

1 lebanon, we were interested in the attitudes

[Business](#), [Decision Making](#)



1 INTRODUCTION 1. 1 Background of the study It is in human nature to be curious and try to figure out what lies beyond our own boundaries, and ever since the ancient Greeks and Romans human beings have been travelling. However, over the past decades, the tourism industry had experienced a continued progress, increased variety, and become one of the fastest growing economic sectors in the world.

The evolving marketplace of the travel industry has started recognizing the importance of understanding the attitudes, beliefs, and values of today's travelers for a more profitable, satisfactory, and higher quality of service opportunities. Matters that will be discussed in this project are how people's attitudes, behavior, and knowledge influence their choice of destination. The chosen segment is specifically the travelling attitude and destination images of GULF consumers. Because both of us writers are originally from Lebanon, we were interested in the attitudes of the GULF towards Lebanon as a tourism destination, and also how Lebanon can use this knowledge to their benefit/advantage and market Lebanon in a way making it a more welcoming/appealing destination for GULF travelers.

Because Lebanon is not a very familiar place to most Khalijis, we would also like to see how the knowledge of the area, and the information we provide to the respondents/participants in the empirical part of the project can change their attitudes and perceptions about Lebanon. 1. 2 Aims of the study and Research questions The primary aim of this study is to examine the factors influencing the choice of holiday destination, and how important the role of destination image is in the decision making process. The secondary aim is to get Khaliji people's view on Lebanon, and how to suggest ways of improving <https://assignbuster.com/1-lebanon-we-were-interested-in-the-attitudes/>

or upgrading the marketing of Lebanon so it reaches therequirements of the potential GULF consumers. The aim of the research is to enrich the GULFpeople's knowledge of Lebanon as a potential tourism destination through a short interview.

The research questions are as follows: A. How does one's attitudes, knowledge, and behavior influence the choice of holiday destination? B. How important is the destination image? C. What is the Khalihhi tourists' attitude and behavior towards Lebanon as a tourism destination? D. How can Lebanon be marketed in a way that reaches the requirements of the GULF tourist? 1. 3 The structure of the Project The project starts with an introduction chapter 1 where the reasons for the research, the goal of the research as well as the research problem are explained. Continuing the thesis goes in to chapters 2, 3, 4 and 5 for the theoretical framework.

Chapter 2 explains the concept of attitude, as well as how it is formed and modified. Chapter 3 examines first more deeply the general view of consumer behavior, and it ends with consumer behavior in tourism. Also in this chapter, the correlation between attitude and behavior is explained. In chapter 4, the basics of marketing and how a destination can be marketed is studied and the destination's image is presented. Chapter 5 gives an intro to Lebanon briefly as well as describes the region's tourism elements. The second part of the project is the research study, which consists of methodology, data collection, analysis of data and a conclusion to the project. The project is closed with research criticism and suggestions for further studies.

1. 4 Restrictions within the research Because of life changing circumstances, being a full-time student as well as working led to some restrictions on the aim, time, and the execution of the project. Originally it was planned to do both a qualitative and quantitative research, and complete the writing of the project by the beginning of the fall of 2017. However, because of personal life changes causing distance between us, and lack of time spent on the project, the work was divided in parts, and constructed together over email and instant messaging. As mentioned we had the intention of doing a quantitative research study, a questionnaire, but unfortunately that was left out of the plan due to a lack of time.

Another restriction was to get in to contact with possible participants, Finnish people, for the interview as we had no previous personal contacts with them.

2 ATTITUDES Every day we are being asked to express our attitudes as a consumer, we all have a large number of attitudes towards products, services, advertisements, direct mail, the Internet, and retail stores, for example. We might be asked whether we like or dislike a product (e. g.

a Sony DVD player), a service (e. g. ALFA broadband Internet service), a particular retailer (e. g. Spinneys), and a specific direct marketer (e. g.

Aliexpress), or an advertising theme (e. g. McDonald's " I'm Lovin' it"). In all these circumstances we are put in a certain position to explicit our opinion, in this case our attitude. (Schiffman, Kanuk - 2004, p.

251) Our everyday lives are influenced by attitudes, and affected in the ways which we judge, and react towards other people, objects, and events. The

word "attitude" is often used in everyday conversations, but few are likely able to define the precise meaning of the term. You might be asked, "What is your attitude towards foreigners", or someone might nag, "Dude I don't like your attitude". Attitude is not a concept that can be easily defined, and there is no agreed precise definition of "attitude" among social psychologists.

2. 1 Definitions of attitudes What are then attitudes? As mentioned earlier, there is no agreed definition for the term attitude, and different academicians and researchers have defined attitudes in various ways: the following have been listed here to show the many researchers' approaches towards the term. Oxford dictionary defines attitudes as a settled way of thinking or feeling about something - he was questioned on his attitude to South Africa. This sounds simple and easy to understand but attitudes are related to a person's thoughts and feelings which cannot be easily observed because they are not part of the person's physical features and we do not have passage to an individual's mind. This makes attitudes a hypothetical characteristic and, therefore, many different researchers have different definitions on the term. (Oxford dictionaries - online) Icek Ajzen, professor of Social Psychology and author of *Attitudes, Personality, and Behavior* 2nd ed. (2005), characterizes attitude as a disposition where one responds in favor or unfavorably to an object, person, institution, or event. Chris Fill defines attitudes as, "Attitudes are learned through past experiences and serve as a link between thoughts and behavior".

Attitudes are, therefore, distinguished by a preference or state where one is prepared to respond - because of experiences in comparable situations in the

past - in a certain way to particular stimuli (Fill - 2006, p. 62) As with the interpretations mentioned above, there might be disagreements on the precise definition and nature of the term, but at the same time there seems to be a general understanding that attitudes are somewhat enduring systems which influence an individual to respond in a certain way. Attitude is a predetermined behavior, and manner to respond and react to related objects, concepts or situations, and these behaviors and reactions are created from previous experiences.

2. 2 Formation of attitudes How do attitudes form? That is something no one seems to neither question nor think about much. No one is born with an attitude, but gradually as we humans go on with our lives, attitudes start to form. They might form from an advertisement towards a product or a brand or they might come from a friend's behavior.

There are many internal and external factors which model and create our attitudes towards an object, or in our case a destination. In one of the few theories on the formation of attitudes, it is stated that people use observations of their own behavior to determine what their attitudes are. Just as we assume that we know the attitudes of others by watching what they do. The theory also states that we maintain consistency by concluding that we must have a positive attitude towards an object if we have bought it or consumed it. Thus, buying a product out of habit may result in a positive attitude towards it (Solomon, Bamossy, Askegaard, - 1999, p.

129-130). Consumers constantly form their attitudes towards known and unknown products, thus, in some cases tighten their attitudes towards a

specific brand which they are satisfied and familiar with. By being accustomed to always purchasing and using the same brand and, of course, being satisfied with the products provided by the same company, consumers tend to create a positive attitude towards the brand which leads to a favorable attitude. Consumers often purchase new products that are associated with a favorably viewed brand name. Their favorable attitude toward the brand name is frequently the result of repeated satisfaction with other products produced by the same company.

(Schiffman, Kanuk - 2004, p. 265) However, sometimes attitudes follow the purchase and consumption of a product. For example, a consumer might buy a brand name product without having a prior attitude toward it because it is the only product of its kind available (e. g. the last bottle of aspirin at a gas station). Consumers may also make trial purchases of new brands from product categories in which they have little personal involvement.

As expected, if they find the products to be satisfactory, then they are likely to form a favorable attitude toward it. (Schiffman, Kanuk - 2004 p. 265)