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Information incoherence & destination image:

The case of London as a tourism destination



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Introduction

Potential tourist making a research about a specific place to visit will obtain certain image of this destination. In other words, consumers nowadays are in a very high degree empowered to determine when and how they would like to be reached (Stanley, 2009), and accordingly they make preference to those informational channels or sources that seems being the most appropriate for them. The consumer attitude to the information obtained afterwards accordingly will have its positive or negative effect. Person can decide either to travel there or choose another place to visit. At the same time, tourism destination in a high degree depends on various informational distribution sources and the way how these destinations are presented. This especially happens, when the person lacks of experience or has never visited this destination before. Accordingly, the customer is forced to rely on the information he/she obtains from distribution channels as in some cases that is the only way to get familiar with a destination before actually going there.

However in this situation everything is not easy and very clear. This because, a significant number of different informational channels can create for the destination a problem of being perceived in a completely different way that the destination really wants to be recognized as. As it has been acknowledged by a number of tourism scientists (Buhalis, Sterley, Davidson and others) that information obtained from distribution sources affects consumer behavior and has a direct impact on his/her decisions. The question- how and in which degree may arise? These questions and the answers to it will be discussed in details in the further paragraphs. However one thing already can be distinguished and emphasized- that an efficiency in providing coherent information about specific destination is a crucial in a tourism industry, as incoherent information provided by information channels as a result can lead to customer' dissatisfaction and unwillingness to visit this place again.

Generally, the mass media play an important role in “shaping the individual and collective consciousness by organizing and circulating the knowledge which people have of their own everyday life and of the more remote contexts of their lives” (Media, and particularly news, because of their high credibility and market penetration may be the only image formation agents capable of changing an area’s image dramatically in a short period of time. It is well recognized that through a huge variety of media people receive information about tourist destinations, gain knowledge about these areas and construct their images, which then form the basis of their destination choices (Mercille 2005).

The area chosen for the study

Investigations with regards to people's behavior in a different life’s sectors including tourism industry, is far away not a unique phenomena, however there are still a lot of space for further studies, as obviously it has not been found yet any absolute truth or models that can be used in order to explain the differences and similarities in the processes with regards to people behavior and decisions they take.

A clear understanding of the customers' expectations and preferences is of a vital importance for the service providers and accordingly it creates a high demand of behavioral studies to be conducted. In particular, the main goal of this specific study is not only to get an understanding of the processes how people look and find the information, but also to scrutinize their perception and attitude towards the information they receive. The academic goal of this study, therefore, is to investigate, the specific aspects of people perception to different information and data presented by various distribution sources, which providing information about the same place or the tourism destination. The necessity to conduct such study is based on the author belief that different information about the same destination obtained from different resources will have significant influence not only on the further person decisions with regards to destination to visit, but also on his general perception with regards to the information which is received from various informational sources. Furthermore, based on the pre-research conducted, it seems that contemporary academic literature still missing to

provide a clear overview of what is the person's attitude towards different and very often confronting information received from different sources, and how this also can effect the way how do these people perceive image of specific tourism destination. Nevertheless, the issues mentioned above are still seems being unclear, it has been already academically proved that the information, its content and the way it has been received by potential tourists has a crucial and direct impact on his/her final perception with regards to the place he or she has made research of. It can be undoubtedly stated, that any information research should never be as socialized with any of such issues as confusion, distrust or skepticism. Accordingly, a comprehensive study of people's approach and perception with regards to incoherent messages the receive from various information sources as a result should create a positive background for further investigations of the factors that influence people expectations and needs. The necessity and importance of the study with regards to people approach towards different distribution channels is comes as an outcome of the fact that contemporary life provides for the people unlimited access to a significant number of completely different kind of information resources, which very often are out of any control (Johnson, 2010). Accordingly, it is considered being extremely important to keep this fact in mind while analyzing the interrelation between information received from information channels and the destination image that people, based on the information obtained, build and keep in the minds. In particular, different sources and the information they send to the receiver can lead to the creation of unrealistic picture of the destination that can become ruins after the customer visit the place and become astonished by the huge abyss between expectations and reality faced.

In other words, potential tourists receive a lot of information spread by destination tourism marketing organizations using a TV and radio programs or magazines. Whereas some other destinations marketing themselves using an internet and brochures only. In the recent decades significant volume of different researchers (Spears, Stanley and others) have claimed that information that people obtain from fully uncontrollable and hardly countable distribution channels have a direct impact on their perception of specific tourism destination and accordingly influence future decisions. The images, which potential traveler will discover in a different informational channels may be consumed or perceived haphazardly, for instance, from news programs, movies or

shows and build an organic image of specific tourism destination. Huge amount of completely different information intervene between each other, for example, person's assumption, friends recommendation or advices and can change the way how people may perceive image of one or another destination. Such approach with regards to destination image formation has a lot of common with a circle of representation concept provided by famous researcher Olivia Jenkins, who emphasized the role and impact of informational channels or the creation and perception of image of specific tourism destination. Specifically, she conducting a lot of research in her article "Destination and its measurement" shared an idea, that visual images are indeed a powerful component of tourist destination marketing and dominate all forms of tourism promotion, from travel brochures and television commercials to Internet websites (Jenkins, 2003).

Basically, Jenkins persuades an idea that the image of destination circulating within different information sources becoming imbued with particular meanings and this message may change its meaning coming from one source to another. Therefore, even the same information, however received through different sources may bring a completely different idea. This fact can lead to person's confusion and even embarrassment as he starts to afraid that information found out while searching it through mass media is not fully objective and truthful. Accordingly, the image produced by the destination marketing organization and other sources should be coherent and clear. The coherence in the formation of the specific destination image will give a chance for the end user to get a more objective and comprehensive understanding of the place he is expecting to visit. Therefore, time to time people even unconsciously looking for the confirmation of the information they have already found before instead of trying to check out this information validity and credibility. In such way people trying to minimize potential risk and get themselves more confident the initially obtained information is fully corresponding with a reality.

Furthermore, it has to be noticed, that tourism information system is made up of different related and interdependent information channels. Examples of these channels include state promotional messages, regional tourist associations, travel information centers, individual business promotions, employee knowledge, brochures and signs, other travelers, repeat visitors, and the community's visual image (appearance),

including storefronts, billboards, hospitality, community awareness, and pride (Wober & Gretel, 2000). Though this list is not exhaustive, it gives some idea about what can be used as channels. All channels which used in the system are fully interdependent. Each channel in the system has its own function. Travelers use different channels to get different kinds of information. An example is deciding where to go on vacation. A person may consult a friend or family member for that decision, but in deciding what to do when he/she gets there, the person may talk with a repeat visitor or employee at the destination site. Furthermore, all the information channels used in the system relate to each other. A tourism information system is like a novel because it has many different parts tied together by the theme. Even though a system's channels serve different functions in providing information, they are all tied together by the projected message.

Beside mentioned above, it considered important to mention, that all those channels used in the system are interdependent. A tourism information system functions like a puzzle. The different pieces of the system, the channels, are used to communicate with tourists. If any of the puzzle pieces are missing, the puzzle's picture is incomplete. If one or more of the channels used is not dispersing information effectively, or if the information dispersed does not relate to the rest of the system, then the system will not effectively communicate its whole message. A tourism information system functions like a puzzle. If one or more of these characteristics is missing from a tourism information system, then its message will be inconsistent and ineffective (Ellsworth & Ellsworth, 1996; Helnen, 1996).

Therefore, the coherent information provided to the consumer creates a positive platform for the further decisions to be taken, whereas incoherent one may cause in the customer mind only confusion and uncertainty. Accordingly, the main question is in which way incoherent information that client receives affecting the image he does have about this specific destination and basically what is the incoherence of the information when the speech is going about tourism destination? The answers to these questions, though, is of a vital importance for the destination as simply nowadays it become more and more complicated to take control over the information available in the mass media due to uncountable sources it can be spread through. In particular, in our contemporary world it became almost impossible to keep an eye on all messages that reach consumer

through completely different informational channels. Furthermore, different destination stakeholders might have a different views and opinions on the same issue and of course it is also has to be taken into account when the talk is going about coherence or incoherence of the information sent through the distribution sources. In other words, from author of the project point of view, even different views on the destination shared by different channels still can be coherent and provide for the potential customer reliable information about the place.

Moreover, those destination channels can differ a lot depending on the type of regions, countries or products (Heys, 2007). Furthermore, different informational sources can be focused on different tourism destination components, for instance, such as climate, culture, location, availability and variety of tourism products. As the result, the information provided to the consumer will differ depending on its source and will put accent on the different aspects or features of the destination. Furthermore, going further it is considered important to mention, that official destination marketing organizations and their related informational campaigns and resources is far away not the only source that provide a sight about the destination. Other either private or public tourism related organizations and companies might be focused and put their attention on completely different aspects or features of the particular destination that should be presented to the potential visitor. Furthermore, the image provided by these different organizations and channels may vary depending on chosen target market or group. This once again clearly illustrates how is difficult for the consumer to distinguish and find out which information he can rely on and which not. Therefore, the images of destination presented to the consumer needs to be consistent and coherent as that would bring extra confidence to the potential client and would give him a chance to take a quick decisions with regards to the place to visit. Accordingly, taking into consideration the huge role that mass media plays in formation of our views, the way how we think and perceive different life's facts and situation, it is extremely important to have an understanding that our choices as a consumers with regards to different life sectors, including tourism industry, very often depends on the information we receive from those informational distribution sources. This especially happens in cases, when people do not have a chance to compare information received from the mass media sources with what they might hear from their

friends or family members. In other words, such people cannot resolve their ambiguity, which arise when a huge volume of completely different and even confronting information is received through social media channels (Stanley, 2004). Accordingly, each consumer should take a decision by himself in which degree he can believe in this source and in the information provided there and how it is credible in comparison with other sources available. Accordingly, this dilemma can encourage potential traveler to cancel his plans with regards to specific destination to visit if he would not be in one or another way ensured that information obtained through the social mass media channels is objective and reliable.

Even though the problem with the incoherence of the information which is spread through distribution sources is global and can be reviewed and utilized taking as an example almost any of existing world tourism destinations, the author of the project in this research has putted his focused on the capital of United Kingdom, London city as he has personally experienced situation when incoherent information sent through information sources has lead to some unexpected complications and a number of unpleasant situations that took place upon his actual arrival to London. The actual problem that has been faced by thesis author is that there were problems with understanding which information can be considered as coherent and which is incoherent while speaking about London as a place to visit. Accordingly, it has been of a high interest to scrutinize this situation in details and get a clear understanding of it.

The concept of tangibility and intangibility in tourism

A famous person once said, "Follow your dreams". Holidays are dreams which people perceive and tourism is all about selling those "far-fetched dreams" and bridging the gap between 'fantasy and reality'. Tour operators use the mass media channels to portray a "picturesque description" of a "dream destination" which we as tourists are lured to follow. Tourism can be viewed as an unforeseen, unpredictable service industry which offers an intangible and perishable yet desirable experience to the consumer. It can be defined as a multifaceted, multidimensional activity which touches many lives and many different economic activities. (Chris Cooper et al, 2005)

Tourism produces and sells product bundles instead of products (products being

“experiences”) which are very intangible, products that cannot be stored (simultaneity of production and consumption), therefore, perishable (Cooper, 2005)

Thus, it is of a vital importance to conduct a comprehensive research, analyzing topic about traveler perception with regards to different information he or she receives about the same tourism destination. As have been already mentioned above, the intangibility of tourism related product makes it very difficult to inspect and evaluate its quality. Furthermore, if the potential traveler obtain completely conversional information from different information distribution sources, this can cause customer dissatisfaction and lead to his full disbelief in any information he receive from such channels. Accordingly, it can be stated that coherence in spreading out the information about destination and tourism products is an extremely important factor and has to be under special tourism related organizations control.

The trip that tourists expect and wish to experience is the only one and unique and it is almost impossible to repeat it twice. Moreover, tourism product includes itself a lot of different issues, for example, weather conditions, which every time when tourists coming to the same destination, can be completely different. Accordingly, traveler personal experience can differ a lot comparing one visit with another to the same destination and his impression of it will be formed by the number of certain factors, for instance the level of service, the level of interaction with local people and e. c, which basically are not depended on the destination visitor. Any of holiday cannot be judged and evaluated I advance and cannot be presumed very precisely. A number of unpredictable and unexpected factors, for instance, poor level of accommodation, unfriendly staff, or for example, misleading and incorrect information provided by different distribution sources, might have irreversible impact on the final tourist's experience. Therefore, the issue of tourism intangibility makes it impossible to make any precise prediction with regard to tourist post visit impression and satisfaction. Any conclusion might be made only after the actual trip goes to end and tourist got a chance to compare his expectation and real experience. Potential traveler, conducting research about specific destination, that he might be keen to visit, always looking for the sources which can provide the most objective and comprehensive reflection of that region, town or resort. For instance, very usually they keen to read other travelers comments, day

books and e. c. in order to get inside of other people former experiences. However, as it is well know, each person is individuality and accordingly their perception of the same tourism products can vary a lot. Some tourists' expectation can be even exceeded; whereas others can be even not fully filled despite tourists have been the same time on the same destination. This is because the demand from each of us can differ a lot and what is crucial for one of us ca be absolutely unimportant for another. For instance, one is coming to spend his time in the hotel besides the swimming - pool; any storm in the sea will not case his dissatisfaction, whereas for sea ad swimming lovers' bad weather would be a strong reason not to come back to the destination in the future. Intangibility of tourism related products implies a large amount of uncertainty with regards to consumer value. Particularly for a destination it is crucial to create confidence, to determine quality criteria and to introduce measures to reduce risks for the customer. Given the intangibility of tourism products, the tourist may feel uncertain about the quality of the services. Despite or because of this intangibility, tourism products can be enhanced in value through adding sensations (design, fragrance, light, colors, and emotional attachment). As a consequence of such product changes the emotional value of the "tourism experience" will be enhanced (Stanley, 2009). Accordingly, impropriate messages sent the customer from the distribution channels several times increase the chances that tourists after coming back from the destination will be completely exhausted and full of disbelief that distribution channels can considered being an appropriate source of information.

Research questions

This research will be conducted based on the data and information gathered from the interviewees with regards to the capital of the United Kingdom, London city. As it has been shortly mentioned in the above project's section, there has been recently faced the situation when information about London, its tourism related facilities and services founded in different information sources has been fully incoherent and absolutely not interlinked to each other. Accordingly arise the question - how consumer can rely on the information he/she founds if it is fully incoherent and in some cases completely opposite. Such situations when people switching from one information source to another found completely different and incoherent information about the same

destination or place, undoubtedly cause customer's confusion, disappointment and even sadness. Therefore, the coherence in the information obtained from different distribution channels is of a vital importance and have a direct impact on the customer decisions, behavior and accordingly on the his/her final experiences. In order to get a more idea with regards to this specific issue, therefore, should be found the answers to the following questions:

What are the consequences of the incoherent information provided by distribution channels with regards to the London as tourism destination?

&

- In particular, the main goal is to understand- in which way incoherent information affects the image people do hold with regards to London as a tourism destination.

In the further project's sections the answers to the settled above questions will be provided based on a number of theories and data obtained from the interviews with a consumers. Particularly, will be made on overview and theoretical discussion about such phenomena's as "incoherence and incoherent information", "destination and its image" and will be reviewed the possible existing interconnection between those issues. All theoretical findings and ideas afterwards will be confronted with the feedback gained of respondents who have participated in the interviews conducted. This comparison will give an insight to this main project problem and will help to determine how incoherent information effect potential tourists perception about the London, its image as a tourism destination.

Structure of the Thesis.

The thesis will be structured in a way that would give the reader the most accessible way of seeing why this research was done, how it was done and, most importantly, what has been achieved. Accordingly, the thesis will be divided into core four chapters, and each

of them has its reason and meaning. All these chapters (sections) will be directly interconnected to each other to make the project logical and easy to read and understand.

In the first project's section, will be provided a general overview of the topic and reviewed the main features that the following project's chapters will be focused on. In this section, problem is formulated and the main goal or questions are settled up to make reader clear what kind of answers he should expect by the end of the thesis. The second project's section will review the methods and techniques used in the project and will illustrate which way author has chosen to conduct a full and comprehensive analysis. This chapter also starts with a brief explanation of decision for conducting such research. Whereas, the following section 3, of the project will allow for the reader to understand the main features that have an impact on this research, and this will be done by presenting the structure of theoretical model that will be implemented in the thesis. In the same chapter, it is also will be provided an overview of different issues and theories, including the specification of communication and information distribution phenomena. This is followed by the overview of the perception of information theory presented by C.E. Shannon. And the chapter is finalized by discussing an interrelation between information sources and the image of the specific destination. All these theoretical ideas and issues are incorporated in the chapter four, where is analyzed an interconnection between theoretical project's model and the data obtained from the interviews conducted. The project is finalized in the last fourth project's section, where answers to the main research questions are presented.

Methodology

The core goal of the thesis is to academically investigate the main issues with regards to people's perception, when they face the incoherence of the information obtained from various informational distribution channels while looking for a destination to visit. This section presents the whole process of the research conducted and illustrates

the methods which have been implemented to this project. In particular, this chapter starts with a brief explanation of the motivation for conducting such research.

The strategy of the study

This research with regards to information incoherence and image of London as a tourism destination is applying case study design which provides a possibility to a detailed review of the settled topic. This work is based on theoretical models and theories as well as on the qualitative research results which help to determine the interrelation between information incoherence and destination image. This study uses both secondary and primary data which is collected from internet resources and interview respondents (tourists). The analysis of the data will help to realize and discuss the differences between, different images of London presented in the different information sources and how these images are affected by the information the potential tourists obtain from different information distribution sources. This analysis of the data gathered is done using the framework provided in the theoretical project section. This research with regards to information incoherence and image of the tourism destination will help to establish knowledge about the presentation of London in a different information sources. Therefore, the outcome of this analysis allows supposing how different information sources might affect the image people hold in their mind with regards to specific destination.

First of all, it has to be mentioned, that in that particular case, hermeneutic approach has been used. The choice has been made due to the fact hermeneutic approach is widely used with regards to qualitative analysis (which is chosen as the main method for this research) and furthermore from hermeneutic perspective the findings of content analysis can reflect the social context of the analyzer. (Fairfield, 2010). In other words hermeneutic tradition applies that all knowledge is not more than interpretation of information and entails a back and forth process between different parts and the whole in the specific research. This is fully corresponding with personal research author understanding and goals as he wish to confront and compare data gathered from different interview respondents in order to get a more deeper understanding of the chosen topic and problem.

In particular, after preparing the introductory paragraph where specific topic has been chosen and explained, author has researched a number of scientific sources in order to gather relevant theoretical knowledge and get a deeper understanding of this research area. This theory has been followed by the empiric data which has been obtained during author stay in London. In particular, while conduction an empirical research, author got a chance to see and compare the ways how different sources and information provided there, change or affect the image that tourists hold about London as a tourism destination. At the same due to a time limits, and a relatively low of respondents involved, author of the projects understand that knowledge obtained during this research can work more as an inspiration and incites to more analysis to be done with regards to this specific topic.

Continuing on, it should be mentioned that there are a number of issues and factors that have an impact on the structure of the research, its content and the same time help to get comprehensive answers to the main research questions. In order to make research scientific, logical and ideas mentioned there coherent, it should include 1) research paradigm, which is an important part of research methodology as it illustrates the way how research author understand the world or specific phenomena, 2) the research design which present the way the research will be performed (Johnson and Christensen 2010), 3) the list and motivation to have a specific respondents involved in the research together with a brief explanation when, how and in a which degree respondents will be involved in the research, 4) should be distinguished and named the main methods, approaches and tools that would help to filter only that information which is corresponding with the main research topic and goals and will assist in finding out the answers to the main research questions and finally 5) should be demonstrated arguments that would confirm research validity and reliability.

Research Paradigm

All researchers have different approaches and ways of viewing and interacting within their surroundings. As a result, the ways in which research studies are conducted vary. However, there are certain standards and rules that guide a researcher's actions and beliefs. Such standards or principles can be referred to as a paradigm. To gain

a better understanding of why and how the researcher chose the methodological approach in this study, an initial discussion will be completed about the paradigm that best fits the focus of this study (Roberts and Taylor, 2002; Taylor, Kermode, and Roberts, 2007). Furthermore, according to researchers Taylor, Kermode, and Roberts (2007, p. 5), a paradigm is “a broad or pretty general view or perspective of something”. Additionally, Weaver and Olson’s (2006, p. 472) definition of paradigm reveals how research could be affected and guided by a certain paradigm by stating, “paradigms are patterns of beliefs and practices that regulate inquiry within a discipline by providing lenses, frames and processes through which investigation is accomplished”.

From an ontological point of view this research could be reviewed and analyzed applying a number of paradigms such as: constructivism, positivism, post positivism and critical theory. All these paradigms differ from each other give an opportunity for the researcher to scrutinize a topic of the research from different angles and perspectives. Due to time limits, the author of the research as chose only one paradigm from the list mentioned which he found being the most relevant for this specific topic. The author has chosen constructivism ontology and will conduct the following theoretical discussion following the standards and principles of this specific paradigm. The motivation of this decision will be discussed in a more details later on. Analyzing this specific project from constructivism paradigm perspective, first of all, important to distinguish a number of core issues which are obvious for this paradigm:

Constructivism refers to the form of research encompassed within the interpretivists paradigm, constructivism being the belief that 'the knowable world is that of the meaning attributed by individuals. The constructivist position virtually excludes the existence of an objective social world (each individual produces his own reality); (Corbetta, 2003).

This view accepts that research findings are themselves partly the construction of the research process. Therefore, the author being a member of that subjective world, which surrounds us, provides any answers or ideas based on his personal understanding of the world and its processes. At the same time it has to be acknowledged, that the respondent participating in the interviews, are part of social construction and accordingly their understanding the way how they perceive research

topic is in a high degree influenced by their own character, mentality and past experiences.

The constructivist researcher tends to rely upon the "participants' views of the situation being studied" (Creswell, 2003,) and recognizes the impact on the research of their own background and experiences.

It means, by analyzing various text ad ideas provided different by different individuals, the researcher gets an opportunity to have to comprehensive and overwhelming view of researched topic (Creswell, 2003). The constructivism followers is most likely to rely on qualitative data collection methods and analysis as they do believe that the more data is obtained the wider view on specific issues its provides. (Creswell, 2003). However, before speaking further with regards to the quantitative analysis, it considered being important to distinguish the competing points of epistemological consideration, which is an important part of any scientific or academic research.

Yes, as it has been mentioned and acknowledged, constructivist philosophy includes opportunities for the research to make meaningful connections between new material and previous experience. However, it does not mean that any research conducted from constructivism perspective, has nothing common with a science and includes only subjective perception shared by the author of the research. In particular, it has been also acknowledged, that despite constructivists' philosophy provides an opportunity for the researcher to share his own understanding with regards to the topic, at the time it also says that researcher supposed to build his analysis using scientific information and knowledge. In other words, researcher is supposed to make a scientific hypothesis before exploring the world. Basically, it means the conclusion of the research can be made, when information comes into contact with existing scientific knowledge that had been developed by researcher personal experiences (Kliebard, 2001). Accordingly, constructivism philosophy of science provides some extra more freedom for the author of this research, as beside scientific information he is also allowed to have and share his own personal understanding and perception of the case or problem. Therefore, the usage of such approach provides an opportunity to scrutinize topic or specific problem from different angles and perspectives that has not been used before.

Research design

In order to investigate and get a clear understanding of the topic settled, subjective qualitative approach for this study has been selected. Qualitative approach is fully interrelated with a research paradigm, when the main attention is concentrated on the people personal perception, understanding and beliefs, which is in high degree influenced by their past experiences. Qualitative data collection, therefore, collects personal and accordingly subjective people ideas and thoughts. Therefore, taking into consideration that this research is fully based on personal respondents understanding and thoughts with regards to the misleading information they obtain from distribution channels, the qualitative approach considered being the most relevant to scrutinize this topic. By implementing qualitative data collection method, the author of the research gets an opportunity to obtain more clear understanding of respondents' feedback and ideas shared and in other words get a chance to associate him with those people. The qualitative method gives to the researcher a possibility to discover the meanings that participants attach to their behavior, how they interpret situations, and what their perspectives are on particular issues. In other words, qualitative approaches provide an opportunity to capture individuals' thoughts, feelings, or interpretations of meaning and process, what obviously is impossible to do conducting quantitative research. Whereas in the quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)'. In other words, the specificity of quantitative research lies in the next part of the definition. In quantitative research, we collect numerical data. This is closely connected to the final part of the definition: analysis using mathematically based methods. In order to be able to use mathematically based methods, our data have to be in numerical form. This is not the case for qualitative research. Qualitative data are not necessarily or usually numerical, and therefore cannot be analyzed by using statistics (Morisson, 2000). Therefore, the qualitative method has been chosen in order to get a more comprehensive and detailed respondents feedback which would enable to have more clear view on the research topic and would provide a basis for more precise conclusion. Furthermore, with regards to methodology of this research, an extra attention should be made on the way how author

deal with collected data in order to make discussion and further findings less subjective and more scientific. In other words, all research is based on some underlying philosophical assumptions about what constitutes 'valid' research and which research method(s) is/are appropriate for the development of knowledge in a given study (Smith, 1998). Therefore, it is important distinguish the core points that would enable to evaluate this project as scientific research.

As it has been mentioned earlier in this research project's author is tending to use subjectivist epistemology (Lincoln and Denzin, 2011, Guba 1990). Scientist Guba in his theoretical findings (1991) stated that in if reality exist only in respondents minds, subjective evaluation is the only possible to way to get access to them. In other words, subjectivist epistemology considers that objectiveness comes only from interaction between researcher and respondent. Accordingly, research findings and conclusion are influenced by both researcher and respondents as their interaction actually creates an understanding of the discussed topic. This is actually relevant and for this research, which final findings are in high degree affected by project author and the interview respondents. In particular, first of all it should be mentioned that this project findings and conclusion directly depends on two core issues: theories which are chosen by the project author and data gathered from respondents. It has to be also mentioned that author has worked for this first time with such topic and accordingly has a clear lack of relevant experience. Therefore, not possessing any deep previous knowledge about this topic ensures that project author is not influenced by his own understating of the project's problem.

Accordingly, in order to make project relevant from scientific point of view, author has applied a number of different theories written by different authors in different years. This use of different theories and approaches has given to the project's author a chance to see the problem from different perspectives and accordingly analyze the topic from different angles and points of view. Accordingly it allowed to come up with more comprehensive findings and to figure out some important issues that might not been reviewed and discussed in other authors' similar researches. At the same time, author accepts the fact that the findings on this research in a high degree are based on the data gathered from interviews with a small sample of Russian tourists and accordingly further project's conclusion made cannot be considered being definitive. However, at the

same time this research has demonstrated and proved the theory and ideas provided by a number of earlier mentioned researchers and scientists, that information has an affect on the image that keeps in their mind with regards to specific tourism destination. Therefore, this fact illustrated, that project's author has chosen a relevant theory as a basement of the project and according that he has a clear understanding of this topic and problem chosen. Furthermore, the character of this research is mostly focused on the way how people perceive ad evaluate incoherent information received from different distribution sources therefore, research author had to deal with respondents' perception (Sayn, 2007). The process of qualitative analysis aims to bring meaning to a situation rather than the search for truth focused on by quantitative research. It is ideally suited for exploring the respondents' perception towards incoherent information they receive while scrutinizing the destination they consider to visit, and in ways encourage the participants to engage positively with the process of the research.

In this specific research 11 respondents have been involved. All interviews have been conducted using face to face method from the tourists, who just arrived from Russia to London. All the information has been collecting working in a direct collaboration with one tourism company based in London ("**Time & Art Ltd**", London, UK) which offers tourists packages for the tourists who are keen to visit and experience London as a tourism destination. In order to make a data collection clear for both: interview author and respondents and to ensure relaxing and comfortable atmosphere during the interview - a one by one interview method has been offered and accepted. Before the actual conversation started, respondents have been kindly ask to write down on the paper the most important issues they would like to emphasize or discuss when the talk is going about incoherence of the information obtained from distribution channels. Therefore, both written and speaking methods have been chosen for this case. This has been done taking into consideration that it might be complicated to start discussion without figuring out in advance a list of four- five issues that are common and important for the most of discussion members.

Choice of research respondents

This study aimed to scrutinize people's perception with regards to incoherent information and data they receive from different information sources about tourism destination. In regards to figuring out people who should take part in the interview, no specific limits with regards to a number of respondents has been settled as simply saying it has been considered any feedback gathered will be relevant and useful and will provide a new insight on the research topic. At the same, it is undoubtedly that a high number of respondents would give a more comprehensive and overwhelming view on the research topic. However due to the time limits settled for the research and complexity of the research topic it has been admitted that there is no existing opportunity to expand this research by involving more respondents in it. Furthermore, another important fact to mention that is has been a time consuming and a tough task to figure out the way to find out relevant respondents who would be interested and have time to participate in the research. Accordingly, it has been contacted a number of tourists companies based in London, and they have been asked to assist collecting data and conducting the interviews. One of contacted companies, which is organizing to trips around London for Russian inbound tourists has shown an understanding and offered its assistance with regards to data collection processes. In particular, it has been decided that one upcoming group of 11 tourists will be selected for my research and **Time & Art Ltd** company's staff will make everything what is possible in order to encourage potential respondents to take part in the interviews and discussion. Accordingly, in that case research author had no chance to make respondents selection and basically had the only those eleventh people who could be interviewed.

All respondents involved in this research have been citizens of Russian Federation, working full time job, in age between 27- 41 years old. Furthermore, the author of the research had some luck as it can be seen all respondent are pretty young people who knows how to get access to different information distribution channels including the Internet. This was an important issue as internet in the contemporary life is one of the most common and popular source of information and accordingly the feedback

from the respondents who does not know how to use the internet or do not have a permanent access to it, would not be fully deep and comprehensive. Furthermore, all the respondents interviewed has been coming to London for the first time and accordingly had no chance before to confront information gathered being in at home with the reality they experience upon arrival to London. Accordingly all their knowledge of London are based and constructed on the information obtained from information resources and, therefore, their feedback considering being fully relevant for this study.

Research settings

With regards to main setting and aspects of interview and discussion conducted a couple of issues should be mentioned. The interviews have been made using face to face approach including both written and speaking method. Because of the same nationality and citizenship of the respondents, the Russian has been settled as the main discussion language. In order to keep discussion clear and vital, the interaction with respondents has been started by introducing to them the main topic and explaining the core goals of the research. Furthermore, respondents have been ensured that there no problem for them to stay anonymous in case they would be keen to keep their personal data in secret. Basically, research has not required any personal respondents' information to be provided and accordingly they have been asked to provide only their name, sex, age and country of origin.

The list of interview respondents (11)

Name	Age	Sex	Country
Dimitryj	40	Male	Russia
Oleg	28	Male	Russia
Oksana	32	Female	Russia
Valeryi	34	Male	Russia
Jelena	36	Female	Russia
Valentina	29	Female	Russia

Maxim	29	Male	Russia
Anastasija	28	Female	Russia
Andrey	27	Male	Russia/Latvia
Olga	28	Female	Russia
Natalia	32	Female	Russia

With regards to this specific empirical research, the questions have been prepared in a certain way which would ensure the corresponding with a research topic relevant feedback, and at the same time, which would give respondents a feeling of fully informal and open discussion when each participant can share all the thoughts and ideas he/she might consider important and relevant for the topic

Furthermore, the main advantage of the face-to-face method to collect data is the presence of the interviewer, which makes it easier for the respondent to either clarify answers or ask for clarification for some of the items on the questionnaire. This type of research also allows the researcher to clarify ambiguous answers and when appropriate, seek follow-up information (Kahn and Cannel, 1997).

The main goal of the chosen method in this research is to get a clear understanding with regards to customer perception, and feelings to incoherent information they obtain. Accordingly, it is very important that respondents would feel fully relaxed and comfortable. The duration of interviews conducted has been between fourteen minutes and 1 (one) hour depending on respondent's availability and interest. Undoubtedly, the feedback and respondents has been pretty different, as each person has his own feeling and understanding, however all the participants involved in the interviews, have demonstrated an interest in the research and have been keen to follow it afterwards in order to know the final conclusions made. As Jameson (Jameson, 2011) states, in some situation it is important to make respondents prepared for the interviews and in some way motivate themselves by showing some short video or just simple pictures. However in that particular case, the interview without any introduction simply starts on with explaining the goals and main ideas of this research. This has been done mostly due to time limits that respondents have experienced at that point.

Methods of analysis

In this specific project, the feedback and answers obtained from interview respondents have an extremely important role. This is because project's analysis and its angle directly depend on the data and ideas provided by interview participants. In this thesis, with regards to interview data and information analysis is used method which is called "meaning categorization" provided by the researcher Kvale (2006), when the transcribed interview is interpreted by the interviewer, either alone or with other researchers. The material is first structured. Then follows clarification by for example eliminating digressions and repetitions and distinguishes between the essential and the non-essential. The analysis proper involves developing the meanings of the interviews, bringing the subjects' own understanding into the light as well as providing new perspectives from the researcher on the phenomena. Therefore, this method allows to the researcher to get a clearer picture of all answers received and to see if there any common issues and what are the main differences in the respondents' answers. And afterwards the most repeated issues are tied together and form a descriptive statement (Kvale, 2007).

Used sources

The information obtained from books and scientific reports have been used to review this topic from different angles and making it by using different approaches. In particular, in order to make this project more scientific and comprehensive have been also reviewed and analyzed different materials from different disciplines such as psychology (Levingston, 2001; media studies and communication (Zenon, 2002). Mixtures of these studies gave a chance to analyze this topic in a more comprehensive and precise way and accordingly have made this project more scientific, what actually has been one of the main goals. However at the same time, author wish to emphasize that he cannot guarantee that all and existing and available resources have been found and scrutinized as it simply impossible to do this, taking into account thesis time limits and variety of information available in the internet and other informational sources.

Reliability, validity and generalizability

Reliability: With regards to project reliability the main three core questions should arise: Are the measurements of the research methods accurate and consistent? Could they be used in other similar contexts with equivalent results? Would the same results be achieved by another researcher using the same instruments? First of all, it has to be said that author of this research have used those methods and approaches that he personally considered relevant to use. However, the choice of the methods has not been accidental and has been made taking into account similar projects conducted in the past and using the advices of scientists (Jeroen, 2004, Lesley 2006), who have been focused on the similar issues in their scientific studies. Furthermore, taking into consideration that study results in a high degree depends on the data ad feedback obtained from interviewees, it seems hard to image that it would possible to get the same or similar data if such research would be conducted once again even in the near future. This is because, different respondent is a completely different story and the answers he/she gives may differ a lot depending on a number of subjective issues such as: respondent's mood, the place and the time when interviews have been conducted and e. c.

Validity: How successfully has the research actually achieved what it set out to achieve? Can the results of the study be transferred to other situations? It can be stated, therefore, that in that particular case the validity is influenced by a number of issues, such as respondent's mentality, his/her prior knowledge about the topic discussed or for instance, his interest to take part in the interview and discussion.

Generalizability: Answering to the following questions: Are the findings applicable in other research settings? Can this theory be developed that can apply to other populations? It has be to said that the result of this study cannot be applied to other population, as the data gathered is pretty limited and cannot be considered as fully objective and overwhelming. The data has been collected only from eleventh people involved it the study and accordingly illustrate opinion of a very small group of people. Therefore, it is

hard to imagine that this information and obtained data can be used in any other global researches.

Theory

The theories used in this study should give a clear and comprehensive understanding of customer perception with regards to incoherence of information he/she obtains from different resources about one or another tourism destination. Theoretical project's section starts with an introduction to the theory of communication, which actually reviews the relation between message sender and receiver. In particular, information send and information received can vary a lot depending on the number of factors and issues. In particular the way how receiver perceive information might depend on his knowledge, past experience, the type of the channel it has been spread through and other factors. Furthermore, will be demonstrated and discussed interrelation between distribution channels, perceived message and the image of specific destination. With regards to image formation will be introduced the theory of circle representation, which actually explains how images are formatted and influenced by different factors and how they can be modified or changed depending on the information which spread distribution sources. The whole theoretical project's section, therefore, will be divided to 5 (five) subsections. This segregation and choice of the following subtopics, has been made based mainly on the personal project's author understanding of the problem settled in the problem formulation section and taking into account theories and earlier conducted researches (e. c. Guido Canela "Economics of Tourism Destination, 2010, Goeldner "Tourism information principles and others). This distinguishment of the main topic to a number of subtopics should make the project more easy to read and understand and will give an opportunity to analyze the project's main topic from different perspectives and angles. In particular, the main goal of this theoretical section to understand what is information perception process and how the incoherent information that people perceive from different, nowadays easily accessible sources affects the image of the tourism destination.

Therefore, this project will review and discuss the following theories:

- **Communication theory**
- **Theory of perception: Constructive and Direct**
- **Informational channels**
- **Image, destination image, its formation and components it consist of**
- **Circle of representation**

Communication theory

In recent scientific books and articles presented by a number of well-known researchers (Servaes, 2003, Wilkins 2004 and others), communication is explained as a comprehensive process in which the sharing of a common meaning between the sender and the receiver takes place. Individuals that follow the communication process are provided the opportunity to become more productive in all aspects of their profession. Accordingly, effective communication leads to understanding. In this situation, the theory of communication becomes useful to achieve a clearer understanding of the crucial aspect of the information perception phenomena. In order to gain an insight into the final stage, when the message is perceived by the receiver, the whole information transaction system should also be reviewed and explained, beginning at the moment when the specific message or information was created and sent and finishing at the moment when this message was received.

Why famous? It must be what they write that is important.

It is important to mention that the communication process is made up of four key components, which are encoding, the medium of transmission, decoding, and feedback. There are also two other factors in the process that are present in the form of

the sender and the receiver. The communication process begins with the sender and ends with the receiver (Servaes, 2003).

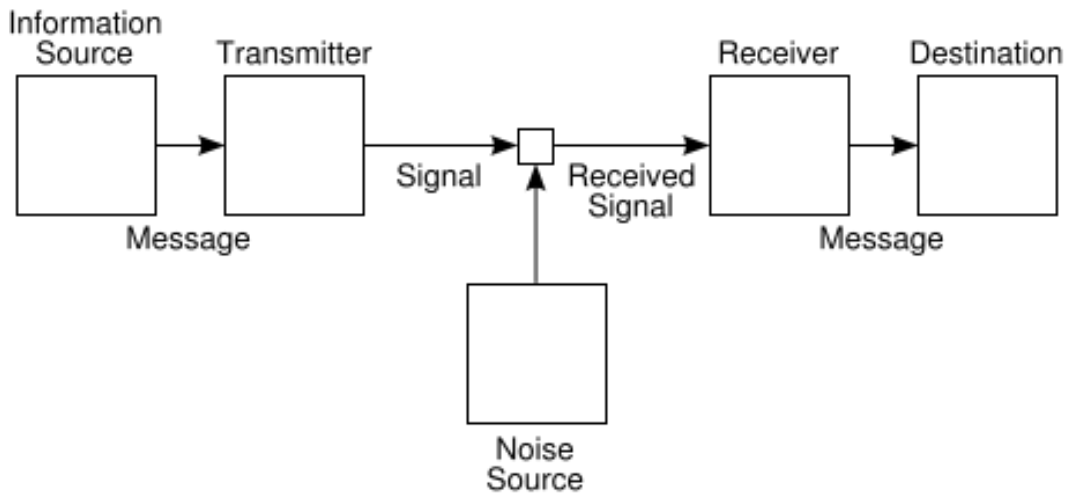


Figure 2: Shannon communication system

This means that the sender is an individual, group, or organization who initiates the communication. This source is initially responsible for the success of the message. The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message.

"The written words, spoken words, and nonverbal language selected are paramount in ensuring the receiver interprets the message as intended by the sender" (Burnett & Dollar, 1989).

All communication begins with the sender. The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts. This process translates the ideas or concepts into the coded message that will be communicated. The symbols can take on numerous forms such as, languages, words, or gestures. These symbols are used to encode ideas into messages that others can understand. When encoding a message, the sender has to begin by deciding what he/she wants to transmit. This decision by the sender is based on what he/she believes about the receivers' knowledge and assumptions, along with what additional information he/she wants the receiver to have. This fact is also obvious and

common for the tourism industry, where tourism related organizations using different type of distribution channels for instance, internet, brochure, magazines, video clips and e. c. sending to the potential customer specific message or image.

“The image perceived from distribution sources affects customer perception of a destination” (Surrans, 1999).

Furthermore, with regards to modern communication phenomena, it also should be mentioned that, to one-to-many integration models works well when examining communications channels or online marketing implementation. However, the interactive Social Media platforms (Facebook, LinkedIn, Twitter, Youtube, and others) have radically changed the communication paradigm. In fact, the recent studies conducted in the year 2011, found that consumers are more likely to buy from the brands they follow on Twitter and [Facebook](#) showing clearly, that the audience is highly influenced by the Social Media phenomena. The exposure, feedback, engagement (connecting) and exchange (sharing) that Social Media platforms provides, it creates a major changes for the traditional communication understanding. Essentially, information flow is no longer considered “one-way street” in which audience received messages through the “I communicate – you receive” mantra. Rather, Social Media integration is seen as an interactive process that enables same-level information exchange among the audience and the brand, creating a long - lasting feedback communication process and giving to the brand a total engagement approach. This fact is also obvious in the tourism industry, where customers using modern social networks share the information and perceive it and based on it on some cases take further decisions. In other words, while one of the central aims of understanding tourism as communication is overcoming notions of tourism based on the motivations and agency of individuals, tourist communication can only be observed through actions, practices and experiences of individuals. The significant number of information sources accessible nowadays for the consumer lead to a creation of a number of different theories with regards to information perception procedures. However most of those theories have come up with a conclusion, that distribution channels determine the ability of the industry to respond to consumer’s request efficiently. Hence they determine the competitiveness of suppliers, product or a tourism destination (Simons, 2008).

In other words, it is a huge responsibility for such distribution channels and sources to provide relevant, coherent and reliable information. However, such situation consumer can perceive in a number of ways. From one point of view, the high number of distribution channels is a chance to get a more comprehensive and in some degree more objective information about destination, from another perspective- if the information received from those sources is not coherent this may cause customer confusion, madness and further going disorientation in the situation. The vital word in that case is -coherence as its helps to ensure that the customer keeps being confident that information obtained on specific destination is fully reliable.

“However it should be remembered, that one or even few information channels are never enough to make a case - it simply gives direction for further researchers to be conducted” (Zhang, 2003)

These is because, it simply not possible to make sure that different distribution channels putting the same focus on the issues. In that particular case, different information channels might put their attention on different destination components and accordingly emphasize different things from the different angles. Furthermore, , as the schematic diagram above illustrates, in the communication system there is always a place for noise source which in one or another way may change the message that the consumer receives. In that specific case, noise is the inherence of the information which is send to the client through information distribution sources. Furthermore, as it has been already noticed the content of the message and the way how it is perceived in a high degree depends on a number of other issues, for instance, o the receiver expectations, past knowledge as well as on his/her prior knowledge about the destination. Thus, as Zhang (2005) states, that even if the information sent by the sender is fully coherent; it still cannot be guaranteed, that it will be received in the same way as sent and that the content of the message received will be fully corresponding with an original information sent. Generally, humans use the information as the way which enables to share knowledge they do have (Zang, 2005). Furthermore, it has to be paid attention on the fact that:

“Knowledge is knowing, familiarity gained by experience; persons range of information; a theoretical or practical understanding of; the sum of what is already known (Seeben 2006).

In other words, knowledge is derived from information but it is richer and more meaningful than information. It includes familiarity, awareness and understanding gained through experience or study, and results from making comparisons and identifying consequences. Therefore, knowledge is the general understanding and awareness garnered from accumulated information, tempered by experience, enabling new contexts to be envisaged. Accordingly, knowledge becomes in some degree subjective understanding and interpretation of the information received. Information comes to the person from different information channels such as social media, newspapers, communication and interaction with other people. Hereby, it can be said, that information is comprehensive social phenomena which has an effect on the humans understanding and accordingly on their decisions. Besides that, another important issue with regards to information is that it is subjective and people may receive and interpret it in a completely different way. In other words, information is an important part of social communication that creates a person's understanding with regards to different life's issues.

All in all, as it has been already mentioned above, the process of communication is of significant importance in all life sectors, including tourism. Basically, as it has been earlier discussed, good communication is important because it prevents misunderstandings and mistakes from happening. This is of extremely high important in the tourism industry, where the risks of misunderstanding are high, and so are the potential costs. Of course, the following questions may arise- how information may affect potential tourists?

Basically, recent scientific research have clearly demonstrated, that information in the tourism industry in a one or another way affects customer expectation with regards to destination he is interested to visit. This is mainly because the customer cannot check the product (in that case it is destination) before he/she makes a decisions to go or not to go there. Accordingly, it is of a vital importance to understand and realize how people understand and perceive the information and which effect it might have on the decisions and behavior. A tourism information system is a specific type of information and communication system. It consists of all the information channels used in a business or community to promote itself as a tourism attraction. These information channels include commercials, ads, brochures, repeat visitors, employees, friends, and

relatives. The importance of information and efficient information management is steadily increasing due to not only the evolution of new technologies and high-capacity storage media but also to the growing market dynamics that raise information needs (Helnen, 1996). This once again illustrates the importance of the information in the tourism industry and the effect it has on both tourism services creators and consumers. In the contemporary life even though that people have an access to a significant number of information sources in the many cases information obtained from these channels is incoherent and brings a lot of doubts to customer mind. However, in the tourism industry information is the only thing that consumer see before actual arrival to the destination. Accordingly, any studies with regards to the information incoherence in tourism industry are of significant importance and based on this information customer takes his/her decision about the place to visit.

The core focus of the further discussion will remain on the information and its distribution processes such as: information and data search, collection, evaluation and e. c. All the issues are interrelated and have to be analyzed in order to give the answer to the main research question with regards to people perception about incoherent information they do receive about specific destination from various information sources. However, in order to find out the answer to the main project question, it has to be first of all discussed two issues mentioned in the project problem formulation section. In particular, the main topic is about relation between people perception and image they do hold in their mind with regards to specific tourism destination.

Accordingly, arise the question what the words: image and perception are about? The concept of image was introduced into tourism studies in the early 1970s by Hunt (1975), Mayo (1973) and Gunn (1972) and has since become one of the most widely researched topics in the field. However, the concept of destination image has been interpreted differently by various researchers (Chon, 1990; Gallarza, et al, 2002; White, 2004), due to its complexity, subjectivity and elusive nature. There are many contributions in the literature to the concept of destination image (San Martín and Rodríguez del Bosque, 2008). Terms, such as impression perception or mental representation of a tourist destination are generally used to conceptualize destination image in tourism research. Baloglu and McCleary (1999) defined destination image as an

attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings and global impression about an object or destination (Bosque, 2009).

Whereas the phrase "perception" nowadays is perceived as the process by which people translate sensory impressions into a coherent and unified view of the world which surrounds them. Though necessarily based on incomplete and unverified (or unreliable) information, perception is equated with reality for most practical purposes and guides human behavior in general (Business Dictionary, 2011).

Theory of perception: Constructive and Direct

The ability for human operators to be consciously aware of their external environment is typically associated with processes of perception. Roth (1986, p. 81) defines perception as the "means by which information acquired from the environment via the sense organs is transformed into experiences of objects, events, sounds, tastes, etc." The physiological and psychological mechanisms associated with perceptual processing are varied and complex. From a simplistic perspective, the ability to perceive begins with the stimulation of basic physiological systems associated with each sensory modality and proceeds to the higher-order brain processes that integrate and interpret the output of these physiological systems. Fundamental research in the fields of physiology, neurophysiology, neurophysiology, and cognitive psychology dating as far back as the late 1800s has provided significant insight into perceptual processes. Basically, can be distinguished two main theoretical approaches which have been providing a different view and understanding of perception:

Gibson direct theory:

Gibson's direct theory is known as a bottom-up theory. Bottom-up theories propose that the process of visual perception starts by analyzing the basic features of the sensory input and then gradually works up to more complex processing. In particular, Gibson argues that people do not need to do much processing of visual information as there is already enough information in the pattern of light reaching their eyes (Thomson, 2008). He called the pattern of light reaching humans eyes the "optic

array”. Furthermore, in his book “Consideration and communication” he states, that people do not need to rely on stored knowledge in the brain as there is already enough information in the optic array. In other words he emphasized, that people get information about the relative positions of surfaces and objects when they move around in the natural environment. Despite the fact that this theory seemed being fully logical, it has been found out that it have some weak points. In particular, if perception like Gibson states is direct and relies on invariant properties, then people should not be susceptible to visual illusions. Furthermore, this theory can be debated as it does not take into account the complex processing of visual information in the brain (Seeman, 2009)

Whereas Gregory’s indirect theory is known as a top-down theory propose that information and knowledge stored in the brain works downwards, helping us to interpret the basic sensory input. The core idea that distinguishes Gregory theory from Gibson is that Gregory followed the ideas, that visual perception is the result of interaction between the sensory input and hypotheses, expectations and stored knowledge. In other words he stated that people past experience affects how they perceive an object or situation (Thomson, 2009). The main goal of applying Gregory theory of perception has been in order to find out the answer to the question stated in the project’s formulation section. In particular, using the feedback from the respondents participated in the interviews conducted; the main aim was understand - what is those people perception about incoherent information they receive from information sources about London as a tourism destination. Respondents were an ordinary travelers, who have not had any specific education or background from tourism industry and their feedback has been based only on their own personal knowledge and experiences. Going deeper with regards to Gregory’s theory, this scientist also figured out that - what people have seen so far would seem to confirm that indeed they do interpret the information that they receive, in other words, perception is a top down process. However, at the same time - there can be found some common issues between Gregory’s and Gibson’s theories; In particular Gregory pays attention on the idea that:

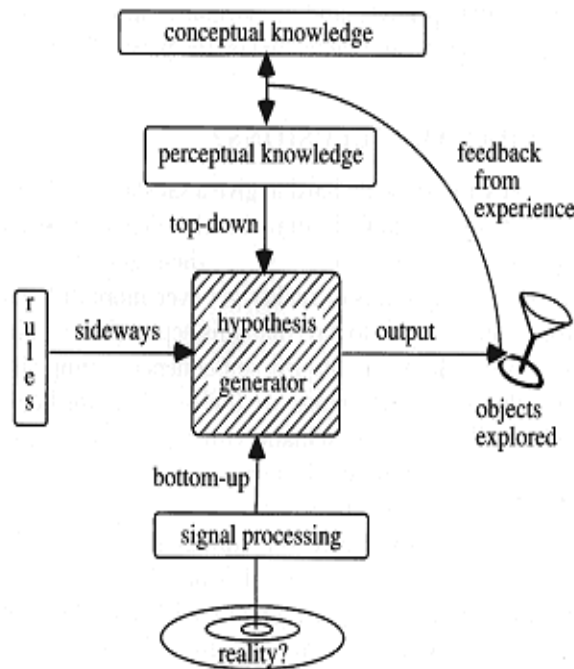
It is necessary to suggest a plan of the cognitive visual system. It is useful to distinguish between top-down knowledge from the past; bottom-up sensory signals from the present; and general rules, such as for perspective, which we may say are introduced sideways.

Furthermore, in his theory Gregory adds, that that people perception depends on rich knowledge from the past stored in the brain, there must be a problem in identifying the present moment from past memories, and also from anticipations running into the future. The present is signaled by real time stimuli from the senses; but as perceptions are 90% or more stored knowledge, the present moment needs to be identified for behavior to be appropriate to what is happening out there now. When crossing a road, one needs to know that the traffic light seen as red is red now, and not a past remembered red light. Therefore, based on those Gregory's findings, it can be stated that the person's perception is based not only on his past experience and knowledge, but also on his present understanding and on his current knowledge. In the account given here, perception depends very largely on knowledge (specific 'top-down' and general 'sideways' rules), derived from past experience of the individual and from ancestral, sometimes even pre-human experience. So perceptions are largely based on the past, but recognizing the present is essential for to have a real view on the present situation around (Jamison, 2001). Accordingly, the perception is an active process whereby people past experience, knowledge, expectations and motivations can affect how they interpret the visual information.

A perceived object is a hypothesis'; we make the best guess about what an object is and test it against our evidence of our eyes (Gregory, 1998).

In other words, person perceptions are regarded as internal picture which is coded, we suppose, by brain structures of what may be out there. People carry in their heads predictive hypotheses of the external world of objects and of themselves. These brain-based hypotheses of perception are people most immediate reality (Gregory, 1999). Accordingly, brain just interprets the message it receives and creates an understanding of this message in the human's mind. This process has got a meaning of perception which obviously effects the way how person will understand new messages in the future. Based on the earlier mentioned issues, project author comes to a conclusion that perception of a new message received is based on the information which has been obtained from the past messages and past experiences. This phenomenon of the process of perception reviewed above considered being an important for further projects section. In particular it has been determined that in some cases the message the human's brain receives is obviously in

high degree influenced by motivation and so can result in people interpreting ambiguous figures so that they see what they want to see (Gregory, 1999). So the final message or picture person receives is not only depends on the sender and the way how this message is coded, but in high degree either depends on the way how this received information is decoded in receiver mind. For this project it has been vital to determine how potential traveler perceive the incoherent information with regards to specific destination he/she consider to visits as obviously this has a direct interrelation with perception of the destination image. In particular, information and data that potential visitor obtain from distribution channels generates a picture or a vision that person afterwards keeps in his/her about one or another tourism destination. More precisely, the phenomena of destination image and its formation will be reviewed and scrutinized in the following project's section.



Informational channels

The information channels, as it has been already mentioned above, nowadays considered being of an extremely high importance in a different life's sectors including tourism, as those channels provide a huge number of information and data for the customer. Information research process which is undertaken by potential tourists, before actually the final decision with regards to place to visit has taken place, can be divided into two core stages: external and internal search (Sneipzer, 2006). Both of those stages as a result will have a direct effect on the image people will have. External sources usually called public sources with have an unlimited access and this also includes marketing publications and brochures. Whereas, internal sources, therefore, not more or less than person's past experience, recommendations and advices shared by person's colleagues, friends or family members.

Based on the findings provided by a couple of scientists: Beerli and Martin (2006) in the cases when the internal sources and information obtained from there not fully coherent, people start more focused using an external information channels. The speech is going about tourism magazines, brochures, web pages, travel companies and e. c. Specifically, Beerli and Martin in their book "Destination management" (2008) argue that information obtained by a consumer from both internal and external resources significantly affects his/her behavior and further decisions with regards to destination to visit, primary due to intangibility of tourism products and services. In other words, the consumer making a research is trying to minimize the risk of dissatisfaction that he might feel after actual visit to destination. Accordingly, the information is a basement for any decisions that potential traveler takes with regards to his future planes and place to go. Therefore, it has been determined that, different researches such as Baloglu, Beerli and Martin in their theories argued that sufficient information in tourism industry is a more important than even in any other life's sectors as information leads to consumer decisions and accordingly to his/her satisfaction or dissatisfaction. Furthermore, their further empirical researches conducted determined and illustrated, that advices and

recommendation shared by consumer friends, relatives or just any other people he/she rely on as significant impact on the destination image creation and further choice of destination (Gregor, 2003). Whereas the information obtained from external resources at that case, therefore, may be an alternative option for the people in the situation when internal resources and information seems being insufficient, unclear and unreliable. Furthermore, external sources in some situations may help to expand the consumer knowledge or to get some evidence that would confirm the reliability of the information gained from internal resources.

At the same time, it is easy to argue the statement that image plays major role only in tourism industry. As the latest scientific researches have demonstrated, there is existing strong and direct influence of the product image, product knowledge and product involvement on consumer purchase decision (Martins & Sezens, 2011). In particular, it has been determined that consumers tend to consume, buy the service or products that they are mostly aware about as there is a belief that in that case there is a minimum risk of possible confusion and disappointment. Therefore, any analysis with regards to interrelation between information flow and images that person keeps in his/her mind would be useful in order to determine the ways that would minimize the risk of possible dissatisfaction with regards to product or service received. However, there still a lot of ambiguity with regards to the way how information and image affects further decisions. In particular, latest researchers have demonstrated that the same information might have a completely different effect on the different people and there impossible to come up with one common concept that would explain this phenomena. Therefore, analyzing any topics with regards to people perception and behavior patterns, it has to be remembered that these issues are very unstable and might change depending on a number of factors.

Image, its components and formation

Coming back to the problem formulation paragraph, it can be reminded that one of the main project's goals is to understand how information and in particular incoherent information might affect the image of specific destination. Therefore, beside the discussion about information channels and perception phenomena, there also should

be provided a comprehensive overview with regards to destination image, its formation, components and the influence that information has on it.

Starting on, first of all, as it has been already figured out in the previous project's section, the image of a tourist destination is still considering being one of the most important factors influencing the tourist choice with regards to destination to visit (Baloglu, 2005). In particular, Baloglu in his theory states, that destination image is an extremely valuable issue in scrutinizing the tourist's destination selection process. Generally, in the tourism related books and theories, the image is defined as characterized the sum of beliefs, ideas and impressions that a person has of a destination (Crompton 1979). Therefore, scientifically, destination the image is considered being an impression or mental picture of specific place that people hold in their minds (Echtner and Ritchie, 1994). Furthermore, the image information, accordingly, is influenced by a number of different issues and characteristics (Baloglu, 2005). With regards to that issue, Echtner and Ritchie (1992) in their theory goes even further, stating that destination image formation in high degree based upon a few impressions which are chosen from a big volume of information receive. In particular, it has been determined, that This flow of information includes all the possible and available both external and internal environmental sources which have an impact on people decision with regards to destination to visit (Baloglu, 2005). At that point it is important to mention the significant amount of informational sources and channels available in tourism industry which is till rapidly growing. In particular, beside a big number of travel brochures, magazines, related web pages there are also a lot of advices and recommendations from people, relatives and colleagues' side with regards to destination; and accordingly this significant flow of information is really hard to control. Facing that, accordingly, the destination marketing related organization though experiences a lot of challenges trying to achieve the consistency of the image of the destination they are representing. (Baloglu, 2005). Accordingly, destination marketing organizations which can provide an impression about a specific place, confront the approach which they use to represent this specific destination with other approaches provided by other informational channels. Therefore, the existing scientific literature and theories provided by Baloglu, Echtner and Ritchie and other demonstrate the development of destination image as a comprehensive multi

stage procedure, where potential customers create and develop their initial image of a destination through exposure to information sources which are out of an official destination marketing organizations control.

Based on the earlier mentioned facts, it can be determined, that information coming to consumers from significant amount of uncontrollable informational channels influences the images consumer hold about the place, and therefore creates or modifies their expectations about that specific destination. In that case, it also has to be remembered that the actual consumer visit in any cases will change the image he/she keeps in the mind about that place. Furthermore, an additional attention has to be paid on the consumer past experiences which also has an effect on the image formation. In particular, Baloglu states that both issues such as person's perception and image are in high degree influenced by past memories and experiences. Accordingly, consumer without any past experience base their imagination of the destination on the knowledge obtained differently from other inputs. Continuing that idea, Beerle and Martin (2004) in their book "Destination management (2007)" states that past experience with regards to destination is obviously a crucial factor predicting destination image, simply because consumers with past experience less focused on obtaining information from external channels.

Accordingly, the understanding of the differences with regards to impact that internal and external information resources have on consumer mind will also help to realize how this resources affects the image people held about a specific destination. Therefore, in that particular case, analysis of the destination image and the impact that information sources have on this imager formation and perception will be give an extra insight to the main project topic with regards to incoherent information and its impact on the consumer perception with regards to specific destination. With regards to information sources, beside the facts already mentioned above, it is also important to realize and understand the core differences between external and internal informational channels and this issue now will be reviewed and discussed more in depth. This will help to understand how the destination image is created and this review will be followed up the section where the components that every destination image is consisting of will be scrutinized in

details. This sections as a result should give an insight to the way how information affects the image that consumer keeps in his mind on specific destination.

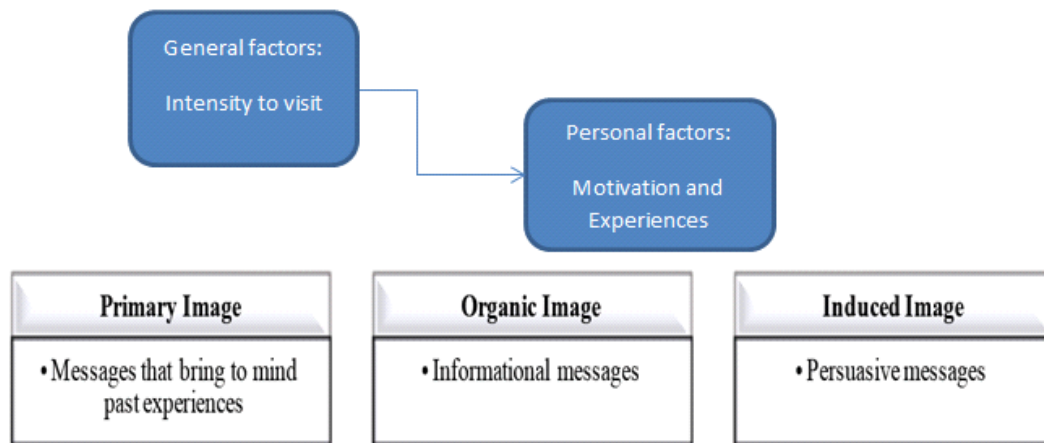
Image components

It is considered of a high importance to mention that before actually people are going to make a research through either external or internal sources, they already have their own perception of the place. In particular, based on their personal past experiences and general knowledge people creates in the minds their own picture of the destination.

Specifically, the researcher Gartner (1993) as it mentioned in his book "Destination image and its role" (2003) has recognized that destination images are created by two core components: cognitive and affective. Furthermore, in his findings, Gartner explains that the cognitive component is based on external stimuli and is the "sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes" (Gartner, 1993). Moreover, he adds, that cognitive component can be separated into two levels: organic and induced. Whereas, another researcher Gunn (1988) goes further and claims that organic images are those that are generated by newspapers, periodicals, and books. These images considered being the most powerful and have a greatest impact on a destination's image. Whereas, induced images are specified as an images which are formed with a "conscious effort to develop, promote, and advertise" (Gunn, 1988). Therefore, as it can be noticed from above, it still hard to distinguish one common theory with regards to image formation and components, that would give comprehensive and objective view on this issue. Furthermore, a number of researches, conducted in the last couple of decades have demonstrated, that destination has a great deal of control over induced images portrayed of the destination. These images tend to be print and television advertisements, magazines articles, and travel packages and promotions created by its destination marketing organizations or tourist related businesses at the destination (Gunn, 1988). Whereas, the 3rd type of image component- the affective one, in the nowadays theories is reviewed as "the motives that has a crucial impact on destination selection" (Gartner, 1993) and is based on the personal person's needs and wants.

Even, confirming the importance and effect that all those 3 components have on tourism destination perception, all above mentioned scientists have shared common idea, that the affective image is the most important component, because “tourism destinations have distinct affective images” (Baloglu and Brinberg, 1997) and accordingly are evaluated at the affective level. However this theory has been argued by a number of other scientists’ e. c. Beerle and Marti, who in their theory stated that all three above reviewed components works always in a combination and should be analyzed as a one common phenomenon:

A model of destination component and image formation process (provided by: Beerle and Marti, 2004)



In other words, Beerli and Marti shared a strong opinion, that any destination image should be scrutinized taking into account both those components mentioned above, which actually creates an overall destination image and provides an understanding of that place that consumer afterwards keeps in his/her mind. This their statement was based not only on their own personal perception, but also came from earlier scientific theories (by: Stenson & Jurpark) which provides an idea that affective assessment of the object in a high degree depends on its cognitive evaluation and accordingly final picture comes as a mixture of both those components (Beerli and Marti, 2004) Therefore, those two image dimensions in a combination with a personal consumer past experiences, thoughts, knowledge and understanding creates a perception of specific destination that person has

before the actual visit will take place. All in all, these findings help to understand the whole process of image formation and to determine the issues and factors that might have an effect on the image creation procedure.

Image formation

As it has been already shortly mentioned in the above project's section, in the second half of XX century the researcher Gunn and Gartner have provided an idea that destination image consists of two components- the organic and the induced. By the organic image of a destination they meant the totality of what a person already knows or perceives about the destination through newspapers, radio, television, documentaries, periodicals and books, whereas, the induced image is the result of promotion of a particular place as a tourist destination: paid advertising, publicity, public relations and incentives (Gunn, 1997). In that case, therefore, a consumer has an image which is confronted and modified by the experiences that person gained after the actual arrival to the destination. Accordingly after the visit, the consumer can judge and evaluate his primary image before the trip and change this image based on his feelings and impression he gained upon arrival to the destination. In other words, in the existing theories with regards to image formation, there is a clear understanding that the final image and obviously the clearest one- as comes as a mixture of organic and induces images in a combination with real consumer experiences and feelings. However, at the same time the same theory accepts and idea that even though if the person has not visited the destination and accordingly has not real experienced gained, he still have some information stored in his mind, which even being incomplete has an effect on the image that the consumer will keep in his memory with regards to that particular destination. In that case, therefore, it considered being a necessary step to represent the theory called "circle of representation" provided by O. Jenkins in which she is introducing the link between the images used in modern marketing campaigns and tourists behavior (Jenkins 2004). This following theory will give a more clear insight how picture or image of the place might affect visitors' behavior and decisions taken. The concept created by O. Jenkins has been chosen as it is, obviously, the only one existing theory which investigates interrelation between images and customer behavior with regards to the tourism industry.

Furthermore, this theory considered being important as it should help to figure out the answer to the one of the main question, mentioned in the project's problem formulation paragraph. Particularly, using this theory the project's author will try to understand which factors have an influence on image formation processes and at the same time to realize how image that consumer creates and keeps in his/her mind is affected by the consumer perception of the information he/she receives from the distribution sources.

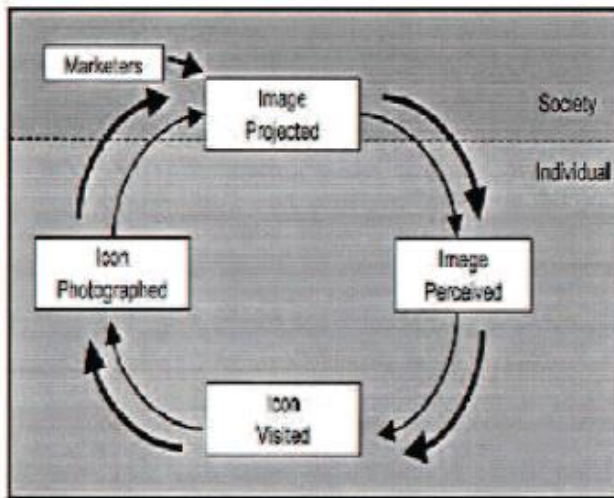
Circle of representation by O. Jenkins

Olivia Jenkins, with her theory published in the year 2003 provided a new insight on the phenomenon of different images circulating process and explains the way in which images can contribute to the construction of tourist reality. The main goal of including this theory into this project is to find out the answer how the image of the destination is influenced by the information received from advertising sources and accordingly how this can affect people perception with regards to those sources and information those sources send to the consumer. With regards to this issue, Jenkins in her theory states that the images people receive has a direct influence on their behavior and may encourage them to travel. Specifically, Jenkins states that the tourist always seeks to see/visit what has been represented to them by information channels, and they judge the place or experience as authentic with references to the image they have received before the actual visit (Jenkins, 2005). Furthermore, she states that the image person creates in his mind comes as an outcome of the information obtained from both internal and external sources. In other words, in that case when image is perceived by a consumer it has both cognitive and affective images. Whereas after the actual visit, this image is modified by person's actual experiences and feelings and become more comprehensive and clear. However, at the same time, this issues has been argued by other scientists such as Mooling, Dorsey and others who believed, that consumer upon his arrival to the destination first of all of all will focus on those attractions that he/she already knows from that time when his image of the destination was a cognitive and just adds some own personal beliefs and presumptions. Accordingly, from these comes an assumption, that besides keeping the image in his mind, the consumer can also make some photos of

destination and share them with his relatives or friends. In that case these photos will be considered as image projection and from that point the circulation process begins. Continuing that idea and going further to, another couple of scientists MacKay and Couldwell (2004) emphasize the particular importance of photos in “successfully creating and communicating images of a destination”. In particular, they stated that the power of photo in the tourism industry “lies in its ability to influence without appearing to do so” (MacKay, 2003).

In other words, from all these findings is coming an understanding that photos shared with others not only prove the experience of the person, but also help to keep memories fresh in the memory for the far future and provide a chance to share these experiences with others at any necessary time.

Circle of representation (model provided by Olivia Jenkins, 2003)



With regards to the whole system of image circulation process, can be figure a couple of core stages; In particular, the communication process between sources and person together with other people is the most important in image circulation process. This process goes in a following way: when specific person perceives something - he evaluates this message, creates an understanding of it and sends this perception further to environment where this signal is perceived by many other people. Based on Jenkins findings (2007) - different stories and ideas the person receives at the destination,

together with the information he perceives from the friends, family and other travelers in a high degree affecting the way in which this person perceives the image of tourism destination. In other words, those sources are represented by the people who have experienced that specific destination in one or another way, have a huge effect on the generation process of the image of destination. Accordingly, it means, that in the case when the person decision to visit specific destination is based on the information the person has got from another people, that person will create his personal understanding of the information he has obtained before and will confront it with the reality and experiences he has got upon actual arrival to the destination. By making some pictures while being on the destination and afterwards by sharing them with other people lets that image to circulate further and influences the perception of other people with regards to that specific destination.

Therefore, as it comes from above mentioned ideas, there are a number of certain issues and factors that might affect the perception of destination and accordingly might have an influence on the images people will keep in their minds with regards to that specific place. These factors might have different effect on people decision and this effect might change shifting from one customer to another. Therefore, perception of the same information which is perceived by different people might differ a lot and accordingly may have various effects on people behavior and their further decisions.

Analysis

Theory application

This project sections explains how the above presented and discussed theory will be implemented to further going analysis section and how these different theories are interconnected to each other. This brief explanation considering being important in order to keep project being logical and easy to read. The theoretical section starts with introducing the communication theory first, which has been chosen in order to

find the answer to the first question stated in the problem formulation paragraph. This theory will illustrate the process of the information perception and will demonstrate how this process can be affected by person knowledge and past experiences. This theory will be confronted with interview respondent's feedback and will provide a more clear insight to the way how the information perception process is looks like.

The next goes circle representation theory which considered being of significant importance and should help in finding the answer to the second research question, with regards how destination image the people hold in their mind is affected by the information and that way it perceived from informational sources. Furthermore, it will demonstrate the way the images circulating in the environment and will help more clearly to understand how this circulation process affects the people and their further decisions. As it has been already mentioned above all those theories will be confronted with the information obtained during the interviews conducted with a number of respondents, however those findings cannot be generalized and cannot being considered as very objective due to a limited number of respondents participated in the research. They should show, though, the way for further research that might be conducted in the future with regards to this topic. All the theories applied in the project, are considered being strongly independent as helps to understand the interrelation and interconnection between such phenomena's as destination image, information, information sources and people perception. The general question with the regards the influence that incoherent information has on the potential tourists regarding specific tourist destination is the starting point of further going discussions. As it has been mentioned in the previous project's paragraphs, information perceived by a person directly influences the image he/she has on specific destination, and accordingly it means that without scrutinizing this statement in details it would be impossible to understand how incoherent information with regards to London as a tourism destination affects the people image they hold in their about this place.

Accordingly, the communication theory is the starting point of the analysis and it is followed by the theory which scrutinizes the interrelation between the perceived information and the destination image. These theories in a corporation with a circle communication theory step by step give a more a clear understanding of the affect that

incoherent information has on the people images and accordingly on their further decision with regards to one or another tourism destination. Each of those theories are considered being extremely important for this research, as each of them fulfill each other and helps to understand the whole process, which starts from information which is perceived by the person and finished with the creation of image that person has in his minds and even shares with others. The main object for this research has been chosen London city, though, the research author believes that findings and ideas mentioned in this research are fully comprehensive so that they could be implemented in any other future projects with regards to any other world tourism destinations.

Presentation of London city as a destination... in different information sources

While looking for the information and data about London as a tourism destination, it can be found a lot of different informational sources which often represents the city in a completely different way. Taking into account that the main goal of this project is to scrutinize people perception with regards to incoherent information they perceive from different information sources about the same specific destination, therefore, for this analysis, it has been chosen a couple of sources which represents the London city in a number of different ways. As it has already mentioned, nowadays tourists has an access to a number of different types of information sources, including radio, magazines, brochures, TV and others. In this specific case, project's author has chosen internet WebPages as the main research object. With no doubt, author had a clear understanding that this choice of only one information resource makes further findings and conclusion less specific and more general. This is due to the fact that respondents involved in the research will share their ideas only with regards to WebPages as the information resources and will not speak about any other nowadays existing information sources such as brochures, TV and others. The choice of WebPages as an main object of empirical research has been made due to a number of reasons: first of all, in order to make interview process and further findings more clear, before interviewing all the respondents needed to get familiar with different sources so that they could compare them and afterwards to give answers with regards to information coherence, the city

image and a number of other aspects. It means the project author, had to provide to the respondents a number of different information sources. Therefore, mainly due to time limits author have been choosing between magazines and WebPages. However, author has faced a problem while searching for the tourism related magazines that would review London as a tourism destination. In particular, author has found only three magazines available and this number of magazines has been considered being too low to be involved in the project in order to come up with a comprehensive conclusion. Therefore, author has made a decision to choose internet webpage's as the main empirical research object, as in order to make respondents familiar with those WebPages content so that they would compare them; it was enough to have at least one laptop and access to the internet.

For this specific project has been chosen five internet WebPages which according to the Governmental London city centre data (www.cityoflondon.gov.uk), are the most popular and the most visited informational sources, which provides information of London as a tourism destination such as: 1) LondonPass 2) LondonTown 3) WalkLondon 4) VisitLondon 5) UK Guide. All those informational sources from content point of view are similar to each other, and beside general tourism information, also offer to tourists the number of services such as: trips, hotel bookings, transport rent, museums visits and etc. All those informational sources, though, they have the same goal to make the potential tourist aware of the assets of London as tourism destination, in a reality as it can be seen in the following paragraph represents this city in a various and sometimes even completely different ways (the direct links to the sources provided in the references).

The first one: LondonPass (www.londonpass.co.uk) is fully commercial website, which is sometimes called as guidebook as it is very comprehensive and tries to cover as much issues as possible offering a significant amount of information to tourists with completely different age and preferences. On the website there is an easy access to a huge archive of photos of the different London places and attraction and helps to create more or less clear image of the metropolis. By visiting this website, initially it can appear that this source includes all information that might be necessary for the tourist, but afterwards comparing with the following information sources, you do understand that first impression was not an objective one.

LondonTown (www.londontown.co.uk) website, which is based on the on the information provided by British tourism association (www.visitbritain.com) also fully commercial and belong to private tourism organization, looks at London as the place of a significant number of sports events and reflects this city mainly as destination for sports emotions lovers. However, by scrutinizing this resource it seems that it is too focused on sport facilities and event without offering any alternatives for those who might be interested in something else than visiting sport match or participating in a interview with sport celebrity.

The biggest difference between the following resource in comparison with those two mentioned above, is that this website is belongs to British Department of Tourism accordingly view the London in the way that British tourism authorities wish it to see. In particular, this website with a symbolical name “WalkLondon” represents city as the education metropolis and offer a possibility to see a lot of old famous world known universities, whereas other London tourism attractions are reviewed in a quite short way without any precise information specified. Therefore, this information is not very comprehensive and accordingly can be a bit frustrating for those who are keen to see something else except famous London’s universities and colleges.

The forth one, VisitLondon (www.visitlondon.org) is also considered being very valuable and comprehensive. This website as well as WalkLondon internet page is the main sources of the information which is spread by British department of Tourism. In this website customer can even find direct link to the official webpage of British department of tourism and this fact make this source more reliable in potential visitors’ eyes. Furthermore, this website can be considered as a useful source about London also because it represents the city from completely different angles and perspectives, and emphasize that London is the city where completely different dreams and goals can be fulfilled. The London here is not only the place of sports events of simply an educational metropolis, but it is a huge area where tourists can get a lot of memorable experiences by taking part in a different event and shows. However the only thing that a bit frustrating, that there is a limited information with regards to those events, in particular, is missing the information about the dates and prices as well as no direct

links to that events websites so that customer could find a more brief information and afterwards make a purchase.

Whereas, the last one, UKGuide (www.ukguide.org) website which is fully commercial is seems providing a lot of information that already are out of date. In particular, it still available the list of events that took place at the year 2012 and this seems a bit strange. Therefore, from this information is hard to get a clear understanding about the city as there is no segregation between old information and recent one which might cause a full customer frustration. Furthermore, the information stated on the website is very descriptive and general and does not provide a feeling of the place at all. Based on that information it is not possible neither to judge the place nor to get a brief and clear picture of the atmosphere the customer can experience coming there. Furthermore, it should be mentioned, that above mentioned sources are fully available and easily accessible for potential visit. Undoubtedly, the list of sources is much longer than those of five mentioned above. However, it considered that those five would be fully enough to understand the interconnection and the affect that incoherent information might have on the image of tourism destination.

The communication theory

The communication theory, briefly discussed in the theoretical project' section are implied in order to get a comprehensive understanding of the incoherence with regards to the information which is perceived from different distribution sources. The feedback gained of interviews respondents considered being important to realize how this theory works or does not work in reality. In order to make analysis more specific and easy to read, from each of respondents answers were taken the most important references and ideas that would clearly illustrate the person point of view and understanding shared. Before going deeper to the respondents' feedback details, it was first of all necessary to get an overview of the information sources that people rely on while searching for the information with regards to tourism destinations. It was important as give an understanding which sources precisely provided incoherent information and this will make further analysis much more specific. The most of respondents (Olga, Maxim, Anastasija, Natalia) ensured that internet has become a primary searching and

informational resource as it is very easy to access and use. Whereas, Dimitryj, Valeryi and Jelena also added that beside general information websites they also frequently rely on the video and data they obtain from youtube (www.youtube.com portal) or discussions placed on the TravelAdvisor websites. Valentina and Andrey stated that they still very conservative mostly rely on books and paper brochures which they consider still being more professional and objective than internet sources. Oksana and Natalia at the same time added, that they also buy books and go to the library to find some information there, but it happens only when they have already chosen the destination they wish to visit. The opinions gathered in numbers illustrates that 8 people from twelve participated in the interview prefer using the internet as a primary sources, whereas the rest four more rely on books and printed brochures. The author has not made any segregation of the respondents depending on their sex, age or nationalities as in that case it seems being absolutely unimportant. The main goal was to realize the tendency and to figure out the most popular sources that respondents rely on while scrutinizing the destination they are keen to visit. The following table (3) provides an overview of information channels which are the most popular among respondents.

Table 3: The most popular information source among respondents:

Name	Word of Mouth	Internet	Books, published brochures
Dimitryj	@	@	
Oleg	@		@
Oksana	@	@	
Valeryi	@	@	
Jelena	@		@
Valentina	@	@	
Maxim	@	@	
Anastasija	@	@	
Andrey	@		@
Olga	@		@

Besides, already mentioned sources such as internet, travel books and brochures, all eleven respondents without any exception noticed that the advices and opinions shared by the family members, relatives and friends still of high importance and have a direct and significant influence on the final decision. In some situations word of mouth even is more important than all other sources together and even more become the primary source of information. In other words, the positive feedback from relatives or friends about a specific destination encourage person to expand his knowledge about the place and in that case he/she starts doing research using internet, guidelines and books. For instance, Jelena and Oksana insured that their friends or family past experience is an extremely important factor and they will never consider the destination that has been unsatisfying to the people they rely on. Whereas, Valeryi is a bit more flexible and says that friends or parents opinion is important and not the decisive one: "Of course I always to hear the opinion of my friends who we never suggest anything they are not sure on... however at the same time, negative feedback obtained from there is not definitely going to change my mind if I have already made a choice.. It very depends. Natalia also shares Valeryi position, saying that other opinion should never be decisive: "you have to make you own comprehensive research before coming up with a final decision. Nevertheless, parents or friends opinion always matters, you should remember that it is just an opinion and accordingly it is subjective one and very depends on the person who shares it". Even though, as it can be seen that even though there is a slightly different feedback from respondents with regards to word of mouth information source, it still can be realized that for the most of respondents (7/11) the advices and opinion coming from relatives or friends are always very important and in some case even decisive. Based on the data collected above, it can be determined that besides word of mouth, printed brochures, books and internet websites are the most popular information sources for the people who keen to visit a tourism destination. This feedback obtained considered being very useful for further analysis, when the main focus will be on the incoherence of the information that people perceive from different information sources. Therefore, the given answers gave an understanding which sources respondents use and rely on while considering

destination to visit and accordingly where the cases of incoherent information might be taking place.

In that case the theory of communication can be applied demonstrated how incoherent information (if it is really incoherent) might affect the way how person perceive the destination. First of all, it is important to start on mentioning that respondents understand the words “incoherence” with regards to information sources in a completely different ways. For example, Jelena is convinced that different information obtained from different sources which are represents the destination from different angles gives even more comprehensive and clear understanding of the destination. From her point of view, the incoherence of different information channels does not create a problem any problems and even vice versa provides an opportunity to get a more detailed picture of the place: “I am absolutely sure it is very useful when different sources focuses on different destination aspects, assets or facilities. I do not wish to get from all sources completely same information, but willing to see destination from different angles and perspectives to understand to understand is this really something I wish to experience”. Incoherence of information sources is not confusing, but provides more knowledge about a destination. Maxim and Anastasija fully convinced that all those sources are fully coherent, different only the way how do they present their information. Maxim- “I found all sources fully coherent, as the only different between them is the way how they present it. For example, on one website I can find more about the sports events in London, whereas another gives me a chance to get know how easily to book a ticket to this event. I do not see uncertainty in that case. The more sources are different it is better, as you get more information which fulfill each other and finally you get a very clear final picture. I do not consider this as incoherence, as it is only differs the way how author of the source perceives the destination...”. Dimitryj says that such differences of information sourced gives a chance to imagine the experiences that person might get there: “I think it is very useful that all those sources are so different. From one point of view you might consider them being incoherent, but from another I think it has been made purposely. I think you will be even more confused when checking different sources you will find completely same information. The first idea I would have, that those sources have just simply copied information from each other and this would be definitely confusing... I would have a lot

of doubts then if I should visit this destination as I would consider that I do not simply nothing about it. I am not sure I would go there at all, but even if I would, I would not be definitely expecting a lot from this visit. Whereas Natalia states that such incoherence would lead to dissatisfaction and confusion: “I am not sure I would visit such destination. You jumping from one source to another and find different picture of the destination... How this can be useful? Accordingly the question arises, which sources you can rely on and which not... it is really complicated to take a decision in that case... As you simply do not know what to expect there... I consider this as uncertainty, which I really dislike...”

Gathered answers illustrate that the most respondents does not consider such sources being incoherent. Only one person from twelve, Natalia, stated that in that situation we see and clear example of incoherence and this would definitely discourage her from going to that destination. Whereas the rest respondent ensured that incoherence with regards to information sources would only encourage them to check this information twice and would not cancel their plans. Therefore, it can be stated that for the most of respondents the incoherence of the information do not have any negative impact on the way how they would perceive the destination.

Figure 4 represent a number of interviews where respondents besides providing their travel experience and age, also give their feedback with regards to the incoherence of the information provided about London as a tourism destination in a different distribution channels. Basically, this figure clearly illustrates that traveling experience does provides any extra confidence to the tourist, who consider visiting completely new destination. At the same time, it with no doubt hard to say, if the person who for instance travels a couple of times during the year and that one who has such possibility to do that only once in a couple of years would feel the same frustration if he would obtain different information about the same destination.

In another words, it really though task to realize if the number of travels the person has during the year somehow influence his perception about the incoherent information he/she obtains from different distribution sources. Therefore, it may rather more useful to compare the experience of searching for the information with real past travel experience. However, in that case it still impossible to clarify which of those

experiences mostly affects the person, when the talk is going about incoherent information. As for some people information searching process may be already considered as the starting point of travel experiences they gain.

Figure 4. Gender, travel experience and its interrelation with perception

Name	Number of trips during the last 3 years	Perception of information sources (yes- I feel incoherence, no- I do not consider sources being incoherent)	Gender
Dimitryj	8	No	Male
Oleg	11	Yes	Male
Oksana	2	No	Female
Valeryi	11	Yes	Male
Jelena	5	No	Female
Valentina	9	No	Female
Maxim	12	No	Male
Anastasija	7	No	Female
Andrey	3	Yes	Male
Olga	2	No	Female
Natalia	5	Yes	Female

Accordingly, there will not be made any differentiation between males and females and their travel preferences, as it has not been a goal of this specific research. Based on the interviews feedback, it has been figure out that only 4 of 11 respondents involved feel found the information obtained from these sources being incoherent. At the same time, the majority of respondents confirmed that information search procedure has an impact

on the picture they keep in the mind with regards to one or another destination. This feedback is based on the picture, which the respondents have obtained from the information sources that have been provided to them. However, with no doubt in that case differ the way how respondents analyze the information provided. For instance, one can who is really keen to familiarize himself/herself with a place, can go deeper to the information received from one source and only after getting a clear picture of the place switch himself to the rest sources. Whereas, another person can start his search process in different way and compare the first impressions he/she gets about each of the offered sources. Jelena says that she has started analyzing the resources, by simply putting a main attention to the one of them, which has been chosen accidentally and only afterwards switching to the rest: “First I have focused on one specific resource and wished to get a basic impression or picture of London”. I do not like start my research by comparing different sources. In some situation I have just to check one information sources and then it might be fully enough to take a decision. Only in case the first resource will miss some details, which are necessary for me to take a decision, only then I will use another resources to figure out the information missing”.

Whereas, Maxim’s the way of information research differs from Jelena’s one, and he felt confused facing incoherent information coming different resources: “I do not know what exactly I feel and one thing I know for sure: I have to find the person who already has been in London, as otherwise I will not be able to take any decision. This simply, because I do not understand what to expect there: if London is night life city only, or it is the really perfect place for sport related experiences or none of them. I fell confused... While checking the first source, I feel really confident that now I have a picture of this city. But after checking out the next two, I felt really disappointed as my picture of London became very foggy”... Natalia’s feedback also illustrated that the information search process also had an impact on her perception with regards to London as a place to visit: “After participating in such research, my impression about London really changed. Maybe not 180 degree, but that significantly, it is for sure. I really liked the first two links as those sources besides providing general information also gives an overview of readers’ comments which are always very important for me. Now, I know that London is not only business and educational city, but also the place for great

shopping experiences”. Olga has evaluated the full process of familiarizing herself with information sources and shared an opinion that second and third sources are the most useful and comprehensive: “Those two sources (ref 2nd and 3rd) are providing a lot of useful information. In particular, now I know not only the name of the places which are vital to visit, but I am also aware how long it takes to go there, what is the convenient type of transport to travel there and how much it will cost me. The rest sources too general, maybe it is enough to get a general impression, but definitely not enough to plan you trip in details. But of course it depends on the information you are searching for. I would discuss this information with people who have been there before, before taking a decision”. Andrey also shared the similar opinion: those channels clearly differ a lot, however at the same time in some way they fulfill each other: “Such research is useful to get an idea about the place, but such research and information obtained will never going to be a decisive for me. I need a real feedback...”

Therefore, respondent’s feedback illustrates that the information in the most cases is not enough to get a clear and full picture of the place in order to take a decision, but it helps obtaining a general impression which afterwards affects the people perception towards other information they receive from other informational resources. Basically, the most of respondents more or less where satisfied in the information they have obtained from resources offered and has not experienced a lot of problems in the cases when information has been incoherent. As Natalia and Olga mentioned: “when you see that one source and information located there is too limited or simply not comprehensive enough, you just switch yourself to another channel and that’s it, it is absolutely not a big issue.. I just prefer step by step going switch myself from one source to another and it really helps to get an overwhelming impression of the place or destination.”

The main weak point of this method chosen which goal is to figure out respondents’ perception of incoherent information they obtain from different sources, is that respondents knows in advance that they will have a list of different sources and in other words will have possibility to focus on those sources which will look like as the most appealing and positive for them. Whereas, they can easily skip those information channels which seems being less useful or comprehensive. Accordingly, it is hard to

ensure that respondents would spend the same amount of time on each of offered channels and accordingly would get a clear opinion on each of them. However, taking into account that the main research topic is the perception of coherent/incoherent information, this weakness mentioned above should not have a big influence on the final project conclusion and findings. In particular, what is important- is that in this particular research respondents do consider inherence as the factor that has a significant impact on the final perception of the destination. The interviewees even consider that different information provides a chance to get a more comprehensive picture of the destination and to see it from different angles and perspectives (Natalia). Furthermore, the most of respondents (Oksana, Maxim, Andrey, Valeryi) ensured that incoherent information will never going to be a decisive factor while taking a decision to travel. Incoherent information might be a problem only in the situations when there is no possibility to confront it with a feedback and experiences shared by people who have already visited that place before. In other words, it seems that it is rather a lack or very limited amount of information has an impact on people decisions than incoherence itself. However at the same time it is important to mention, that incoherence can be perceived in a different ways depending on a number of factors. In particular that speech in that case is going to about the reliability of such information sources or in other words about people trust. Based on the respondents' feedback, the reliability of the sources still affects the further decisions taken and usually people keen to use such sources that has been already used or faced before. Oksana: "I prefer to use only such information sources which I have been using already before or that ones, which have been advised by my family or friends or that ones which are simply the most popular. For instance, most of us know that booking.com is the most popular for booking an accommodation... The same with tourism destination... Perhaps most of us start their searching from those channels that we can rely on based on past experiences... Otherwise you have all chances to get confused, as the amount of information sources available nowadays is incredibly big and it is really tough task to figure out which of them you can rely on...". However at the same time the most of respondent state: yes, the name of resources and their popularity really matter, but also important the final number of sources you can rely on. Valeryi: "Even if you know two good reliable resources, but they are only ones available, it will

definitely case uncertainty. The incoherence itself is absolutely not a problem for me as I simply know that different information channels as different people might have different way of perception of one the same thing or, as in that particular case, tourism destination. The much bigger problem for me when there is a limited amount of reliable sources I have an access to. That really causes uncertainty and frustration...” Oksana sharing the same position also adds, that for the her the most important factors are not the number of sources available (of course it should be at least three-four of them), but the brand and popularity of those sources: “I am sure I am not going to an exception from the most of people who tend to rely on famous brands and names in the most of life sectors and it also matters when we are speaking about information sources. Even if information coming from popular sources is incoherent, it is not going to be a challenge for me. As from personal experience I know, that the more popular and famous sources are, the less risk exist that information provided will be unreal and misleading”.

However, an the same Oksana adds, that basically it not possible to mention one or two factors that affects the decision to visit one or another destination: “any decision always comes as an outcome of a number of factors. “You travel experience already starts when you start making a research and finishes only after actual visit. Even if the information you found before the actual visit seems being fully objective and coherent, it does not guarantee that the final picture of the destination that you will keep in your mind and share with others also is going to be positive. For instance, you might accidentally lose you bag on the way to the destination or get sick during you trip and these issues might also have an affect the way how you will perceive this destination. Therefore, the image of such destination, as per example above, can be affected in a number of ways and not always depends on the information which is available in the information sources. In other words, you might create a very positive picture of the place prior you actual visit, but this picture can be suddenly damaged or destroyed by unexpected and unpredicted factors such as a baggage lose or illness, that obviously might take place at any destination and does not at all depend on the information sources. However at the same respondents do agree, information they receive from distribution sources in a higher or lesser degree affects they perception of the place: Maxim: “Undoubtedly, information you get from information sources affects you

impression about the place and the way how you will perceive it. It the same as when, for instance, you are shopping. When on the pack in the shop you are reading that inside is natural organic white rice, you already get an initial impression of the taste. The same is with a destination. If you are looking for the information, it means you feel a demand for it and you get it you get a feeling, which can be both positive and negative depending where you find it, how fresh it seems and how reliable the source is.”

In other words, there are a lot of factors which affects the way how people perceive different information. As it can be seen from the respondents feedback, the coherence or incoherence of the information depends on the sources it spreads, the number of those sources available and a number of other factors (such as the way of thinking, past experiences and e. c). In other words, the incoherence very often is experienced when sources seems being unreliable or when the person does not have a possibility to confront such sources with an information obtained from the friends, family or the people who have already visited that particular destination before. The most interesting thing, that incoherent information from respondents points of view absolutely not a problem and never has a decisive affect on the person. In other words, incoherent information does not affect in a high degree the way how people perceive one or another destination, but just encourage them to double check this information before taking a final decision. From the feedback gathered, it become clear that incoherence itself is far away not the biggest challenge people experience while making research on the destination they are keen to visit. Of course, it should be mentioned at that point, that collected data is really limited and cannot give an objective impression of the situation, how coherent or incoherent information influence of perception of the destination, but at least it helps to determine a number of issues such: name of sources, its popularity its reliability which on higher or lesser degree affects the image people keeps in his mind towards specific tourism destination. Therefore, this information might be useful for any similar researches that will be conducted in the future.

Perception of the information & Gregory's theory

The main goal of inputting to the analysis Gregory's theory with regards to people perception is to figure out the precise answer to the 2nd questions stated in the

project's problem formulation section. Based on Gregory's theoretical ideas and data gathered from interview respondents, the project author wished to get an understanding with regards to people perception towards incoherent information and at the same to understand how this perception might be influenced by past people knowledge and gained experiences. This would enable to get a more comprehensive understanding of the topic and would be very useful in the future related projects and researches.

As it has been already mentioned in the above section, both past experience and present knowledge make a direct effect on the way how person perceives information. In particular, experienced gained in the past or knowledge gathered before actually searching process starts has a big influence on people perception and understanding of the information. Therefore, even before starting his research, the person already has in his/her mind preliminary picture of the place, which is generalized based on person's personal experience, other people feedback and a number of other factors such as present person knowledge. Gregory in his theory was convinced that all those issues are strongly interrelated and as a result creates and understanding or picture of the place in person mind that he/she keeps there before it will be again updated by information received from other sources. Following the main project topic with regards to people perception, and taking into account Gregory's theory, using the information gained from interview responded will be explained the early discussed issues as Gregory top down processing concept: "For Gregory, perception involves making inferences about what we see and trying to make a best guess. Prior knowledge and past experience, he argued, are crucial in people perception" (Jenath, 2009). Furthermore, using an examples from interview respondents feedback, will be reviewed and in details discussed "sideway affect", when perception depends very largely on knowledge (specific 'top-down' and general 'sideways' rules), derived from past experience of the individual and from ancestral, sometimes even pre-human experience. In other words this theory states, that perceptions are largely based on the past, but recognizing the present is essential for survival in the here and now (Barlow, 1997). For instance, Jelena, when she has been making a research about London has unconsciously all the time kept in her mind the picture of New York city where she has been a couple of years before. *"It is really hard to explain, why such happened... Maybe because I have had some opinions from other*

people, that London and New York are quite similar cities, and if you enjoyed the one of them, you definitely will get a positive experienced visiting second one as well". Accordingly, Jelena's past experience in a higher or lesser degree affected the picture or her imagination of London city as a destination. Simply saying her brain is trying to compare the present information gained with a past experience brought from New York.

Therefore, past experiences in that particular case, are intermixed with a signals and messages gained from the present and this accordingly affects the perception of further upcoming information. For Jelena past experience are crucial and as she says really effects the way of her thinking: *"I do not afraid to go to London, even if the information found about this place is not coherent. I know what New York is and sure that London will not disappoint me either"*. Therefore, incoherent information obtained from the present will not discourage the person from going to that destination, as past experience or as Gregory's calls is- conceptual knowledge will have a decisive effect on person decision. Therefore, the more comprehensive analysis might be useful to be conducted in the future to understand and clarify the differences of influence that past experience and messages coming from the present has on people decision taken with regards to the future. Whereas, Maxim and Anastasija states that incoherent information that comes from different informational sources does not affects their decision and planes. This comes from a scientific presumption, that the person cannot plan his experiences as there a lot of factors including force major that can bring a lot of changes to those experiences. Another respondent, Natalia is convinced that planning is an absolutely unuseful thing: *"How you can trust nowadays information? You have to experience it by yourself and only afterwards you will get a clear picture. Pre-knowledge never matters for me..."* Oksana's feedback is pretty similar to Natalia's, as she states that for her matters only dates and traveling tickets and the rest usually going spontaneously: *"I never consider too much about my future trips. The only thing I need to know precisely- is the date of my departure and arrival so that I could book tickets in advance and to have them in my hands. The rest I will figure out upon arrival to the place, it is absolutely not a big deal..."*

Accordingly, the image of their future destination in that particular case is not a decisive factor, and accordingly even incoherent information about that place will not affect their

plans at all. Whereas, for instance, Dimitryj insured that even if the information found about particular destination is coherent, it does not guarantee almost anything: *“You plan might be fully collapsed because of the weather changes for example.. What sense to make a plan and waste your time on research if before that time might happen a lot of different things”*. Planning activities always take place, when Oleg, is planning long term or long distance journey, but it is different what the speech is going about short trips or traveling within Europe: *“Yes, information either from information sources or friends really useful and matters when I am going to exotic or let’s say Middle East region destination. I do wish to waste moneys and time going to the destination, where for instance I cannot find any food acceptable for myself. Of example, I have been once in China, and now scheduling my next year trip to Hong Kong, I already know what to expect there”*. Therefore, Oleg perception of the information really depends on a number of issues such as: destination is location, past experience. He search process might differ a lot depending if it going to be European or not European destination, if he has traveled to that or similar destination before and e. c. Therefore, the incoherence of the information received might be both decisive and absolutely unimportant factor and this in a high degree depends on the issues mentioned above. In case with Oksana, is faced the situation when a comprehensive analysis of the information is conducted to check this information reliability and coherence: *“Of course past experience is always an important factor, but never a decisive one. The world changes so rapidly, so you have all the time to keep an eye on the messages coming from information sources so that you could keep yourself updated. After finding out specific information about a particular place, I am always trying to double check it. You cannot check the reliability of the source, but if you find similar information somewhere else, it always gives you an extra confidence”*. Incoherent information, therefore, in case with Oksana, is an important factor as any information found in the informational sources needs to be proved, and the situations when it is not possible to do might generate person’s frustration and disappointment. Olga has a following altitude to Oksana and prefers to have a predicted and precisely planed trip, however leaving some space for unexpected experiences: *“I spent a lot of time scheduling and planning my trips. I prefer to secure myself from possible disappointment by conducting a comprehensive analysis”*.

Therefore, this fact illustrates that conceptual person's knowledge or in other words past experience in case with Olga, is far away not a crucial factor and does not affects the future decisions: *"Past experience do not matter for me. It is the past, where you have to look to the future. In order to predict it, you need a lot of comprehensive information. That is the most important..."* In case of Valentina, is faced the situation when incoherence might cancel all the plans and activities: *"I fell really scared going somewhere abroad. When I find a lot of completely different information about the same destination, it really frustrates me. I have to be sure that nothing going to happen with me and everything will follow in advance prepared plan. If there is a space for any unexpected circumstances then such trip is definitely for me and it is going to be cancelled. I need that everything would be coherent, only then I feel confident..."*

Therefore, the respondents feedback provided above illustrates how different is people perception and altitude with regards to trip planning and information research processes. One can say that perception of the information might differ depending on the destination and length of trip scheduled, whereas for the second incoherence always is a crucial factor and has a final decisive factor, when the third never pays attention on incoherence as considers any trip as the place when always a number of unpredicted situations are expecting. Others convinced that they judge potential destination based on personal experience and always try to find some similarities between that destination and the places that have been already visited before. Accordingly, the signals and messages sent in the present from distribution sources might not affect the future plans and decisions, but might already had an impact on the past experienced gained. This issue is very hard to check out and accordingly to confirm or discard it. For example, Jelena, states that it is very hard to evaluate the impact that messages sent from distribution sources have on decisions with regards to place to visit: *"You never know how this information affects you. You might be fully convinced that information sources had not impact on your decision with regards to destination, but at the same time you have to accept that information gained from information sources nowadays in general affects they way of your thinking and accordingly affects your decisions. So you cannot be sure in anything hundred percent. You might not make any research, for instance, before buying your tour package to Thailand... but at the same time, you probably might*

have heard even accidentally, that this region is where different typhoons and tornadoes very often take place, and this information will definitely will affect the picture you will keep in your mind before the actual arrival to that island...” Valeryi has shared similar position, stating that external information sources really affect the picture of the place and further decisions: *”I do not think you will consider possibility going the destination, which based on the information obtained from TV news has instable political situation...”*

Therefore, the decision comes as an outcome which is based on the external information received, which in some situation has been gained even without conducting any specific researches. Accordingly, such feedback illustrates that the external information sources affects people perception of specific destination and can make them aware of difficulties and problems that might be awaiting there. In other words, information sources and the message they sent might influence the picture or image that people keep in his/her mind but this influence might be both long and short tem, depending on a number of factors. Therefore, incoherent information might increase the level of people uncertainty and cause their frustration. This is really important, in case of London, which is represented and marketed in a significant number of informational channels. In other words, in that particular case, the chances that person will face incoherent information while making research about that particular destination, are really high. Furthermore, beside the influence that external information sources might have on the image of the specific destination, Gregory in his theory also realize that perception of the same information might differ depending on person’s nationality and culture. Anastasija with regards to this says: *”From my personal experience and my friends, I know that Russians are keen on having a risk while traveling and definitely spent less time making a research on the place they wish to visit. It just in our mentality and it is what we do unconsciously.”* Natalia agreed with this saying that perception not only depends on the person culture, but also on the country or region he is living in: *“ I have read a couple of researches in that past that demonstrated that audiences who are fostered by different cultures may have different understandings of information. In particular in the past decades it has been determined that the content of advertising messages containing potential information is considered to be particularly reflective of culture. Furthermore, a number of scholars have agreed, that agree that advertising is a window to culture because it is*

based on language and other communication tools that are deeply rooted in culture. By saying this, I mean that here is a not only matter the culture of the person who receives the message, but also has to be taken into account into account the country that the signal has been sent from. From example I know that a lot of Russians including more trust and consider more reliable that information, which is coming from Western Europe resources and not from Russian ones. I know that in some cases it is not more than stereotype which comes from the past, when in Russia existed a deep belief that everything that come from Western Europe is better, more qualitative, comprehensive, reliable an etc.”.

This issue still actual and nowadays and accordingly Russians tend to believe more on the information which is coming from foreign sources and it is obvious for different life sectors, including tourism industry. Accordingly, perception of the information depends not only on its coherence, but also on a number of other factors such as person’s culture, mentality, way of thinking, origin of the source and e. c. In other words, perception process is very subjective and should be reviewed and discussed from different perspectives as it can vary a lot from one person, society or country to other. Furthermore, it is important in that particular case to com back to one of Gregory’s ideas, mentioned in the theoretical project section, where Gregory states that: It is useful to distinguish between top-down knowledge from the past; bottom-up sensory signals from the present. This helps to compare past and present and to see the difference in perception.” (Mathes, 1997). In particular, Oksana in her feedback mentioned, that in some situation incoherent information in some cases might have even a positive effect: *“if you are find incoherent information which you simply ignore and this as a result lead to disappointment upon arrival to the destination, this can be really frustrating... but that at the same time it might be a good lesson for the future. Will you do same mistake twice? I do not think so. In other words, I wish to say, that in order to check something out, you need just to try this once and compare it with your assumption and ideas before you actually took a decision. This difference between presumption and reality might differ a lot and can be painful, but as the same time it will change you altitude and perception towards such or similar things...”*. In other words, as it has been already mentioned above, person’s perception changes depending on the past experience and past mistakes

and this really actual when the talk is going about information sources. At the same time signals coming from the present also affects person's perception, so it is impossible to find one absolutely objective theory that would help to understand what factors and in which degree affects person's perception. As Dimitryj says: *"You might be disappointed after coming from destination, but this negative image of the place will change later on. In that case it is also about people psychology, as people brain with a time passing tends to forgot negative things and trying to keep only positive memories... this is how it works... I have visited different destination and had very different both positive and negative experiences, but now it is very hard to remember the negatives ones that I have had. But if I will try, probably I will remember some negative issues and this would definitely have an affect on my future decisions"*.

This statement can be referred to Gregory's theory, who stated that certain information coming from the past in higher or lesser degree will be applied by person's brain in a present situation and this as an outcome will affect present person's perception or decisions. For instance, can be remembered the case with Jelena to who potential trip to Thailand is associated with a tornadoes and typhoons which took place many time ago. Therefore, in that situation past knowledge and present signals accumulating a certain hypothesis that person keeps in his/her mind before the actual visit to the destination. Accordingly, this hypothesis creates in the customer mind specific picture or image of the place which is afterwards will be confronted with reality. Real experiences gained upon arrival to the place will make adjustment to this image and experience. And that new experiences person will keep in his mind and they accordingly will affect the way how he will perceive further information about this destination in the future.

Basically it can be seen, that people perception of destination and its image are created based on a number of different issues and factors. In order to get a comprehensive image of the particular destination, and evaluate the information that has been perceived with regards to it, he person has to explore the place. The experience gained will give a chance to evaluate all the information he has received before the visit and to realize is this information is fully corresponding with reality. This experience will then generate an image of the place which together with other past experiences will affect

the way how that person will perceive different information coming from information sources while doing his research in the future.

Finalizing and summarizing issues mentioned above, it can be recognized that top down concept which is combined of both perceptual and conceptual knowledge is of a vital importance when is talk is going about assumption of certain belief generation and at the same time will not have affect on tourists decision with regards to destination to visit. Potential tourists might have different interlinks and association with regards to received information, however in the situations with incoherent information they will more focus on their past experience and based on that experience will take further decisions. At the same, as it has been already figured out in the above project's section, it is complicated to evaluate the place and come up with decisions based either only on the past experiences or on the information coming from the present. Whereas the combination and the use of both earlier mentioned two issues would help to get an overwhelming picture of the place. Furthermore, as it has been already determined - nowadays it almost impossible for the people to isolate themselves from signals coming from environment. Different informational sources such as newspapers, magazines, internet and radio have an effect on the way how people perceive different things from the worlds that surrounds them. Based on the perceived messages, people get a certain image and this image has an influence on the way how people for instance judge one or another destination. Moreover, such image generated by one person can be sent further and circulate within a certain number of people affecting the way they see and judge the world. Accordingly, different issues such as past people experience in a combination with the past messages and information coming from the present have a direct and significant impact on the images people afterwards generates and keeps in their minds.

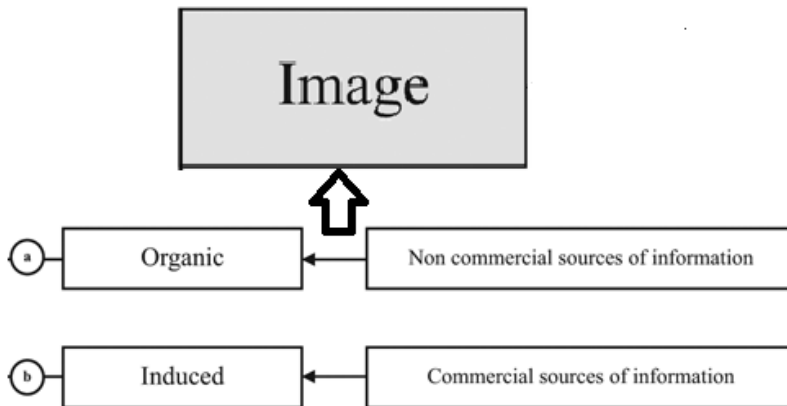
Information channels in Tourism

As it has been briefly discussed in the previous project's sections, nowadays in the world exist significant number of destination promotional techniques (such as marketing messages (sometimes recognized as "SPAM"), brochures, magazines,

internet websites that give an insight on the specific destination and assets it possesses. In other words, nowadays people, if interested, have a chance to get a direct access to the information sources which are related to direct advertising which is scientifically called induced image whereas organic image still keeps being important. In other words, combination of both induced and organic images provides an opportunity for the people to get a more comprehensive picture of the place they wish to visit.

For instance, Andrey and Jelena in their feedback paid attention, that TV news and articles in the newspapers are always crucial to get the first impression of the place, before going further with a research. These sources are always helpful and very useful as helps to get an understanding of both political and economical situation in the destination as these factors always have a direct influence on the final experiences. Natalia also referring to TV news adds, that she is always rely on the information coming from TV or from newspapers: “travel websites will never give you an objective overview of political situation there. For me this is something, what is crucial to know. I do not wish to be victim of any internal country’s conflicts while going on holiday. I have to be sure destination is safe and situation is stable there...” At the same time same information sources might have a bit different affect on the person. As Valeryi stated, he has experienced a couple of situations when accidentally received information about specific place while watching TV news worked as inspiration and encourage to visit that place: “Once while watching news, I have seen an interview from the person who just traveled to Thailand for his business matters. After I have seen a couple of pictures he shared with news spectators, I have understood that Thailand is that destination that I really need to make a research on and I should consider it as my next holiday destination...”

Image formation model ([David Mwaaura, 2007](#))



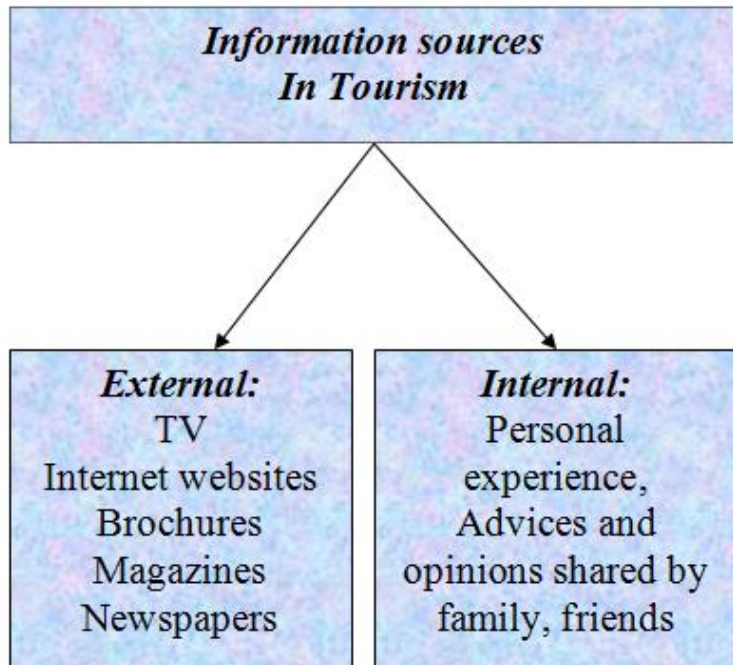
This method once again confirms the idea, mentioned earlier in the theoretical project's section, that organic image is always goes after induced one is generated. In other words, people while hearing and obtaining something even accidentally from informational sources do not consider this information as a direct marketing, but sometimes this messages received works as a motivation and inspiration for further researches to be conducted with regards the issue or topic that they heard initially about. So after accidentally getting a message or an idea, people usually start their research by using internet websites, brochures or magazines to get a more comprehensive understanding of the issues. At the same time, Anastasija, for instance always rely on her family and friends and consider them as the most important source, however at the same time accepting the impact that TV has on further information perception: *"I always listen to my friends and family while taking a decision... but will I go to the destination which is for instance has been mentioned on TV as fully politically unstable place? I do not think so..."*

Therefore, as it can be seen, either TV or newspapers might have an affect on the image people keep in their mind with regards to specific destination. This accordingly will affect the way how people will perceive that place and have an impact on their further decisions. For instance, Thailand based on the information obtained from tourist forums and websites might be considered as a perfect place for exotic vacations, the knowledge about unstable political and economical situation there perhaps will also effect the final decision with regards to potential visit. For Oksana for instance, any

information from TV or newspapers about instability or any other issues is always a signal for extra researches to be conducted, but never has a decisive influence: *“Of course, I cannot segregate myself from the information coming from TV news, or articles. But friends and family opinion still the crucial one. If they will advice to go there, I will do it whatever I have heard about this destination from official informational sources.”*

Therefore, summarizing everything with regards to concepts of induced and organic images, it can be recognized that induced image is of a vital importance as it gives an overview of the current situation in the destination and may encourage for further researches to be done before taking a decision to visit. At the same I has been also determined that people more keen to rely on their friends and family information and advices than just simply take a decision following the information coming from direct marketing sources.

Furthermore, as it has been already mentioned in above discussions, both internal and external informational sources have a direct influence on the destination perception. People more keen to rely and use those sources which and seems being more reliable and objective. Therefore, the images of the destination might come from both either external or internal sources and they way how those images will be perceived is also depends on a number of issues such as: past and present person’s knowledge about the destination, his/her personal past experiences and also depending on the way how these images will be sent to person mind. In particular, as it has been already determined earlier, images that person keeps in his/her mind might be adjusted and even significantly changed by the significant flow of messages and information that people perceive everyday from different informational sources. The following subsection will discuss the differences between those two types of sources in more details:



As the following interview respondents feedback illustrates, people perception and approach towards the same information sources might be really different and might change switching from one source to another: Maxim for instance noticed that first free sources:” LondonPass, LondonTown and WalkLondon were absolutely unappealing and unuseful as provided very limited number of information with regards to London as a destination: *“First three sources gives very narrow overview of the facilities available in London. Londonpass at all very focused selling different types of tickets even without providing comprehensive information of the events. That is really disappointing.”* Whereas VisitLondon webpage he found very appealing, interesting and useful:” *I really enjoyed visiting VisitLondon webpage. It is very comprehensive source with a lot of pictures, videos and details. You can find there not only information you require, but also get a clear of the city of London as a place with significant number of events and places to see. Frankly saying, there I have found all the information that I usually need before taking a decision. After visiting VisitLondon webpage I have got an overwhelming image of London and even have found a number of places I have never heard before”*. Dimitryj shares the similar idea, saying that VisitLondon source was really impressive and useful: *“After checking the first 2-3 sources, I could not get a clear picture what London really is- is this is place for sports events, for shopping or just a place for relaxation. The*

information was limited, too general and sometimes even unclear. On the second website, there were more information about cultural places in London that might be interesting to visit, but there were no information to find these places and get access to them". Whereas Oksana was fully convinced that each of sources provided were useful and that her image of the city has become more comprehensive when she has checked all above mentioned websites: "I found that all of those sources are different, but each of them give you a piece of information which is necessary in order to get a final picture. For instance from the website LondonTown, now I know that a lot of places in London have a limited access during weekdays and they are much easily accessible during the weekends. This information was really useful whereas the next source LondonPass gave a clear insight of the prices to different events that will take place in London during my stay there. Now I can much easily calculate my budget and estimate final expenses..." As it can be seen from above, image of London comes as an outcome of various messages which are coming from different distribution channels. Valeryi refers to this saying that the more different sources are available, the easier to get an understanding or image of the place: "It is everything about marketing and it is ordinary that different companies apply different methods and approaches to attract the customer to destination. Different people have different demand and I think one source cannot completely satisfy everybody. That is why- the more different sources exist- the better."

Therefore, as it can be seen different sources affects people and the images they hold in their mind in a completely different ways. For some people, the information obtained from external sources might be as motivation for further research, whereas for other messages coming from such sources have a decisive influence on their final decision. With regards to internal sources, situation is fully similar and for some of people such type of information source is the only one they can rely on. As Oksana and Anastasija stated, friends and family advices always of a vital importance when the speech is going about destination to visit: *"I only trust my family ad friends in such cases. Commercial website has never been a reliable source for me. They can put there whatever they want to attract the customer and afterwards it can be really disappointing for yourself (Oksana); "I always check website and magazines before going, as different people have different altitudes towards same things... but I never go to the place if my*

family or friends advice not to do it... that is how it works in my life.” Accordingly, it can be seen that word of mouth method and in particular feedback obtained from friends and family members is considered being as the most valuable and reliable source. External information also plays an important role, but very usually this information is used just to confirm the message obtained from internal source.

Other Sources

As the latest tourism related research demonstrated, word of mouth far away not the only factor that have an impact on the image that people keep in their mind with regards to specific destination. As it has been determined, beside the family and friends that considered being the most reliable information sources, other travelers opinions and experiences shared also might have an affect on final destination image. In particular, during the interview, a number of respondents also mentioned that such informational sources as for instance TripAdvisor website are also very useful sources, as give an overview of other tourists’ experiences that they have gained visiting specific destination.

Anastasija and Maxim states that other tourists opinion always matters, but it does not have a decisive factor: *“You can cannot hundred percent rely on the information from TripAdvisor or any kind of similar websites. You do not know those people who left the message there, and accordingly you cannot figure out how objective this message is.”* At the same time other respondents Andrey and Jelena state that Tripadvisor and information located there can be considered as a guideline that give an overview of destination advantages and weaknesses. Therefore such websites give and overwhelming view on destination and helps to come up with more specific and precise destination image. Accordingly, it can noticed in the most case people keen to get an access to as many sources as possible in order to get a comprehensive and the most objective image of the place. Therefore, very often not the incoherence as itself, but simply limited number of information sources available become the biggest challenge for potential destination visitor. In other words, people keen to gain information from different sources which provides an overview of the same destination from different perspectives, rather than getting this overview based on completely same information just

obtained from different sources. As Valeriy states: *“It become even more suspicious when you read either only positive or only negative opinions about specific place. This fact encourages you to look further for other sources that might have a different view on this destination”*.

Therefore, only positive or negative view on the place creates even more uncertainty than in the case when you obtain different and sometimes even completely different opinion with regards to the same destination. However, at the same time it has to be remembered that all these information sources create only pre-image of the place and this pre-image has to be verified after the actual visit to the destination. Information sources give an opportunity to the tourist to gain a cognitive and affective image of the place, but the real and final image is generated only after the tourist can compare the image that has been created with a help of information gathered from different distribution sources and the picture that the tourist gain from the real experience during the visit. Therefore, the overall destination image is always based on personal person's emotions or on affective component in a combination with a cognitive one which comes from the knowledge that people gain about the place. Summarizing the issues mentioned earlier, it can be seen that image generation and circulation processes depend on a number of factors. People get their own image of the place based on the information that comes from marketing sources, friends' family and of course based on their own experience. All these sources in combination with tourists' perception of the information that they have gained from these sources affects the final image that person keeps in his/her mind with regards to specific destination.

Sub conclusion

As it has been figured out during earlier conversations, potential tourists are influenced by a significant number of distribution sources which affects people's perception about destination in a one or another way. For instance marketing information together with a feedback obtained from other tourists generates the image that person keeps in his mind before the actual visit to the destination. In that case, it is important to remember that created image, image sent and image received might differ depending on a number of different factors that might affect image distribution process. This fact has

been also proved with a help of data collected, which illustrated that different people have different altitudes towards different distribution sources and information that comes from those sources. At the same, it has been figured out that people keen to have an access to as many sources as possible as it helps them to get the most objective and comprehensive image of the destination. At the same time the image that people keep in their mind might depend not only on the information gained from distribution sources, but also differ depending on the past person's experiences. Therefore, this combination of the past memories together with a recent data and information gained from distribution sources leads to specific interpretations that person keeps in his mind with regards to place he/she is keen to visit. Therefore, the image circulates within the environment and changes coming from one person to another. Based on the way how image is sent and perceived and depending on the image receiver personal altitude and past experiences, this initial image is become modified and continue its circulation within the environment as a new image with a new meaning.

CONCLUSION

and basement for further researches

The main goal of this project has been to scrutinize the topic with regards incoherent information perception and its influence on the destination image. This project has investigated that the following factors such as past person's experience in a combination with his knowledge and feedback obtained from other people affects the way he/she perceives the image of specific destination. The main object for this specific research has been chosen London city which considered being one of the most popular destination in the world. The main aim of the project has been to figure out how different people based on the information perceived from various information sources perceive image of London as a tourism destination. It is not a secret that in our contemporary world every day happen a lot of changes that affects people mind and their behavior.

Accordingly, in order to fulfill people demand expectations it is important to know the latest trends and changes that take place in the market. This is an extremely important for tourism industry, due to its intangibility and complexity due to the fact that potential tourists usually have to purchase tourism products or services without having a possibility to check in advance. With regards to information sources, it has to be mentioned that tourism industry provides a significant number of information sources where customer can get all necessary information about specific tourism destination. The messages received from those distribution sources affect the way how customer perceives one or another destination he is keen to visit. However different information sources might provide confronting information about the place and can cause customer uncertainty and confusion. Taking into account that in tourism industry, there is no possibility for the customer to check the product before the actual purchase, it is extremely important to ensure that information which spread through those distribution sources is fully coherent and corresponding with reality. Therefore, in theory - in order to avoid possible confusion and uncertainty, while choosing a source for the information, people tend to look for those sources which considered being the most objective and truthful. Accordingly, in the situation when people are unsure or do not have a clear knowledge of something, they tend to find the source that they can believe and trust. Therefore, in the tourism industry it is of a vital importance to distinguish those sources that can be considered being truthful. The analysis included in this project has been conducted from different angles and taking into account different perspectives. In particular for this research as the main ontological approach has been chosen constructivism which explains the relation between research author and chosen topic. Constructivism as a paradigm emphasize that any feedback gathered from the people involved in this project is based on their personal understanding, knowledge and past experience. Therefore, this project cannot be considered as fully objective as only provides a personal understanding of project's author with regards to topic chosen. In the methodological project's section author explains the way which will be used to scrutinize the settled topic. Each of questions and issues mentioned in the project problem formulation section are analyzed as one common issue and lead to one common conclusion. However to make analysis more clear, the main project's topic is divided to a number of subtopics, which are interrelated to each

other. Therefore, such approach chosen provides a possibility to scrutinize the topic in different ways and from different perspectives and accordingly gives a chance to get a more comprehensive conclusion. In order to make analysis more detailed, qualitative method has been chosen as the main data collection method. This method is fully corresponding with a chosen research paradigm, when the person involved in the research shares his/her understanding and of the topic based on his own past experience and knowledge. However, the biggest disadvantage of this method as it does not give a possibility for any statistics to be involved in the research and furthermore the number of individuals involved in qualitative research usually is pretty low in comparison with quantitative ones. However qualitative method is very useful when there is a demand to get a detailed and comprehensive view of the research subject. Taking into that in this project are analyzed such comprehensive phenomena's as people perception and information coherence, the qualitative method has been considered as the most necessary and relevant one.

The theories applied in this project has been used to in to provide a comprehensive understanding of the relation between perception, destination image and information incoherence. All these three issues have been scrutinized using a number of different approaches provided by a number of scientists. The main focus in the theoretical project section has been putted on two main points: 1) communication theory which explains what the perception is and how it might be affected and 2) on the theory which explains interrelation between information received and destination image generated. In particular, analysis conducted together with data collected demonstrated perception of the same information may vary a lot and depends on a number of factors. Specifically, it has been determined that incoherence with regards to information usually is experienced often not in the cases when people perceive different information coming from different sources not fully complete each other, but also when there is simply a clear lack of such sources available. In other words incoherence very often occurs when people due the very limited information resources available cannot compare information they gained in order to understand how truthful it is. In that situation people tend to rely more on their family and friends' opinion which makes them feel themselves more safely. However even in that case people perception is affected by their own knowledge and past experience and

this interrelation in depth had been discussed using top down theory. In particular using this theory, has been determined that when people feel uncertainty with regards to information they perceive from different sources, they tend to connect it with their past experience and accordingly estimate potential risks. Therefore, combination of past experience together with recent information received gives a clearer picture with regards to the present situation and helps to come up with a more quick and relevant decisions. At the same time, it has to be acknowledged that people cannot fully isolate themselves from the messages coming from external environment. Marketing campaigns, information coming from in the internet and different publication affects the image that person keeps with regards to specific destination. In other words such signals and messages generates specific image that afterwards circulates in the environment going from person to another. People share the image they keep in their mind with their friends and family and this image accordingly affects the way how those people imagine and perceive that place. In other words past person's experience and knowledge together with experiences and information coming from the present directly influence the image generation process and accordingly affects further going decisions. With regards to information coming from the present, it has been determined, that it is of vital importance to ensure efficient communication system that would enable to make sure that the content of message received is fully matching the idea of the message that has been sent. However at the same time, as it has been mentioned earlier, is very complicated to clarify if sent message corresponds with message received, as the perception of the same information differ going from person to another as differs his/her knowledge and experiences.

Therefore, summarizing everything mentioned above and as the empirical data with regards to London as a tourism destination illustrated even incoherence in the information received does not always have a negative affect on the people and not always discourage them from their visits. Even if information coming from external sources is incoherent, it does not have a crucial factor on the final image people keep in their mind with regards to specific place. This is because most of respondents shared a common opinion, that even if information is incoherent, in some situation it gives even more comprehensive view on the destination than when it is fully coherent one. Accordingly, there is quite complicated to come up with one specific statement while answering to the

main project question: how incoherence of information affects the image people hold with regards to London as a tourism destination. Specifically, as this research results demonstrated incoherence of the information may lead to generation of both either positive or negative image of specific destination; For once incoherent information is absolutely not a challenge and even chance to get a more comprehensive view on the destination. Whereas, for others -incoherence have a negative impact on the destination image and lead to those people confusion and uncertainty. At the same time it has been determined, that for the most of respondents incoherence does not play a big role when they have an opportunity to confront the information the their friends or family opinions or those who have visited this place before.

In other words, it has been determined that respondents still tend more to rely on their family and friends opinion and always make a decision taking into account their own past experiences. Therefore, even comprehensive and coherent information coming from distribution sources cannot guarantee that these places will be definitely chosen as next destination to visit. External signals can be a supportive factor, but not a decisive one. Furthermore, regarding London as a tourism destination, the most of interview respondents shared an opinion that it is very hard to determine when information is coherent or not. The respondents mentioned that general understanding of the term “incoherence” might differ a lot depending on the person and accordingly the altitude towards the same information received by different people can be completely different. Accordingly, in the cases when the speech is going about interrelation between information and image of the tourism destination the more matters such issues as person’s experience or knowledge in a combination with feedback obtained from family and friends, rather than coherence, clearance of communication system or content of the message sent.

Mentioning the main weaknesses of the research conducted, it has to be mentioned that it has been impossible to compare respondents feedback gathered upon their arrival to the destination with their ideas before actually they left the country. All the data involved in the project, has been collected on the respondents arrival day and therefore, this fact has not provided any possibility to make comparative analysis that would lead to more comprehensive conclusion. Furthermore, in the project involved only

11 respondents. This is comparatively a very low number and accordingly gives a subjective view on the topic.

However at the same time, this project gave an insight on the interrelation between information, coherence and destination image phenomena's and illustrated that still a lot of research has to be done in order to understand the interlink between information its incoherence and image of destination.

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Appendix A

Information sources:

LondonPass, <<http://www.londonpass.com/>>, accessed 15/11/2013

LondonTown, <<http://www.londontown.com/>>, accessed 15/11/2013

WalkLondon, <<http://www.walklondon.org.uk/>>, accessed 16/11/2013

VisitLondon, <<http://www.visitlondon.com/>>, accessed 16/11/2013

UkGuide, <<http://www.ukguide.org/>>, accessed 16/11/2013

Appendix B (origin, Russian language)



Project Empirical Data

Interview

Добрый день, я хотел бы Вас поблагодарить за участие в интервью.

*Я хотел бы Вас заполнить следующие графы
Дайте пожалуйста как можно более полный ответ*

1. Имя
2. Ваш возраст
3. Гражданство
4. Оцените пожалуйста каждый из следующих источников информации-
1) LondonPass 2) LondonTown 3) WalkLondon 4) VisitLondon 5) UK Guide
5. Укажите плюсы и минусы каждого из источников
6. Чего, на ваш взгляд, не хватает каждому из источников?
7. Как вы считаете, каким является образ Лондона, который старается создать каждый из данных источников?

8. **Какая информация вам необходима, чтобы определиться подходит или не подходит вам Лондон как туристическое направление?**

9. **Каким, из хотя из данных источников, вы видите Лондон как туристическое направление?**

10. **Достаточно ли вы информации вам предоставили данные источники? *если нет, какая еще информация вам еще необходимо**

11. **Какие факторы влияет на ваш выбор, когда речь идет о туристическом направлении?**

12. **Учитываете ли вы мнение друзей или родителей выбирая туристическое направление?**

13. **Если разные информационные источники предоставляют вам разную информацию по тому же туристическому направлению? Это хорошо или плохо? Поясните свою позицию**

14. **Как вы понимаете словосочетание с английского *incoherent information sources*?**

15. **Какими информационными источниками вы пользуетесь при выборе туристического направления?**

16. Если вам надо было бы выбрать между двумя видами информационных источников при выборе туристического направления, какому из указанных ниже 2-ух вариантов, вы были отдали свое предпочтение:

- a) друзья, знакомые, семья
- b) интернет, газеты, информационные порталы, брошюры
- c) оба

какой из данных типов вы бы выбрали? Пожалуйста мотивируйте свой выбор

Спасибо за ваш ответ!!! ☺

Appendix B2 (Translated English version)

Project Empirical Data

Interview

Good day, I would like to thank you for participating in the interview.

I would like you to fill in the following boxes

Please give the fullest possible answer

1. Name

2. Your age

3. Citizenship

4. Please evaluate each of the following sources of information -

1) LondonPass 2) LondonTown 3) WalkLondon 4) VisitLondon 5) UK Guide

5. Specify the advantages and disadvantages of each source

6. What kind of information, from your point of view, is missing each of all above mentioned sources?

7. How do you think what is the image of London, which tries to create each of these sources?

8. What information do you need to decide whether or not you fit London as a tourist destination?

9. How, though of from these sources, you see London as a tourist destination?

10. Do you enough information you have provided the data sources? * If not, what information do you still need?

11. What factors affect your choice when it comes to tourist destinations?

12. Did you consider the opinion of friends or parents when choosing a holiday destination?

13. If different information sources provide you with different information on the same holiday destination? Is that good or bad? Explain your position

14. How do you understand the phrase English * incoherent information sources *?

15. What sources of information do you use when choosing a travel destination?

Thanks for your response!

Appendix C

Original data collected enclosed on the CD