F(8, 151) = 15.31		
Residual	45.2739652	151	.299827584	Prob > F = 0.0000		
				R-squared = 0.4478		
				Adj R-squared = 0.4185		
				Root MSE = .54757		
Total	81.9888889	159	.515653389			

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SOPH	.6703714	.0663809	10.10	0.000	.5392162	.8015267
AGE	-.0543492	.0668581	-0.81	0.418	-.1864474	.077749
GENDER	-.0399409	.0913236	-0.44	0.662	-.2203779	.1404961
EDUCLEVEL	.0082272	.0510508	0.16	0.872	-.0926388	.1090933
TRAVELFREQ	.0490248	.0408435	1.20	0.232	-.0316737	.1297233
TRAVELREASON	-.0627813	.0271336	-2.31	0.022	-.1163919	-.0091707
TRAVELWITH	.0388627	.0501476	0.77	0.440	-.0602189	.1379443
ENV_SENSI	.0213803	.0628064	0.34	0.734	-.1027126	.1454731
_cons	1.070368	.3529329	3.03	0.003	.3730437	1.767693

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	2162.39683	9	240.266314	F(9, 151) = 767.17		
Residual	47.2906741	151	.313183272	Prob > F = 0.0000		
				R-squared = 0.9786		
				Adj R-squared = 0.9773		
				Root MSE = .55963		
Total	2209.6875	160	13.8105469			

CP_SINC	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	3.052586	.3032391	10.07	0.000	2.453446	3.651725
D_SUST	3.674461	.3032391	12.12	0.000	3.075321	4.2736
AGE	-.0080196	.0681269	-0.12	0.906	-.1426246	.1265854
GENDER	-.0983649	.0928297	-1.06	0.291	-.2817777	.0850478
EDUCLEVEL	-.0013103	.0521671	-0.03	0.980	-.104382	.1017614
TRAVELFREQ	-.0081181	.0416989	-0.19	0.846	-.0905067	.0742706
TRAVELREASON	-.040749	.0277293	-1.47	0.144	-.0955365	.0140386
TRAVELWITH	.0427202	.0506516	0.84	0.400	-.0573573	.1427977
ENV_SENSI	.1127683	.063673	1.77	0.079	-.0130368	.2385734

**Table 1: Regression Results (Hypothesis 2a) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	1884.47072	9	209.385636	F(9, 151) =	466.47	
Residual	67.7792774	151	.448869386	Prob > F =	0.0000	
				R-squared =	0.9653	
				Adj R-squared =	0.9632	
Total	1952.25	160	12.2015625	Root MSE =	.66998	

CP_SOPH	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	2.911532	.3630329	8.02	0.000	2.194252	3.628812
D_SUST	2.992782	.3630329	8.24	0.000	2.275502	3.710062
AGE	-.0777875	.0815604	-0.95	0.342	-.2389344	.0833594
GENDER	-.1430211	.1111341	-1.29	0.200	-.3625998	.0765576
EDUCLEVEL	-.0137082	.0624536	-0.22	0.827	-.1371039	.1096876
TRAVELFREQ	.0283479	.0499212	0.57	0.571	-.0702864	.1269822
TRAVELREASON	-.004963	.0331971	-0.15	0.881	-.0705538	.0606278
TRAVELWITH	.115325	.0606393	1.90	0.059	-.0044861	.2351361
ENV_SENSI	.1198424	.0762283	1.57	0.118	-.0307694	.2704542

**Table 1: Regression Results (Hypothesis 2b) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	1868.21695	9	207.579661	F(9, 151) =	432.64	
Residual	72.4497198	151	.479799469	Prob > F =	0.0000	
				R-squared =	0.9627	
				Adj R-squared =	0.9604	
Total	1940.66667	160	12.1291667	Root MSE =	.69268	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	2.903576	.3753322	7.74	0.000	2.161995	3.645157
D_SUST	3.195243	.3753322	8.51	0.000	2.453662	3.936824
AGE	-.1064957	.0843236	-1.26	0.209	-.2731022	.0601108
GENDER	-.1358182	.1148993	-1.18	0.239	-.3628361	.0911997
EDUCLEVEL	-.0009623	.0645695	-0.01	0.988	-.1285387	.126614
TRAVELFREQ	.0680284	.0516125	1.32	0.189	-.0339476	.1700044
TRAVELREASON	-.0661084	.0343218	-1.93	0.056	-.1339213	.0017046
TRAVELWITH	.1161733	.0626937	1.85	0.066	-.0076969	.2400435
ENV_SENSI	.1017192	.0788109	1.29	0.199	-.0539953	.2574336

**Table 1: Regression Results (Hypothesis 3) –
Hypothetical City (Neutral & Sustainable)**

Source	SS	df	MS	Number of obs = 160		
Model	62.6634086	9	6.96260095	F(9, 150) =	18.51	
Residual	56.4365914	150	.376243943	Prob > F =	0.0000	
Total	119.1	159	.749056604	R-squared =	0.5261	
				Adj R-squared =	0.4977	
				Root MSE =	.61339	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.3775273	.0778979	4.85	0.000	.2236084	.5314462
CP_SOPH	.3501539	.0781361	4.48	0.000	.1957644	.5045435
AGE	-.0229236	.0882568	-0.26	0.795	-.1973108	.1514636
GENDER	-.1137165	.103824	-1.10	0.275	-.3188628	.0914299
EDUCLEVEL	-.0333234	.0709562	-0.47	0.639	-.1735262	.1068793
TRAVELFREQ	-.028738	.0518289	-0.55	0.580	-.131147	.0736711
TRAVELREASON	-.0190541	.0315153	-0.60	0.546	-.0813255	.0432172
TRAVELWITH	-.0660243	.0604296	-1.09	0.276	-.1854276	.053379
ENV_SENSi	.3451921	.1292353	2.67	0.008	.0898353	.6005488
_cons	.5051173	.3576304	1.41	0.160	-.2015264	1.211761

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Polluted)**

Source	SS	df	MS	Number of obs = 160		
Model	53.8262096	8	6.7282762	F(8, 151) =	15.56	
Residual	65.2737904	151	.432276758	Prob > F =	0.0000	
Total	119.1	159	.749056604	R-squared =	0.4519	
				Adj R-squared =	0.4229	
				Root MSE =	.65748	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SOPH	.5482491	.071379	7.68	0.000	.4072185	.6892796
AGE	.025483	.093993	0.27	0.787	-.1602282	.2111943
GENDER	-.1091183	.1112822	-0.98	0.328	-.3289896	.110753
EDUCLEVEL	-.0063408	.0758221	-0.08	0.933	-.1561499	.1434684
TRAVELFREQ	-.0141414	.0554605	-0.25	0.799	-.1237202	.0954374
TRAVELREASON	-.0080437	.0336928	-0.24	0.812	-.0746139	.0585264
TRAVELWITH	-.0744404	.0647466	-1.15	0.252	-.2023666	.0534858
ENV_SENSi	.3400858	.1385202	2.46	0.015	.0663979	.6137738
_cons	.8408603	.3760761	2.24	0.027	.0978096	1.583911

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Polluted)**

Source	SS	df	MS	Number of obs = 160		
Model	62.6634086	9	6.96260095	F(9, 150) =	18.51	
Residual	56.4365914	150	.376243943	Prob > F =	0.0000	
Total	119.1	159	.749056604	R-squared =	0.5261	
				Adj R-squared =	0.4977	
				Root MSE =	.61339	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
CP_SINC	.3775273	.0778979	4.85	0.000	.2236084	.5314462
CP_SOPH	.3501539	.0781361	4.48	0.000	.1957644	.5045435
AGE	-.0229236	.0882568	-0.26	0.795	-.1973108	.1514636
GENDER	-.1137165	.103824	-1.10	0.275	-.3188628	.0914299
EDUCLEVEL	-.0333234	.0709562	-0.47	0.639	-.1735262	.1068793
TRAVELFREQ	-.028738	.0518289	-0.55	0.580	-.131147	.0736711
TRAVELREASON	-.0190541	.0315153	-0.60	0.546	-.0813255	.0432172
TRAVELWITH	-.0660243	.0604296	-1.09	0.276	-.1854276	.053379
ENV_SENSi	.3451921	.1292353	2.67	0.008	.0898353	.6005488
_cons	.5051173	.3576304	1.41	0.160	-.2015264	1.211761

**Table 1: Regression Results (Hypothesis 1) –
Hypothetical City (Neutral & Polluted)**

Source	SS	df	MS	Number of obs = 160		
Model	1414.04257	9	157.115841	F(9, 151) =	402.40	
Residual	58.957431	151	.390446563	Prob > F =	0.0000	
Total	1473	160	9.20625	R-squared =	0.9600	
				Adj R-squared =	0.9576	
				Root MSE =	.62486	

CP_SINC	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	1.821825	.3543423	5.14	0.000	1.121716	2.521934
D_POLL	1.009325	.3543423	2.85	0.005	.3092158	1.709434
AGE	.1257916	.089329	1.41	0.161	-.0507046	.3022878
GENDER	.0082262	.1057598	0.08	0.938	-.2007339	.2171862
EDUCLEVEL	.028313	.0718439	0.39	0.694	-.113636	.170262
TRAVELFREQ	.0618335	.0526237	1.18	0.242	-.0421403	.1658073
TRAVELREASON	.017832	.0319876	0.56	0.578	-.0453691	.081033
TRAVELWITH	.0345156	.0610944	0.56	0.573	-.0861945	.1552258
ENV_SENSi	.5390126	.1105813	4.87	0.000	.3205263	.7574989

**Table 1: Regression Results (Hypothesis 2a) –
Hypothetical City (Neutral & Polluted)**

Source	SS	df	MS	Number of obs = 160		
Model	1473.41226	9	163.712474	F(9, 151) =	401.39	
Residual	61.5877382	151	.407865816	Prob > F =	0.0000	
Total	1535	160	9.59375	R-squared =	0.9599	
				Adj R-squared =	0.9575	
				Root MSE =	.63864	

CP_SOPH	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	1.384179	.3621603	3.82	0.000	.6686228	2.099735
D_POLL	.6216788	.3621603	1.72	0.088	-.0938772	1.337235
AGE	-.0046283	.0912999	-0.05	0.960	-.1850186	.175762
GENDER	-.0075346	.1080932	-0.07	0.945	-.221105	.2060359
EDUCLEVEL	-.0822521	.073429	-1.12	0.264	-.2273329	.0628288
TRAVELFREQ	.0441569	.0537847	0.82	0.413	-.0621109	.1504247
TRAVELREASON	-.0215974	.0326934	-0.66	0.510	-.0861929	.0429981
TRAVELWITH	.1082646	.0624423	1.73	0.085	-.0151089	.231638
ENV_SENSI	1.053021	.1130211	9.32	0.000	.8297137	1.276327

**Table 1: Regression Results (Hypothesis 2b) –
Hypothetical City (Neutral & Polluted)**

Source	SS	df	MS	Number of obs = 160		
Model	1318.44905	9	146.494339	F(9, 151) =	285.24	
Residual	77.5509464	151	.513582427	Prob > F =	0.0000	
Total	1396	160	8.725	R-squared =	0.9444	
				Adj R-squared =	0.9411	
				Root MSE =	.71665	

TDI	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
D_NEUTRAL	1.678215	.406394	4.13	0.000	.8752622	2.481168
D_POLL	1.103215	.406394	2.71	0.007	.3002622	1.906168
AGE	.0229456	.1024512	0.22	0.823	-.1794773	.2253685
GENDER	-.1132491	.1212955	-0.93	0.352	-.3529047	.1264065
EDUCLEVEL	-.0514354	.0823975	-0.62	0.533	-.2142362	.1113655
TRAVELFREQ	.0100676	.0603539	0.17	0.868	-.1091796	.1293148
TRAVELREASON	-.0198845	.0366865	-0.54	0.589	-.0923696	.0526006
TRAVELWITH	-.0150845	.0700689	-0.22	0.830	-.1535265	.1233576
ENV_SENSI	.9174034	.1268253	7.23	0.000	.6668222	1.167985

**Table 1: Regression Results (Hypothesis 3) –
Hypothetical City (Neutral & Polluted)**

APPENDIX 2: QUESTIONNAIRE

Dear participant, this survey is a fundamental component of the research I am conducting for my Master thesis at the Erasmus School of Economics. Therefore I would appreciate if you would kindly ensure that you have answered all questions carefully. Thank you for your time to complete this survey!

1. Please select your gender
 Male
 Female
2. Please select your age
 18 – 24
 25 – 33
 34 – 44
 45 or older
3. What is your nationality?

4. Please select your educational level
 High-school
 Bachelor degree
 Master degree
 PhD
 Other
5. How many times per year do you travel?
 1 – 2
 3 – 4
 5 – 6
 6 or more
6. With whom do you usually travel?
 Alone
 Family
 Friends
7. For which reasons do you usually travel?
 Colleagues
 Vacations
 Business
 Events / Festivals
 Nature
 Visiting friends / family
 Sport

Before you continue I would like to clarify that it is not necessary that you have visited the given cities. The survey is based to the image you have about these places such as information from media, friends' opinion etc. In case you have visited these places that can affect your answer as well.

Below you can read several statements regarding several cities. Please read each statement carefully and indicate to what extent you agree or disagree with it.

COPENHAGEN	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Copenhagen is a place family-oriented					
Copenhagen is an authentic city					
Copenhagen is a healthy place					
Copenhagen is a friendly place					
Copenhagen is a glamorous city					
Copenhagen is a charming place					
I believe Copenhagen is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Copenhagen					
I am well-informed about the city of Copenhagen					
Have you ever visited Copenhagen?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

NAPLES	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Naples is a place family-oriented					
Naples is an authentic city					
Naples is a healthy place					
Naples is a friendly place					
Naples is a glamorous city					
Naples is a charming place					
I believe Naples is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Naples					
I am well-informed about the city of Naples					
Have you ever visited Naples?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

<u>STOCKHOLM</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Stockholm is a place family-oriented					
Stockholm is an authentic city					
Stockholm is a healthy place					
Stockholm is a friendly place					
Stockholm is a glamorous city					
Stockholm is a charming place					
I believe Stockholm is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Stockholm					
I am well-informed about the city of Stockholm					
Have you ever visited Stockholm?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

<u>Marsellie</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Marsellie is a place family-oriented					
Marsellie is an authentic city					
Marsellie is a healthy place					
Marsellie is a friendly place					
Marsellie is a glamorous city					
Marsellie is a charming place					
I believe Marsellie is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Marsellie					
I am well-informed about the city of Marsellie					
Have you ever visited Marsellie?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

<u>BRUSSELS</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brussels is a place family-oriented					
Brussels is an authentic city					
Brussels is a healthy place					
Brussels is a friendly place					
Brussels is a glamorous city					
Brussels is a charming place					
I believe Brussels is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Brussels					
I am well-informed about the city of Brussels					
Have you ever visited Brussels?					
-	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

<u>HAMBURG</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Hamburg is a place family-oriented					
Hamburg is an authentic city					
Hamburg is a healthy place					
Hamburg is a friendly place					
Hamburg is a glamorous city					
Hamburg is a charming place					
I believe Hamburg is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Hamburg					
I am well-informed about the city of Hamburg					
Have you ever visited Hamburg?					
	Dislike Extremely	Dislike Very Much	Neither Like Nor Dislike	Like Very Much	Like Extremely
If yes, how much did you like the city?					
If no, how much would you like to visit the city?					

Imagine a hypothetical City X. This city is a European city with 1.000.000 population. Please read the statements and indicate to what extent you agree or disagree					
CITY X	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
City X is a place family-oriented					
City X is an authentic city					
City X is a healthy place					
City X is a friendly place					
City X is a glamorous city					
City X is a charming place					
I believe City X is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Copenhagen					
I am well-informed about the City X					
Imagine a hypothetical City X. This city is a European city with 1.000.000 population and in 2014 it was one of the most polluted cities in Europe. Please read the statements and indicate to what extent you agree or disagree.					
CITY X	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
City X is a place family-oriented					
City X is an authentic city					
City X is a healthy place					
City X is a friendly place					
City X is a glamorous city					
City X is a charming place					
I believe City X is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Copenhagen					
I am well-informed about the City X					

Imagine a hypothetical City X. This city is a European city with 1.000.000 population. Please read the statements and indicate to what extent you agree or disagree					
CITY X	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
City X is a place family-oriented					
City X is an authentic city					
City X is a healthy place					
City X is a friendly place					
City X is a glamorous city					
City X is a charming place					
I believe City X is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Copenhagen					
I am well-informed about the City X					
Imagine a hypothetical City X. This city is a European City X with 1.000.000 population which in 2014 it was one of the most sustainable places in Europe. Please read each statement carefully and indicate to what extent you agree or disagree with it.					
CITY X	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
City X is a place family-oriented					
City X is an authentic city					
City X is a healthy place					
City X is a friendly place					
City X is a glamorous city					
City X is a charming place					
I believe City X is an attractive place to visit and can offer a great touristic experience					
I have a positive feeling for Copenhagen					
I am well-informed about the City X					

Please read the statements and indicate to what extent it describes your own opinion.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is important to me that the products I use do not harm the environment.					
I consider the potential environmental impact of my actions when making many of my decisions.					
My purchase habits are affected by my concern for our environment.					
I am concerned about wasting the resources of our planet.					
I would describe myself as environmentally responsible.					
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.					