Report

This report is designed to produce a first outlook of the data. It is structured as follows.

Contents

Scale construction

In order to conduct the tests of hypothesis associated with the research, the final scales need to be constructed by integrating the scores of the multiple questions that compose each scale. A linear combination of the scores is often used for this purpose, by either averaging or summing the scores. However, before doing that, the reliability of the scales need to be tested using Cronbach's Alpha. A reliable scale needs to show a minimum Alpha of 0.7 (Hair et al. 2014). The table below shows the results of the tests. The minimum calculated Alpha was 0.794 for Perceived Control, which is still an acceptable level of reliability.

RELIABILITY STATISTICS		
	Cronbach's Alpha	N of Itens
Individual Characteristics	0.926	19
Risk Perception	0.919	7
Attitudes	0.889	5
Subjective Norms	0.813	3
Perceived Control	0.794	3
Destination Image	0.914	9
Intention to Visit	0.836	3

Thus, the items that compose each scale were averaged in order to conduct further tests.

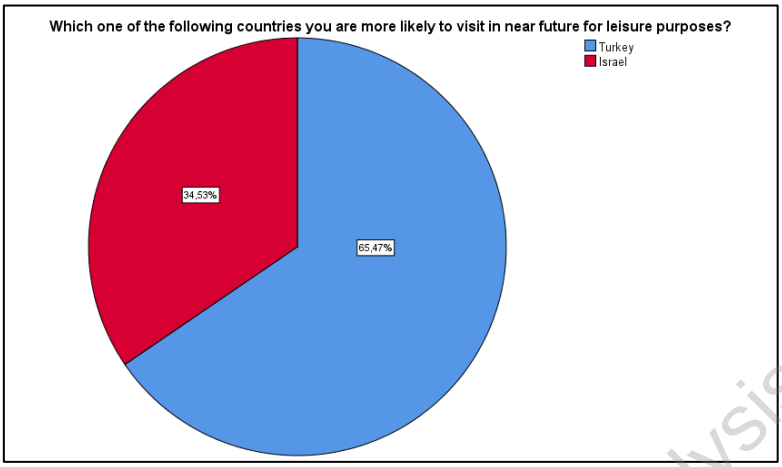
Descriptives

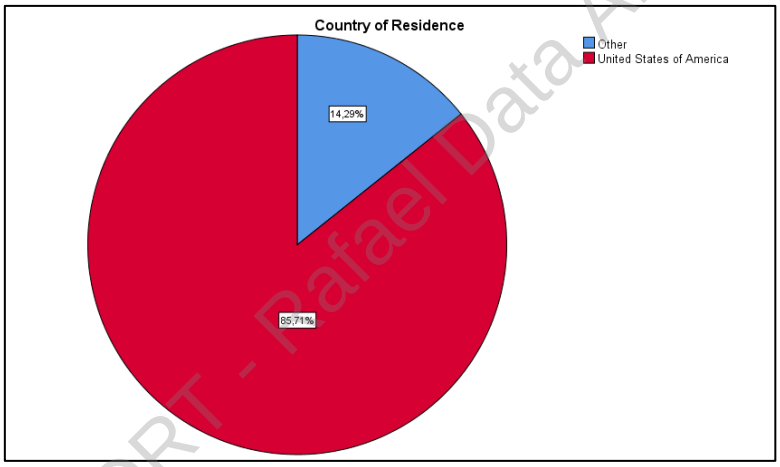
The table below shows the minimum and maximum values of each constructed scale, along with age and 'Number of Visits'. Mean, standard deviation, skewness and kurtosis are also included. Skewness and Kurtosis can be used to examine the normality of variables (variables that follow a normal distribution). Both values should remain between -1 and 1 to indicate normality (Hair et al., 2014). As can be seen in the table below, most values are within these thresholds, which indicates no substantial departs from normality. The only exception is 'Number of visits', which was expected since a substantial number of participants answered '0' to this question. The interpretation of future Structural Equation Models (SEM) that use this variable needs to take its non-normality into account, although SEM has shown to be quite robust to violations of multivariate normality (Tabachnick and Fidell, 2014).

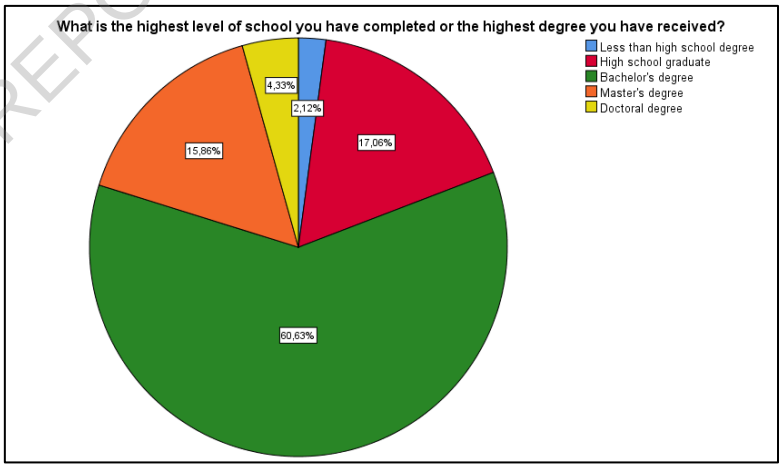
Descriptive Statistics

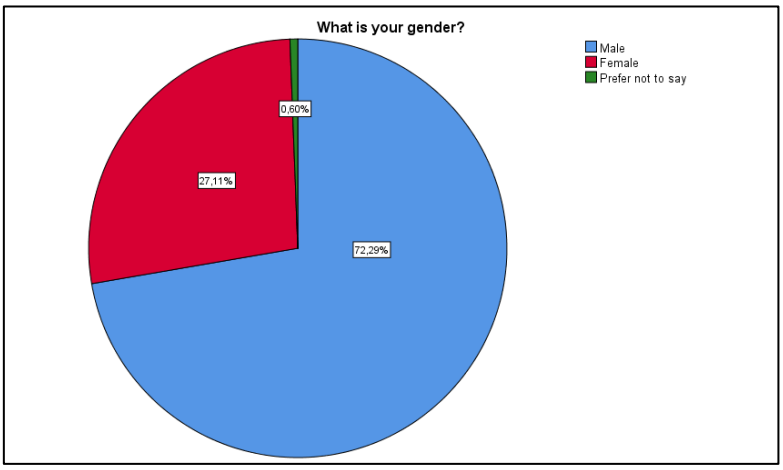
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Number of visits	2169	0,00	65,00	1,2596	3,92332	9,589	0,053	117,954	0,105
Individual_Characteristics	2169	1,63	7,00	4,8995	0,90783	0,135	0,053	-0,593	0,105
Risk_Perception	2169	1,00	7,00	4,0782	1,32852	-0,225	0,053	-0,451	0,105
Attitudes	2169	2,00	7,00	5,4265	0,99931	-0,285	0,053	-0,739	0,105
Subjective_Norms	2169	1,67	7,00	5,3359	1,03928	-0,300	0,053	-0,508	0,105
Perceived_Control	2169	1,67	7,00	5,4524	1,01577	-0,350	0,053	-0,526	0,105
Destination_Image	2169	2,00	7,00	5,2711	0,95993	-0,214	0,053	-0,762	0,105
Intention_to_Visit	2169	1,67	7,00	5,4949	1,00852	-0,334	0,053	-0,582	0,105
How old are you?	2169	18,00	66,00	30,4246	5,74857	0,680	0,053	1,379	0,105
Valid N (listwise)	2169								

The following graphs were constructed to help visualizing the profile of the sample.









85.7% of respondents are residents of the USA. 72.3% are male and the majority (60.6%) hold a bachelor's degree. In addition, 65.5 of the sample answered Turkey as their most likely destination.

Outlier analysis

An additional assumption of SEM is that there are no significant multivariate outliers in the data, which might distort the model. Outliers can also be checked by inspecting the Mahalanobis distances that are produced by the multiple regression program. To identify which cases are outliers, one needs to determine the critical chi-square value using the number of independent variables as the degrees of freedom (Pallant, 2010). If the chi-square value is below 0.001, the case can be considered a multivariate outlier (Tabachnick and Fidell, 2014).

The values for each case were calculated as a new column in the SPSS dataset ('MAH_1' – Mahalanobis Distances and 'MAH_PROB' – the corresponding value on the chi-square distribution (screenshot below). Prior Experience, Individual Characteristics, Risk Perception, Attitudes, Subjective Norms, Perceived Control and Destination Image were considered when calculating the coefficients (all the independent variables of the conceptual model). 52 cases (2.4% of the total cases) can be considered multivariate outliers and thus should be deleted to optimize the results of future models such as SEM.

	Destination_Image	Intention_to_Visit	MAH_1	MAH_PROB
1	5,44	5,00	105,68784	0,0000
2	4,56	6,67	164,54946	0,0000
3	4,89	5,00	171,00678	0,0000
4	4,89	5,67	185,01493	0,0000
5	5,22	5,67	195,43304	0,0000
6	5,22	6,00	195,43644	0,0000
7	5,22	5,67	264,30040	0,0000
8	3,44	3,00	69,54260	0,0000
9	2,00	7,00	63,95135	0,0000
10	5,67	6,33	63,59941	0,0000
11	6,44	7,00	49,49995	0,0000
12	3,56	4,67	47,82906	0,0000
13	6,56	7,00	45,56188	0,0000
14	5,00	6,00	44,45267	0,0000
15	7,00	7,00	44,00436	0,0000
16	2,67	6,67	43,72545	0,0000
17	3,56	6,33	41,07789	0,0000
18	7,00	6,00	40,46244	0,0000
19	5,56	6,00	40,31144	0,0000
20	6,22	6,00	38,86526	0,0000
21	2,56	5,67	38,46631	0,0000
22	6,78	6,67	33,99125	0,0000
23	4,33	3,67	33,79790	0,0000
24	7,00	6,33	33,17523	0,0000
25	3,67	2,33	32,53232	0,0000
26	6,67	4,33	31,72420	0,0000
27	4,33	3,33	31,25319	0,0000

Data View | Variable View

Independent Samples T-tests

Respondents who chose Israel were compared with those who chose Turkey regarding the eight variables that compose the conceptual framework. Independent Samples T-tests were performed as these tests are appropriate when comparing the scores on a continuous variable between two different groups (Hair et al., 2014). The results are shown below.

T-TEST RESULTS Which one of the following countries you are more likely to visit in near future for leisure purposes?					
		N	Mean	t	Sig
Number of visits	Turkey	1420	0.99	-3.401	0.001
	Israel	749	1.76		
Individual_Characteristics	Turkey	1420	4.89	-0.368	0.703
	Israel	749	4.91		
Risk_Perception	Turkey	1420	3.99	-4.583	0.000
	Israel	749	4.25		
Attitudes	Turkey	1420	5.47	2.635	0.009
	Israel	749	5.35		
Subjective_Norms	Turkey	1420	5.40	3.980	0.000
	Israel	749	5.21		
Destination_Image	Turkey	1420	5.34	4.772	0.000
	Israel	749	5.14		
Perceived Control	Turkey	1420	5.47	1.403	0.161
	Israel	749	5.41		
Intention_to_Visit	Turkey	1420	5.52	1.432	0.152
	Israel	749	5.45		

Significant differences (Sig. lower than 0.05) were demonstrated for the following scales: 'Number of Visits', 'Risk Perception', 'Attitudes', 'Subjective Norms' and 'Destination Image'. Israel showed significantly higher mean scores of 'Risk Perception', while Turkey demonstrated significantly higher scores on 'Number of Visits', 'Attitudes', 'Subjective Norms' and 'Destination Image'. The values of 'Perceived Control', 'Individual Characteristics' and 'Intention to Visit' were not significantly different between those who answered the survey for Turkey or Israel.

Correlations

Lastly, a correlation analysis was performed. Correlation coefficients are indicators of associations between variables (Pallant, 2010). There are a number of different statistics available, depending on the level of measurement and the nature of your data. Pearson' coefficient 'r' is designed for interval level (continuous) variables, whereas Spearman's 'rho' is designed for use with ordinal level or ranked data and is particularly useful when the data does not meet the criteria for Pearson correlation (Pallant, 2010). As the variables under study are metric, Pearson's coefficients were calculated. Values between 0.10 and 0.29 indicate a small degree of association, while values between 0.30 and 0.49 are considered

medium and values higher than 0.50 represent a high degree of association (Cohen, 1988). The results are shown in the correlation matrix below.

Correlations

	Number of visits	Individual_Characteristics	Risk_Perception	Attitudes	Subjective_Norms	Destination_Image	Intention_to_Visit	Perceived_Control	How old are you?
Number of visits	1	0,024	0,072**	0,009	0,047*	0,011	0,041	0,041	0,056**
Individual_Characteristics	0,024	1	0,263**	0,530**	0,561**	0,594**	0,585**	0,550**	-0,053*
Risk_Perception	0,072**	0,263**	1	-0,080**	0,026	-0,071**	-0,043*	0,006	-0,013
Attitudes	0,009	0,530**	-0,080**	1	0,727**	0,782**	0,767**	0,755**	0,035
Subjective_Norms	0,047*	0,561**	0,026	0,727**	1	0,732**	0,732**	0,712**	-0,021
Destination_Image	0,011	0,594**	-0,071**	0,782**	0,732**	1	0,772**	0,734**	0,014
Intention_to_Visit	0,041	0,585**	-0,043*	0,767**	0,732**	0,772**	1	0,764**	0,009
Perceived_Control	0,041	0,550**	0,006	0,755**	0,712**	0,734**	0,764**	1	0,029
How old are you?	0,056**	-0,053*	-0,013	0,035	-0,021	0,014	0,009	0,029	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Intention to visit (dependent variable of the research) shows a strong positive association with all variables, except 'Number of Visits', Age and 'Risk Perception'. Risk Perception is the only variable that is negatively associated with 'Intention to Visit'.

Correlations – Turkey Only

Correlations

	How old are you?	Number of visits	Individual_Characteristics	Risk_Perception	Attitudes	Subjective_Norms	Destination_Image	Intention_to_Visit	Perceived_Control
How old are you?	1	0,093**	-0,105**	-0,071**	0,018	0,001	0,022	0,000	0,007
Number of visits	0,093**	1	0,012	0,078**	0,051	0,020	0,011	0,041	0,041
Individual_Characteristics	-0,105**	0,012	1	0,282**	0,512**	0,536**	0,593**	0,567**	0,552**
Risk_Perception	-0,071**	0,078**	0,282**	1	-0,105**	0,011	-0,102**	-0,060*	-0,007
Attitudes	0,018	0,051	0,512**	-0,105**	1	0,755**	0,808**	0,775**	0,770**
Subjective_Norms	0,001	0,020	0,536**	0,011	0,755**	1	0,743**	0,758**	0,747**
Destination_Image	0,022	0,011	0,593**	-0,102**	0,808**	0,743**	1	0,793**	0,750**
Intention_to_Visit	0,000	0,041	0,567**	-0,060*	0,775**	0,758**	0,793**	1	0,786**
Perceived_Control	0,007	0,041	0,552**	-0,007	0,770**	0,747**	0,750**	0,786**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations – Israel Only

Correlations

	Number of visits	Individual_Characteristics	Risk_Perception	Attitudes	Subjective_Norms	Destination_Image	Intention_to_Visit	Perceived_Control	How old are you?
Number of visits	1	0,036	0,074*	-0,007	0,090*	0,032	0,059	0,058	0,028
Individual_Characteristics	0,036	1	0,227**	0,572**	0,614**	0,608**	0,623**	0,549**	0,035
Risk_Perception	0,074*	0,227**	1	-0,002	0,085*	0,034	0,005	0,046	0,080*
Attitudes	-0,007	0,572**	-0,002	1	0,673**	0,724**	0,751**	0,724**	0,086*
Subjective_Norms	0,090*	0,614**	0,085*	0,673**	1	0,707**	0,683**	0,647**	-0,038
Destination_Image	0,032	0,608**	0,034	0,724**	0,707**	1	0,731**	0,704**	0,029
Intention_to_Visit	0,059	0,623**	0,005	0,751**	0,683**	0,731**	1	0,717**	0,034
Perceived_Control	0,058	0,549**	0,046	0,724**	0,647**	0,704**	0,717**	1	0,081*
How old are you?	0,028	0,035	0,080*	0,086*	-0,038	0,029	0,034	0,081*	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

References

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