

## **A Qualitative Investigating Impact on Cognitive Image and Traits in Tourist Behavior from Malaysia**

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**Abstract:** The tourism sector is not only fulfilling the customer's desires and needs but also is one of noticeable economical identifier for the future. Also, it can have a good role in maintaining culture, ecological, biological and life system. The Destination Management Organization (DMO) should attempt to reinforce the destination for attracting tourists, because developing tourism sector is undertaken of improving infrastructure of the destination. So, the destination can be developed by from the feedback perceptions of tourists and their satisfaction while they are using the tourism products. Another way is to analyze information from the amount of fulfilled desires and needs of tourists. In addition, the other aspect of growing tourism destination concerns tourists' image. Moreover, the image of destination should have consistency with its attributes. Applying the good strategies and high quality of tourism products which adapting the tourist life cycle or lifestyle determine to develop of destination in the future. Tourists have always evaluated what given and what perceived from their trips. Hence, the experience of traveling has been produced attitudinal judgments. However, tourism images played important role in tourism marketing. The experiences of tourists can modify tourism images; because service quality and tourist expectations are engaged by tourism images vs. tourism destinations should be challenged to improve and compete. Hence, the DMO should distinguish what derives tourists' behaviors. Creating positive image in tourists' mind is utmost requirement for success of tourism destination. Therefore, attractive image leads to a good position of the destination, when the DMO coordinate correctly the tourism sector of the destination. The formation of this paper was based on qualitative research to ascertain psychographic constructs through cognitive image from a specific destination. Moreover, the literature focused on tourism marketing in the impact of psychographic traits. Absolutely, cognitive image and psychographic constructs have different antecedents and consequences. Hence, this research was carried out by considering non-probability sampling as convenience method and collected data from tourists at Kuala Lumpur in Malaysia from March to July 2012. Also, the raw data from qualitative research were converted to classified data through Criticality Incident Technique (CIT). The qualitative method as being deductive approach was employed by ground theory for recognizing classified items from seven open-ended questions as structured questions. The measures were developed from the literature in tourism area to understand attitudinal aspects of tourists which were related to attributes of Kuala Lumpur as a mega city. The idiosyncratically views would be determined in different ways and classifies the attributes of Kuala Lumpur.

**Key words:** Tourism, Marketing, Psychographics, Destination image, Qualitative, satisfaction

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### **INTRODUCTION**

Review studies like Trauer (2006), Sheng et al. (2008), Alegera and Caldera (2009), Hur et al. (2010), Quintal and Polczynski (2010), Tsiotsou and Rattan (2010), and Bornhorst et al. (2010) presented that their studies are accomplished in psychographic fields, but they scant concern with Destination image-Psychographic-Loyalty relationships. In fact, psychographic variables can communicate relationships of consumer values and product values. Influencing consumers' psychographic traits will be very useful for marketers who would like to understand the proper needs and wants through their consumers. Consequently, they can tailor their strategies towards target markets by using properly knowledge of tourism marketing. Exploratory of right items can clear to familiar with tourists' behaviors. At the marketing glance, recognizing cognitive images and perceptions is creating a precise point, because these strategies are coming out as the best information which would be adapted with tourist behavior.

#### **Literature Review:**

It's a noticeable point that service providers choose tourism policy based on the amount of frequency revisiting tourists or increasing their revenue. Hence, revisiting intentions are sign of tourists' loyalty which

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have experienced high perception quality with high degree satisfaction (Cronin and Taylor, 1992). Also, Bigne Alcaniz et al. (2009) stated that destination image directly or indirectly influenced tourists' future behaviors by their beliefs, attitudes, and feelings. The marketers would be able to distinguish that what amenities and facilities done appropriate with needs and wants of the tourists. In addition, the researcher believed that the psychographic models are more reliable to grasp the attraction of the tourists' desire, so this research can be fascinated by the experts who are interest in relevant private hospitality sectors.

The importance of tourism is clear to the researchers who pursue to find out its relationships across the subjects of psychological, social, and economical views. According to World Tourism Organization (WTO) (1998), tourism is as an industry which satisfies needs and wants of tourists and hosts, when defending and intensifying chances for the new generations. It is changed in a few decades quickly and responsible respect to the environment and sustain life (WTO-UNEP, 2002). After changing perceptions of people in few decades by improving technology, the marketing model is changed because the traditional models mass-oriented or monolithic are not answered consumers' needs and wants any more. Therefore, marketing researchers would like to extend the research towards determining factors for successful markets. They attempt to induce specializing demands or identifying lifestyles (Gunter and Furnham, 1992; Sleight, 1993; and Weinstein, 1994). Also, tourism countries have accomplished to regard more standard situations from tourism industry. Hence, the first research question is

**RQ1:** What factors did contemplate before traveling?

Tourism countries can be grown, if they have given good quality of services which are based on tourists' desires and substantially fulfilled their international demands. In addition, employing the best strategies to achieve goals of the destination marketing causes to develop whole markets simultaneously (Jayawardena, 2002). Especially, stakeholders use such niche markets like recreational, sports, culture and eco-tourism by promoting them for attracting tourists. Also, the promotion of the destination shows not only what customers are welcomed but also which attributes are more attracted as attributes of the destination. For example, the study of Ibrahim and Gill (2005) presented that service quality and atmosphere are affected more on tourists' satisfaction. Therefore, stakeholders and ventures should pay attention and provide necessary infrastructures to improve service quality of hotels, restaurants, restful and relaxing environment and their atmosphere. Therefore, the second research question is propounded as

**RQ2:** what are the images of Kuala Lumpur?

Tourism countries act like brands which positioned their customers' perception, and they have own personalities. They can be acted like stores as well (d'Astous and Levesque, 2003). Most of the tourism countries from social and psychological aspects are considered as the base of researches from the power and the kind of government in the world. Sometimes they are assumed as modernism or competition views (Jones and Ashmore, 1973). D'Astous and Levesque (2003) showed that most of the customers prefer a brand or a product which has right self-concept. The customers often purchase more from the stores that have the conformity with themselves. Beside, each tourism countries has own personalities such as agreeableness, wickedness, assiduousness, snobbism, conformity, and unobtrusiveness which they are measured by psychometric characteristics (d'Astous and Boujbel, 2007). In addition, the tourism sector and its chargers want to know about the customers and their perceptions respect to the destination positioning in tourist mind, and these kinds of factors are more efficient on attracting tourists (d'Astous and Li, 2009). Consequently, the third research question is presented as

**RQ3:** What strategies should be chosen to attract more tourists?

According to Bornhost et al. (2010), a destination as a tourism place should have the two important roles which can be established relationships between tourists and residents. First role is to improve the residents' situations economically and socially. Next role is to provide amenities and classified them to create enjoyable time for tourists as memorable and satisfying adventures. However, the attraction of a destination depends on destination image of tourists. In fact, destination image is produced and processed by affective and cognitive systems in tourist mind. Also, tourists are evaluating the service and products by comparing them with their expectancy and price (Tsiotsou and Ratten, 2010). Consequently, travelers make a positioning of the destination from traveling experiences. Additionally, a tourist creates niche (positioning) of a destination in own mind, so the process is formed by considering meaning from the destination's picturesque. The most effective features from a destination can gratify tourist to selecting it, and the rest should conform to their desires and needs (Crompton et al., 1992). Hence, the customers' perceptions and satisfaction levels can determine the niche or positioning of destination (Ibrahim and Gill, 2005). The forth research question is considered as

**RQ4:** What factors could be provided high positions for Kuala Lumpur?

Indeed, the level of satisfaction is kind of feeling due to tourist confronted experiences or opportunities (Baker and Crompton, 2000). Since, the essential customer satisfaction emerges through their desires (Yi, 1990), then the quality of tourism products are evaluated by the travelers, as well as the positive results can influence the tourists' satisfaction levels. As a result, the design of tourism products should have consistency with tourist demands (Ibrahim and Gill, 2005). In fact, the above issues present to recognize the good position

for the destination and developed quality for tourism products, while each of tourism sectors has own functional and psychological tasks.

**Methodology:**

Also, the sampling process would be starting data collection from tourists as the respondents who are visiting capital of Malaysia at least one time. The tourists have the trend to visit KL, because most of them would like to visit mega city. Besides, Kuala Lumpur has more fascinating from many aspects for the tourists such as shopping mall, resort and historic places.

**Table 1:** Open-ended Questions.

No.	Questions	constructs	References
1	What is your opinion about your imagination from KL before coming there?	Destination Image	Jaafar et al. (2011)
2	How are you interested in to travel to KL?	Lifestyle	Yoon and Uysal (2005)
3	What factors are more consisted with your expectations?	Travel Satisfaction	Yoon and Uysal (2005)
4	How can the tourism agencies and the services produce enjoyable traveling?	Destination Image	Ahamad et al. (2010); Yoon and Uysal (2005)
5	What are your opinions about traveling?	Lifestyle	Yoon and Uysal (2005)
6	How many days are you staying in KL?	Trait Behavior	Gonzalez and Bello (2002)
7	Could you mention several tourism places from KL where are very interesting in your traveling?	Destination Image	Bigne Alcaniz et al. (2009)

Since qualitative research can be found more desirable method to understand the real world phenomena as well as to interpret complicated behaviors, this research would be used this method. Qualitative research can be systematic method while it has presented clearly its rules and processes (Corbin and Strauss, 1990, p.4). Moreover, the aim of qualitative analysis is to find out a theory on the base of relationships, concepts, and the communication between customers’ behaviors and corresponding goods or services. To being innovative or creative of the researcher is an important factor in the qualitative research. Recognizing right theory is a crucial point to propounding the precious factors like understand of unknown variables and causal relationships among the variables as well as the phenomena has found determining framework of the concepts which respondents explained about the asked question. Campbell and Gregor (2004) mentioned that data collection is mysterious when the researcher can know surrounded circumstances about the data.

Anderson et al. (1994) stated that an instance about behavioral model from using deductive approach with assigning codes to the texts for finding necessary factors. According to study Roos (2002), qualitative research is related to context and consequences. Also, Criticality Incident Technique (CIT) is produced for investigating the relationships between services and willingness of customers from the services. It can make energy and direction for the data. In fact, the behavior of the customers can present different aspects from retaining to switching perspectives in encounter services and performances. In other words, CIT causes to produce useful information as well as determines the relationship among service providers and the customers. Moreover, CIT can be considered as finding out the relevant incident which happened for a customer. Hence, it can determine which factor would be essential or nonessential.

**Result:**

This part of research which allocated to qualitative research, in fact, would be converted to the quantitative result in the next stages as interpretation of the outcomes from the research. Also, qualitative method was accuracy method to investigate inductively details from the original sources of information or the data. As mentioned before, the method was selected as open-ended questions (structured questions) from the tourism management literature. In addition, in the analyzing qualitative data, the researchers used grounded theory and CIT technique for realizing mentioned variables through the respondents. Further, the major scales of each construct were realized adapting literature or relevant traits.

When the research was performed in the during data collection time of survey, the researchers had discussion with respondents and asked about their inclinations to participate in this survey which related to questions for describing the experience of services. This process has taken time around from 15 to 30 minutes for each respondent. The respondents were appreciated through the researcher for participating and their times for this survey. The qualification of the tourists was based on the attending more than two or more days in Kuala Lumpur as tourists. They were asked in their free time and conveniences to answer the questionnaire. The survey had done from March to July 2012 for collecting data. Most of them collected from the respondents who accommodated in the hotels of different tours as well as some collected from the tourism places which were visited through the tourists. Also, their characteristics presented as the following:

**Table 2:** The Characteristics of the Respondents (N=71).

Characteristics	Numbers	Percentages (%)
Gender	Male	37
	Female	34
Marital Status	Single	27
	Married	43
	others	1
Age	Less than 20	5
	21-30	22
	31-40	17
	41-50	16
	51-60	8
	Higher than 60	3

**The Image of Kuala Lumpur:**

The first question was “What is your opinion about your imagination from Kuala Lumpur before coming there?” This question was propounded based on Jaafar et al. (2011) through the image of tourists from the destination before traveling. It might be influenced some attributes from the origin country based on the financial, economical or social sources. The coding of the notes led to produce common sense of imagination through tourists about attributes which were categorized as the major factors of this mega city. After coding and distinguish some attributes based on the literature, the respondents considered totally 29 attributes as imagination of Kuala Lumpur which they experienced during their traveling. The maximum percentage was 19 percent which they presented this destination is a sign of modern city. Also, they declared that they had positive image (12.1 percent) respect to travel to it. An interesting situation was interaction among different races (7.8 percent) which are living friendly together. In addition, they mentioned about different cultures and nations at the capital. Further, 4.3 percent of them noticed this city was considered as having attractive tourism places. The taxonomy of attributes was performed on the base of common sense of attributes and literature of destination image. The mentioned attributes were 115 and totally 29 items. They categorized in the 6 major factors as the following:

**Table 3:** Taxonomy of Attribute Items.

Categories	Attributes	Items
Infrastructure	1- Different Markets 2- System of Lagoon 3- Facilities 4- Universities 5- Safety/Security 6- Attractive Tourism Places	6
Culture	1- Festivals 2- Calm People 3- Freedom 4- Religion city 5- Hard Working 6- Interaction of Races 7- Dr. Mahatir 8- Civilization 9- Friendly people	9
Direct Image	1- No Image/Normal 2- Positive Image 3- Image from News 4- Having Good Time	4
Commercial	1- Business 2- Economical Position in South East of Asia 3- Shopping 4- Reasonable Price	4
Nature	1- Greenery 2- Tropical Weather	2
Urban	1- More Beautiful 2- Clean City 3- Modern City 4- Developed City	4
Total	Coding Numbers =115	29

**Motivations:**

The motivations of participants (N=71) were asked by this question “How are you interested in traveling to Kuala Lumpur?”(Yoon and Uysal, 2005). After coding mentioned motivations, they were 100 issues as converted to 29 subjects as common senses among the tourists. Moreover, coding was based on the criteria of the literature for motivations as push or pull systems. Also, maximum percent was presented that motivation was created by suggesting friends (18 percent). In addition, positive image (10 percent), education (10 percent)

factors were allocated as alternatives motivations respectively. In addition, there were some factors like experiencing (6 percent), mission (6 percent), visiting relatives (6 percent), researching (5 percent), suggesting by relatives (5 percent), visiting relatives (5 percent), and recreation (5 percent) respectively which considered as important factor for creating motivations. By investigating common sense among the issued items through the respondents, classifying items were started by considering which dimensions could be related to them based in the literature. Hence, five major dimensions were introduced for the items as the following:

**Table 4:** Taxonomy of Motivation Items.

Categories	Motivations	Items
Social Situations	1- Economical aspects 2- Unexpected programs 3- Experiencing new country 4- Run away from serving army 5- Religion 6- Governmental missions	6
Getting Rest and Peace	1- Positive image 2- Right time 3- Resting 4- Easy visa 5- Tourism goals 6- Long route to China 7- Expenditures 8- Recreation	8
Immigrating	1- Familiarity with new lifestyle 2- Culture 3- Familiarity with new nation 4- Immigration 5- Looking for job 6- Accessing foreign embassy	6
Encouraging	1- Suggesting by physician 2- Suggesting by friends 3- Suggesting by relatives 4- Visiting friends 5- Visiting relatives 6- Supporting family 7- Advertisings	7
Future successes	1- Researching 2- Education	2
Total	Coding Numbers=100	29

***Expectations and Evaluations:***

Expectations are created by preview of the destination and after traveling, absolutely tourists compare the destination service with other countries especially home country. Also, evaluation is due to the experiences of the services. Hence, third question was “What Factors are more considered with your expectations?”(Yoon and Uysal, 2005). Moreover, coding of the responses was done by considering most items from the literature. Among the outcomes items, expectation about existing different culture was pointed by 8.8 percent and existing luxury and different shopping malls was stated by 8.8 percent as the top items of the expectations. Also, they considered tropical weather before traveling with 7.1 percent. While, they noticed that Islamic signs as an important item in the city was 5.3 percent. Further, the other items of expectations put orderly like tourism places (5.3 percent), nature (4.4 percent), peaceful people (4.4 percent), discipline (3.5 percent), high buildings (3.5 percent), cleanliness (3.5 percent), and universities (3.5 percent). As evaluation from service encounter, the respondents declared that the traveling completely conformed to their expectations or positive evaluation (2.7 percent) whereas some of them stated that there were no any conform to their expectations as negative evaluation (3.5 percent). CIT (Critical Incident Technique) was employed in the coding of items. Most of the participators realized their expectations and evaluations on the base of traveling from home country to Kuala Lumpur. Hence, the taxonomy of items considered as five traits which related to different characteristics.

***Service Encounters:***

The roles of travel agencies are very important to create destination image. Most of tourists come to Kuala Lumpur by advertising and information which are giving by them. Almost, they establish tours by considering different packages. Hence, the forth question was proposed as “How can the tourism agencies and the services produce enjoyable traveling?” (Ahmad et al., 2010; Yoon and Uysal, 2005). Coding items in the common sense in the tourism literature was performed. Also, the maximum level of the importance of the role of travel agencies was related to giving right information (17.3 percent). Next, good programming was allocated second rank of items with 14.7 percent. While advertising as the item with 10.6 percent was considered the third rank of traits. Some tourists with 9.3 percent informed that the roles of travel agencies were positive, but some (16

percent) declared that they did not use them. The obtained items was coded and classified in three categories. The first group was considered to the items which are related to notify tourists from the situations of destination. Also, second factor was referred to the works of agencies which directly or indirectly considered as functions of travel agencies. In the third group, the items which can be related by tourists considered for benchmarking through the tourists. So, the taxonomy of the roles was considered as the following:

**Table 5:** Taxonomy of Expectations and Evaluations.

Categories	Expectations and Evaluations	Items
Urban traits	1- Developing city 2- Tourism places 3- Islamic signs 4- High buildings 5- Universities 6- Cleanliness 7- Safety/Security 8- Accommodation 9- Highways 10- Temples 11- Economical developing 12- Shopping malls	12
People traits	1- Discipline 2- Culture 3- Iranian residents 4- Freedom 5- Peaceful people 6- Regarding laws 7- Hospitality	7
Geographical traits	1- Nature 2- Tropical weather 3- Greenery	3
Evaluate traits	1- Positive evaluation 2- Negative evaluation	2
Amenities traits	1- The internet 2- Education 3- Selling Islamic goods 4- Facilities 5- Easy accessing tourism places 6- Suitable expenditures 7- Convenience	7
Total	Coding Numbers=113	31

**Table 6:** Taxonomy of Service Encounters.

Categories	Service Encounters	Items
Notifying	1- Familiarity 2- Giving right information 3- Advertising	3
Implementations	1- Giving good services 2- Quality of services 3- Experiencing 4- Ethics 5- Visiting tourism places 6- Experienced leaders 7- Programming 8- Conforming 9- Good communications 10- Quality of accommodation	10
Evaluations	1- Positive roles 2- Supporting 3- Economical prices 4- Time 5- No using agency	5
Total	Coding Numbers=75	18

**Why Traveling:**

Travel is considered as an experience among the tourists. In fact, traveling to mega city and interesting place may be part of their culture and customs. Hence, fifth question was considered as “What are your opinions about traveling?”(Yoon and Uysal, 2005). After coding the mentioned statements through respondents, the common senses items were deduced them. Hence, the maximum percentage was belonged to “refreshing spirit” with 18.5 percent. Next item was allocated to “creating new experiences” with 16.7 percent. Also, the recognized factors were orderly “It is a factor of life.” (11.1 percent), “It is good and interesting.” (10.2 percent), “Differences between countries” (7.4 percent), “familiarity new cultures” (5.6 percent), creating new thinks (3.7

percent), and “creating new ideas” (3.7 percent). The results presented that the traveling concept is an important factor in lifestyle or life cycle. After coding their ideas about traveling, the researcher distinguished that the mentioned ideas was due to three sources like culture, business or psychological ideas. Hence, the classified was considered on the base of these sources of ideas as the following:

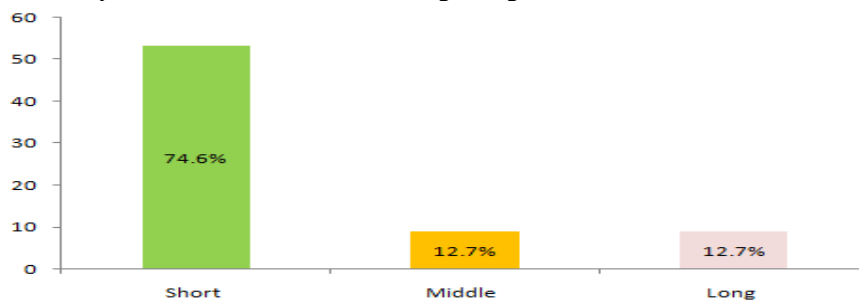
**Table 7:** Taxonomy of Traveling factors.

Categories	Traveling Factors	Items
Culture factors	1- Creating new experiences 2- Influencing in our life 3- It is a factor of our life 4- Knowing life and world 5- It is a good and interesting 6- It has been done several times in a year. 7- Adding knowledge	7
Commercial factors	1- Visiting attractive places 2- Creating new business 3- Learning to control expenditures 4- Comparing markets 5- Comparing prices	5
Psychological factors	1- Creating new thinks 2- Like a book 3- Creating new ideas 4- Familiarity new cultures 5- Run away from daily problems 6- Enjoying the time 7- Reaching internal peace 8- Disabling psychological pressures 9- Differences between countries 10- Refreshing spirit	10
Total	Coding Numbers=108	22

**Short or Long Visiting:**

The sixth question was” How many days are you staying in Kuala Lumpur?” (Gonzalez and Bello, 2002). In fact, this question was key role in this research to distinguish the opinions of respondents to service encounters. They were divided in three groups as short, neither short nor long , and long staying from Kuala Lumpur.

Figure 1 depicted the level of staying days of the respondents at this capital. The maximum participants were pertained to short staying days as 74.6 percent. The number of long staying days and neither short nor long staying days were same accidently. Also, most of the respondents were tourists and totally 25.4 percent of them residents of Kuala Lumpur as students or missioner through the government.



**Fig. 1:** The Numbers of Respondents on the base of the Taxonomy.

The taxonomy of the staying days was performed after coding and investigating the best choice for recognizing their real words without any bias about Kuala Lumpur and its traits. As Table 7 presented those were divided in three groups on the base of visa for the tourist because of free visa as 90 days.

**Table 7:** Taxonomy of Staying Days.

Categories	Staying Days	Items
Short staying	Less than 3 months	1
Neither short nor long staying	From 3 to 12 months	1
Long staying	More than 12 months	1
Total	Coding numbers=71	3

Also, for the first group as short staying, the minimum staying days was 3 days and maximum days was 50 while the average staying days was 16 days with 14 days as standard deviation. In addition, the minimum days for second group was 5 months, the maximum staying days was one year, while the average was 9 months with 3 months standard deviation. The last group had different situations, the minimum staying days was computed 1 year and two months, the maximum staying days was accounted as more than 3 years, while the average staying days was 2 years and 21 days with 9 months and 16 days as standard deviation.

**Table 8:** Descriptive Statistic of Staying Days.

Categories	Minimum	Maximum	Mean	St.D
Short staying	3	60	16	14
Neither short nor long staying	150(=5M)	360(=12M)	270(=9M)	90(=3M)
Long staying	420(=14M)	1300(=43.3M)	742(=24.7M)	286(=9.53M)

**Notice:** M=Months as 30 days

**Memos:**

Traveling can be considered as the memorable time for every traveler. Hence, the last question was asked that “Could you mention several tourism places from Kuala Lumpur where are very interesting in your traveling?” (Bigne Alcaniz et al., 2009). After considering tourism places was coded as well as some memos. Consequently, the maximum percentage was belonged to visiting from Genting High Land with 8.6 percent. The second interesting place was allocated to visiting Twin Towers with 7.5 percent. Next rank was considered as visiting temples (5.9 percent) as well as visiting different markets in Kuala Lumpur with (5.9 percent). Another attractive place was KLCC with 4.8 percent. After coding memos and places, the taxonomy of them started based on which one related to memos or other characteristics of Kuala Lumpur. The researcher realized those mentioned words or statements as coding items were divided in 8 categories as major of memos and places as the following:

**Table 9:** Taxonomy of Memos and Places.

Categories	Memos & Places	Items
Attractive Places	1- Genting High Lands 2- KLCC 3- Bukit Bintang 4- Twin Towers 5- Batu cave 6- Berjaya Hills 7- Putrajaya 8- Mines 9- Sunway Lagoon 10- Birds Garden 11- Sky Tower 12- Art Gallery 13- Zoo Negara 14- Cameron High Land 15- Tele Cabin 16- BB Plaza 17- Times Square 18- Pavilion	18
Memorable	1- National Celebrations 2- KL is developed more.	2
Urban	1- Markets 2- Highways 3- Transportation System 4- Mosques 5- Temples 6- Towers 7- Center of KL 8- Parks 9- Tourism Places	9
Geographical	1- Nature 2- Greenery 3- Sunshine	3
Social	1- Races 2- Social Networks 3- Existing different Religions	3



**Table 10:** Taxonomy of Memos and Places (Continued).

Categories	Memos & Places	Items
Qualifications	1- McDonald Restaurants 2- KFC Restaurants 3- Iranian Restaurants 4 - Consistency of the environment with tourists 5- Quality of Hospitals 6- Quality of Hotels 7- Cleanliness 8- Speed of the Internet	8
Behavioral	1- Revisit Intention 2- Discipline 3- Business Behaviors 4- Trust among the People 5- Peaceful People 6- Interaction of different cultures 7- Friendliness 8- Hospitality of People 9- Smiley Faces 11 - Lack of interference among the people 12 - Lack of quarrels and high sounds among the people	11
Total	Coding Numbers=186	54

**Discussion:**

Beerli and Martin (2004) believed that the behavioral intentions would be conditioned through different images of the destination. The tourism behaviors were influenced through different facets when was started from selecting the destination. The choosing chance of a destination would be high, if it has strongly image and positive. This image not only was in the first stages of traveling plans but also affected in the whole stages from starting to post- experiences. Hence, the current research was impacted as an idiosyncratically issue of attitudes.

Most of travelers compared attributes of Kuala Lumpur, hospitality behaviors through stakeholders of DMO, and people of Malaysia from different aspects with their home country and the governance situation on their lives. Actually, they were not only comparing canonical and legal limitations which were involved in their daily life but also analyzing different situations of Malaysia in the world. Fortunately, they were interested in to consider political, economical, and social status of Malaysia. Most of them had critical view to different facets as interpreting their experiences. However, peaceful attitudes and strategies through Malaysian people, social behaviors and agreements, and tourism facilities were attraction attributes of Malaysia for the tourists. In addition, the existing different races and cultures as well as they interactions were other interesting factors for them. Most of the time, tourists mentioned Kuala Lumpur as a sign of Malaysia and discussed about its attributes, while they conveyed their attitudes. For instance, they argued about important factors like attractions of Kuala Lumpur, hospitality, friendliness, smiley faces, cultures, the discipline of traffic in the Kuala Lumpur, and transportation system. Further, some tourists had religion view to Malaysia; most of them mentioned that Malaysia is as a sign of Islamic country.

In general, most of tourists had positive image from Kuala Lumpur and Malaysia before their experiences. They mentioned their expectations and impressions from visiting Kuala Lumpur. Also, they stated about programs, costs, and their time.

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