ISCTE Business School
Instituto Universitário de Lisboa

EXPLORING HOW TANGIBLE RISKS AND ANIMOSITY CAN AFFECT THE DESTINATION IMAGE AND REVISIT INTENTION OF A TOURIST DESTINATION: A COMPARATIVE STUDY BETWEEN LISBON AND RIO DE JANEIRO

Sónia João Chagas Jesus

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Professor Doctor Sandra Maria Correia Loureiro, Assistant Professor with aggregation,
ISCTE Business School, Department of Marketing, Operations and Management

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ABSTRACT

This research explores how animosity and perceived risk influence the image of a destination, including its dimensions: cognitive, affective and conative images. Besides, it examines the relative influence that each component has directly and indirectly, via holistic image, on the intention to revisit a destination.

Thereby, we incorporate two destinations with different levels of perceived risk: Lisbon, a destination with a low perceived risk, and Rio de Janeiro, a destination with a moderate perceived risk.

Evidence from 203 responses about Lisbon and 201 regarding Rio de Janeiro suggest that for cities with a low animosity felt by tourists (Lisbon), animosity does not strongly influence destination images but for cities with a moderate animosity (Rio de Janeiro), it significantly influences affective and conative destination images. Moreover, for cities with a low perceived risk, the perceptions of risk significantly, and in a negative way, influence cognitive image, however it is not possible to support their influence in the affective and conative images. For cities with a moderate perceived risk, the perceptions of risk strongly and negatively influence all the components of destination image.

Furthermore, the findings for both cities propose that cognitive image does not directly influence the intention to revisit but affective image directly influences tourists' intention to take a repeat visit to both cities. In the case of Rio de Janeiro, conative image also directly impacts travelers' intention to revisit the city.

Additionally, for Rio de Janeiro, holistic image acts as a mediator between cognitive image and intention to revisit but for Lisbon, holistic image does not act as a mediator.

Keywords: Perceived Risk; Animosity; Destination Image; Intention to return

JEL Classification System: L83 - Sports; Gambling; Recreation; Tourism, M31 – Marketing

EXPLORING HOW TANGIBLE RISKS AND ANIMOSITY CAN AFFECT THE DESTINATION IMAGE AND REVISIT INTENTION OF A TOURIST DESTINATION

RESUMO

Esta pesquisa explora como a animosidade e a perceção de risco influenciam a imagem de um destino, incluindo as suas dimensões: imagem cognitiva, afetiva e conativa. Além disso, examina a influência relativa que cada componente tem, direta e indiretamente, através da imagem holística, na intenção de revisitar um destino.

Assim, incorporamos dois destinos com diferentes níveis de risco percebido: Lisboa, um destino com baixo risco percebido, e o Rio de Janeiro, um destino com um risco percebido moderado.

Evidências de 203 respostas sobre Lisboa e 201 sobre o Rio de Janeiro sugerem que, para cidades com baixa animosidade sentida pelos turistas (Lisboa), a mesma não influencia fortemente as imagens de um destino, mas para cidades com animosidade moderada (Rio de Janeiro), esta influencia significativamente as imagens afetiva e conativa de um destino. Além disso, para cidades com baixo risco percebido, as percepções de risco influenciam de forma significativa e negativa a imagem cognitiva, porém não é possível sustentar a sua influência nas imagens afetiva e conativa. Para cidades com um risco percebido moderado, as percepções de risco influenciam forte e negativamente todos os componentes da imagem.

Além disso, os resultados para ambas as cidades propõem que a imagem cognitiva não influencia diretamente a intenção de revisitar, mas a imagem afetiva influencia diretamente a intenção dos turistas de revisitar as duas cidades. No caso do Rio de Janeiro, a imagem conativa também afeta diretamente a intenção de revisitar a cidade.

Adicionalmente, para o Rio de Janeiro, a imagem holística atua como mediador entre a imagem cognitiva e a intenção de revisitar, mas, para Lisboa, a imagem holística não atua como mediador.

Palavras-chave: Perceção de Risco; Animosidade; Imagem de um Destino; Intenção de voltar

Sistema de Classificação JEL: L83 - Desportos; Jogos; Divertimento; Turismo, M31 – Marketing

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1. INTRODUCTION

The tourism industry is rapidly becoming one of the largest and fastest growing industries in the world. According to UNWTO World Tourism Barometer (2018), within the first four months of 2018, international tourist arrivals grew 6% in comparison with the same period in 2017. Moreover, international tourism earnings augmented 5% in 2017 in real terms and reached US$ 1.332 billion.

Likewise, it is a fast changing industry, since tourism is connected to many other disciplines that are regularly changing as politics, economics, environment, health, religion, education, finance and society (Bauer, 2009). Therefore, destination and marketing organizations (DMO's) need to adopt strategies to continuously find and predict these changes, in order to adapt their businesses and be successful.

The choice of a tourism destination is strongly influenced by many factors. One of the most powerful is the destination image. Prior investigations show that destination image influence travellers not only in the destination choice, but also on the succeeding evaluation of the experience and in their future behaviour (Bigné *et al.*, 2009; Prayag, 2009; Assaker *et al.*, 2011; Qu *et al.*, 2011; Stylos *et al.*, 2016; Stylos *et al.*, 2017).

Although it is recognized that certain events, as civil wars or natural disasters, have a direct impact on tourism, there are few studies that have carried out an in-depth investigation into which kind of risks have the greatest influence on the image of a tourism destination.

Furthermore, some authors state that animosity has a direct, negative effect on buyer behavior (Klein *et al.*, 1998; Nes *et al.*, 2012; Sáncheza *et al.*, 2016), although few researches have investigated the tourism sector and the influence of animosity on the image of a destination.

Moreover, tourism destinations are essential to the tourism sector and the images of destinations are critical to their positioning and tourists' decision making process. However, there is no agreement between authors regarding the components of image that better predict tourists' behavior, specifically intention to revisit a destination.

Regarding the components of image, the majority of previous research emphasizes the role of cognitive and affective images on effecting behavioral intentions, excluding the conative image. Tasci and Gartner (2007) state that destination image is composed by an attribute component, including cognitive and affective image, whereas the combination of both form the overall image. Also, Bigné *et al.* (2009) support that image is a concept formed by two interrelated components: a cognitive component and an affective component, both contributing to the creation of the overall image of the destination. The attribute-based conceptualization of destination image formerly settled by Gartner (1994) proposes that destination image comprises three components: cognitive, affective and conative. Furthermore, the interrelationship between cognitive, affective, and conative images is not clear in the existing literature since Gartner (1994) has suggested a hierarchical relationship (cognitive-affective-conative) but other investigators have suggested that conative image is predicted by cognitive and affective images. Authors as Stylos *et al.* (2016) and Stylos *et al.* (2017) suggest that scholars should consider the attribute-based components as well as a holistic construct of image. For some scholars, holistic image is the sum of the three components (Stylos *et al.*, 2017) but according to Bigné *et al.* (2009), the holistic nature of the image is a general impression that is greater than the sum of the components. Nevertheless, the relative importance of the three components remains uncertain.

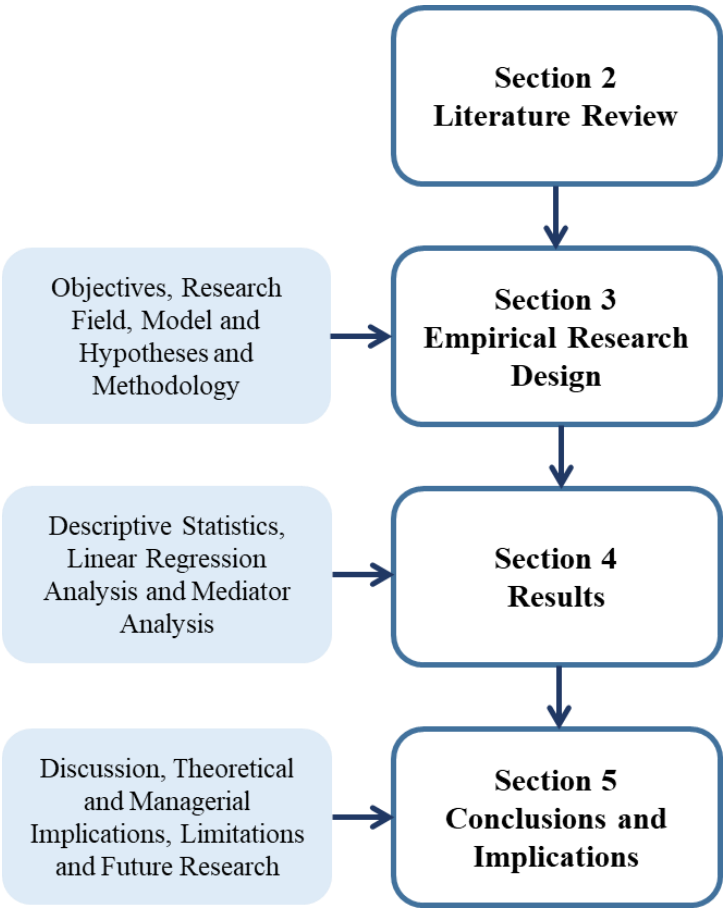
Extending this line of thinking, with the aim to analyse the risks and images associated with tourist destinations and their influence on the intention to revisit a destination, this thesis has the following research problem: “How do tangible risks and animosity can affect the destination image and revisit intention of a tourism destination?”

In order to analyse the research problem, the following specific objectives were established:
-The analysis of the effect of animosity on the formulation of the destination image;
-The clarification of the influence of risk perceptions on the formulation of the destination image;
-The study of the impact of a destination image perception on tourists’ intention to revisit a destination.

Regarding its structure, as it is observable in Figure 1, this dissertation is divided in 5 sections, where the first is introduction. The second section expresses the literature review and the third one presents the empirical research design used, including the objectives,

research field, model and hypotheses and methodology. The fourth section englobes the results and includes the descriptive statistics, linear regression analysis and mediation analysis. The fifth and last section comprises the conclusions and implications of the study, including the discussion, theoretical and managerial implication, limitations of this study, and the proposals for future research.

Figure 1: Dissertation Structure



Source: by the author

2. LITERATURE REVIEW

This section is dedicated to the theoretical background and divided in four parts that are the focus topics of the research: Animosity, Perceived Risks, Destination Image and Revisit Intention. It is intended to have a perception of what has already been studied by other academics in the scope of the subjects mentioned previously, as well as to find existent gaps in the literature that can be fulfilled with this investigation.

2.1. Animosity

The tourism industry is a vulnerable one since it is affected by many external factors that influence the image of a destination. Hence, it is susceptible to different types of crisis (Peltomäki, 2015).

Sáncheza *et al.* (2016) state that a crisis is an occurrence that is not planned and that disturbs the regular functioning of a certain region and constitutes a physical or psychological threat for individuals, also disturbing the viability of tourism events. In agreement with Simpson *et al.* (2016), a tourism crisis can be defined as an event that will possibly threat the regular process and conduct of businesses in the tourism sector and it can damage a destination's reputation in terms of safety and attractiveness, influencing in a negative manner tourists' perceptions of that place.

According to Peltomäki (2015), crisis in the tourism industry are categorized into eight groups: economic tourism crisis; political tourism crisis; terrorism and tourism; socio-cultural conflicts and tourism; environmental tourism crisis; tourism and health crisis; technological failure and tourism; and commercial crisis. Sáncheza *et al.* (2016) refer that depending on their origin, crises are categorized in different ways and that the most significant are economic, political, and military, in addition to those that come from natural causes.

Furthermore, when crisis persist over time, their effects may lead to feelings of animosity concerning a destination and even when the crisis is ended, the image and intention to visit the destination may still be affected (Sáncheza *et al.*, 2016).

Stepchenkova *et al.* (2017) state that animosity is linked to a hostile attitude that involves beliefs and emotional components. According to Klein *et al.* (1998), one of the former to

define the animosity construct, animosity is a feeling of antipathy associated with prior or current military or economic events.

Hence, animosity is a multifaceted conception and depending on the causes, diverse dimensions are recognized. Klein *et al.* (1998) identified two types of animosity: war-based animosity and economic-based animosity. The first is related to military actions taken by one nation against another and the second is linked to feelings of dominance or exploitation headed for a certain country or region, with impact on its economy (Sáncheza *et al*., 2016).

Succeeding studies extend the classification to other dimensions, such as political, religious and social, or animosity towards people (Sáncheza *et al*., 2016). According to Nes *et al.* (2012), the conceptualization of animosity includes the dimensions of war, the economy, politics, people and overall animosity.

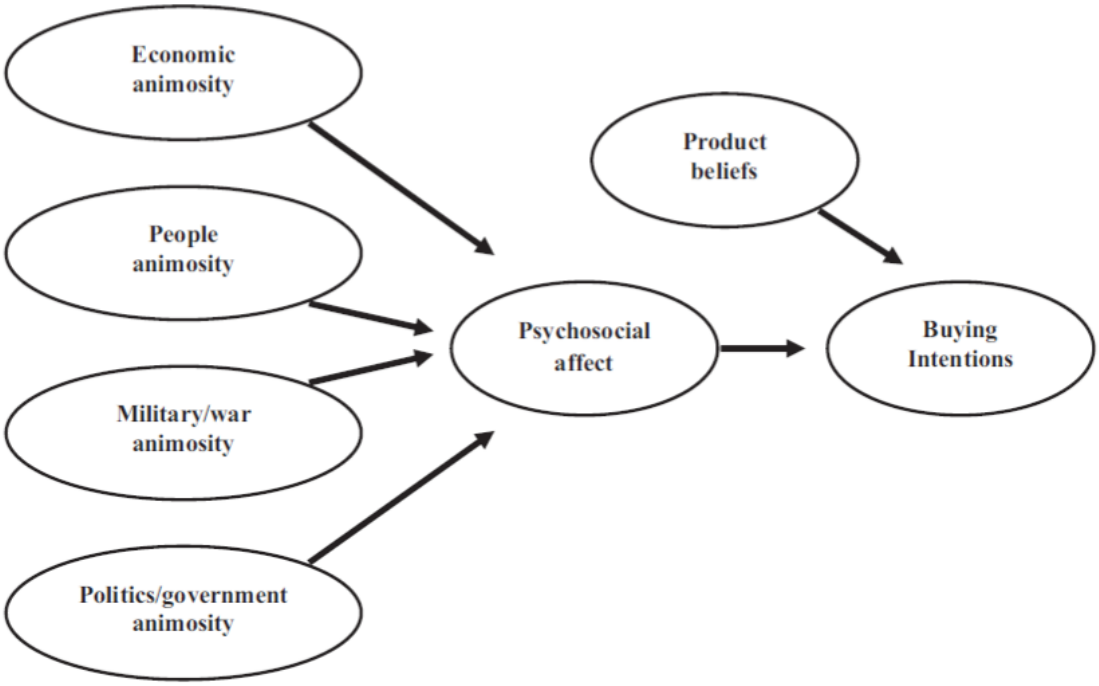
Jung *et al.* (2002) recognized two scopes of animosity: stable–situational and national–personal. Situational animosity involves feelings caused by a specific event, while stable animosity is related with the cumulative incidents that persist over time. National animosity is perceived at a national level and relates to the hostility felt by how the country-target of animosity treated an individual's country, while personal animosity is connected with sentiments caused by individual experiences with a country (Jung *et al*., 2002).

Many investigators have established the effect of animosity on dependent variables, particularly buying intentions. Klein *et al.* (1998) argue that animosity has a direct and negative influence on purchasers' behaviour intention regarding the products that are original from a country that is the target of buyers' hostility. Even though animosity effects severely the decision of whether or not to buy the product, according to the same authors, it does not influence the product assessment (Klein *et al.,* 1998). The authors carry this assumption based in their research concerning the animosity felt towards Japanese people and their products by Chinese customers. Chinese preferred to buy equivalent products from other countries instead of Japan, even though they value the quality of products from that country.

Other investigations found opposing results, revealing that animosity does have an impact on the evaluation of the attributes of the products and on the succeeding buying decision (Sáncheza *et al*., 2016).

Nes *et al.* (2012) (Figure 2) propose that psychosocial affect is a mediator between animosity and purchase intentions, where affect is defined as the product's likelihood to cause an emotional response, whether positive or negative, as a consequence of its acquisition or usage. Leong *et al.* (2008) found that the disposition to purchase products from a perceived hostile organization was diminished by stable and situational animosity and that only situational but not stable animosity have a negative effect on affective evaluations and cognitive judgments.

Figure 2: Extended Animosity Model



Source: Nes *et al.* (2012)

Even though previous research points out that certain economic and political events have a direct influence on tourist activities, few investigations have studied the effects of animosity in tourism (Sáncheza *et al*., 2016).

Alvarez and Campo (2014) used a model to examine how the Mavi Marmara conflict between Turkey and Israel impacts the image that Turkish people have of Israel and their intention to visit the destination through an analysis before and after the event. They concluded that

animosity has a strong influence on buyer behaviour, mainly over its effect on the affective image, which is founded on feelings and emotions.

Furthermore, at their research with Chinese customers, Guo *et al.* (2016) applied self-efficacy as a mediator to discuss the influence of consumer animosity on willingness to visit Japan. The authors found that consumer animosity was positively connected with self-efficacy, and negatively connected with willingness-to-visit.

Moreover, it is argued that due to some countries' cultural, natural or historical heritage, even when they have a negative perceived image, they are still seen as attractive tourist destinations (Sáncheza *et al*., 2016).

Although there is no consensus between the authors and lack of empirical evidence, these exploratory findings suggest that animosity is expected to have a direct impact on destination image and on its components.

Hence, the following hypothesis is proposed: *H1: Animosity directly and negatively influences destination images.*

2.2. Perceived Risks

The subject of safety and security related to tourism destinations has become an increasingly concern between travellers. In the last years, the widespread incidence of both natural and man-made disasters has been causing a harmful effect on the global tourism industry, amplifying the level of traveller's perceived risk (Jahari and Chew, 2012).

Liu *et al.* (2013) define risk as a situation where something of human value is in danger and where the result is uncertain. Moreover, the authors argue that there are two types of risk: real risk and perceived risk. According to Yang and Nair (2014), perceived risk is related to individual's subjective evaluation of the real risk and real risk is the risk that in fact exists at that instant, considering the use of safety controls. Hence, since perceived risk is a subjective assessment of each individual, it should be the focus for investigation (Liu *et al.*, 2013).

Perceived risk is defined by Kapuscinski and Richards (2016: 235) as "*the processing of physical signals and/or information about potentially harmful events or activities, and the formation of a judgement about seriousness, likelihood and acceptability of the respective event or activity"*. Chew and Jahari (2014) state that perceived risk is a perception of the likelihood that certain behaviours may expose a consumer to danger, which if it is beyond an acceptable level may impact travel decisions.

Regarding the tourism context, risk is determined as tourists' perceptions and experiences, not only when they are purchasing and consuming tourism services, but also while they are at the destination (Pennington-Gray *et al.*, 2011).

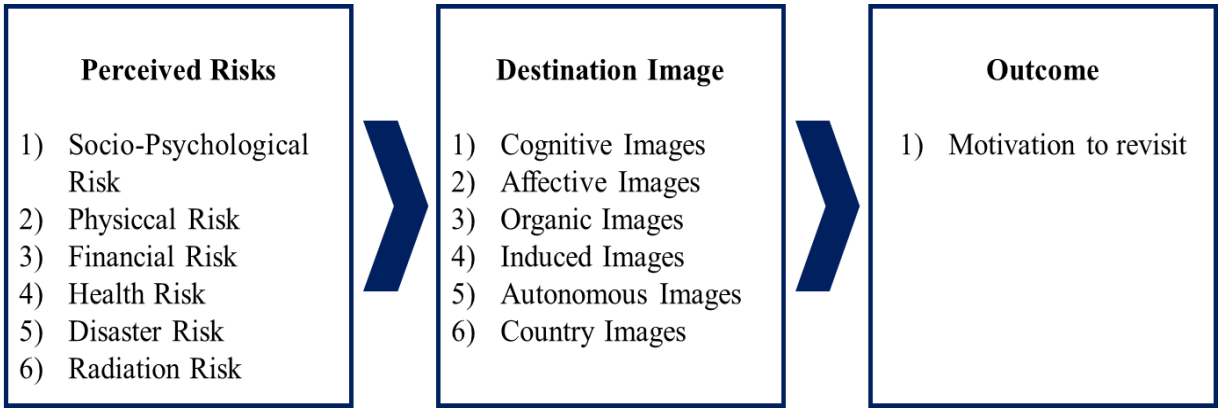
Moreover, risks are perceived by tourists in diverse ways, which depend on a range of factors that vary according to different authors. Mizrachi and Fuchs (2016) consider factors such as overall travel experience, former experience in a certain destination, subjective knowledge, nationality, age, gender and particular personality traits. Kapuscinski and Richards (2016) complement the previous factors with others, as the subjective risk of religion, risk tolerance and risk related competences factors and Chew and Jahari (2014) take in consideration the previous travel experience, age, and nationality, and add factors as the travel motivation, loyalty, personal engagement and culture.

Furthermore, there are different types of risks perceived by travellers according to different researchers. In previous studies regarding travelling and risk, Roehl and Fesenmaier (1992) identify seven types of risks related to traveling decisions, including equipment, financial, physical, psychological, satisfaction, social and time risk. Later, Sönmez and Graefe (1998) added health, terrorism, and political instability risks to the seven risks mentioned before and although they have discovered that tourism was usually not perceived as risky, terrorism and political instability were recognised as particular alarm issues (Floyd *et al.*, 2008). Floyd *et al.* (2008) define five major risks: war and political instability, health, crime, terrorism and natural disasters and in more recent studies, Kapuscinski and Richards (2016) also consider terrorism and political instability as riskier than other physical threats, and add social hazards to the list as a result of the possible harm of visiting destinations hit by those occurrences.

Besides, risks have frequently been understood as an issue of facilitators versus constraints (Garg, 2015). According to the perspective of Sönmez and Graefe (1998), it is rational for potential tourists to compare destination options taking in consideration perceived benefits and costs and risks associated to a destination are considered costs (e.g. if a destination is been threatened with a terrorist attack, that destination is perceived as costlier than a destination with no particular risks associated). Moreover, if the destination choice is constricted to two possibilities with similar benefits, the less costly one is expected to be chosen (Sönmez and Graefe, 1998; Garg, 2015).

According to Chew and Jahari (2012), the perceptions of tourists of security, risk, and safety have a major impact on destination image and tourist behaviour (Figure 3). Although the images of safety and risk perceived of a certain destination by travellers have conventionally been analysed as part of destination image, safety is only one of the several attributes in destination image (e.g., cognitive image) and has not yet been studied as a separate construct for a specific comprehension (Chew and Jahari, 2014).

Figure 3: Framework integrating Perceived Risk



Source: Chew and Jahari (2012)

Chew and Jahari (2014) corroborated the relationship among perceived travel risks and destination image and found in their research that cognitive and affective destination images had a mediating role amongst perceived socio-psychological and financial risks and the intention to revisit a destination.

Additionally, tourists' decision making process is extremely influenced by perceptions of risk. According to Pennington-Gray *et al.* (2011), there is an inverse relationship between risk perceptions and travel intentions which reveals that when perceptions of risk are higher, intentions to travel are lower. Also, when tourists identify a destination as risky, they may change their intentions to travel to that destination and omit the destination from the choice set, replacing it with a safer choice (Sönmez and Graefe, 1998; Floyd *et al*., 2008; Garg, 2015) and/or implementing risk reduction strategies (Mizrachi and Fuchs, 2016; Garg, 2015).

According to Liu *et al.* (2013) when people identify a destination as insecure, they create a negative destination image and that destination becomes less desirable for future visits. Hence, risk perceptions act as dominant selection factors when choosing a destination (Chew and Jahari, 2014; Liu *et al.*, 2013).

Based on the literature, and taking in consideration the influence that risks and destination image have on intention to revisit, perceived risks are likely to have a direct influence on destination image (Chew and Jahari, 2014). Even though academics suggest for further investigation of these constructs' interrelations, relatively scarce researches discuss the influence of perceived travel risks in the formation of destination image. Therefore, there is a need to integrate in future research perceived risks as a separate construct, as well as their potential impact on destination image. If crisis management teams and destination administrators comprehend significant perceived risks that are expected to impact the image of a place, they can effectively improve destination image by modifying the intensity of perceived risk (Chew and Jahari, 2014).

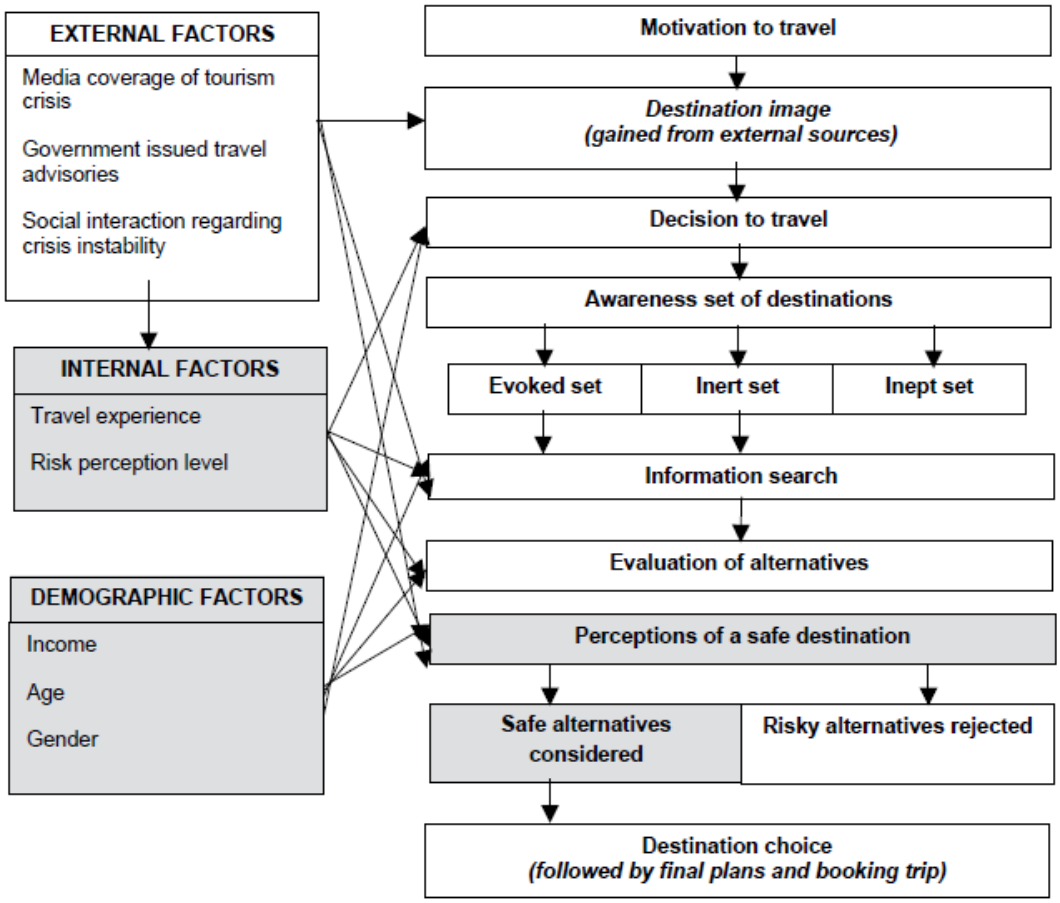
Hence, the following hypothesis is proposed: *H2: Risk perceptions directly and negatively influence destination images.*

2.3. Destination Image

As stated by Kiráľová and Pavlíčeka (2015: 359), destinations are *"territories, geographical areas, such as a country, an island or town, with political and legislative framework for tourism marketing and planning"* and should incorporate facilities and services designed to encounter the needs of the tourists.

According to the model of tourism decision-making process (Figure 4) presented by Liu *et al.* (2013), the destination choice is composed by a series of steps which include: the motivation to travel; the destination image; the decision to travel; the awareness set of destinations; the information search; the evaluation of alternatives; and the perceptions of a safe destination, whereas safe alternatives are considered instead of risky ones. Besides, the information search, the evaluation of alternatives and the perceptions of a safe destination are influenced by external factors, internal factors, as the travel experience and the risk perception level, and demographic factors.

Figure 4: Model of tourism decision-making process



Source: Liu *et al.* (2013)

With all the information available, it is difficult for tourists to evaluate the different alternatives since their judgement is based on their own perception and not on the reality (Chew and Jahari, 2014). Therefore, destination image plays a fundamental role in choosing a destination, influencing travellers' satisfaction and behavioural aspects as the selection of

the destination, the following evaluations of it, and travellers' future behavioural intentions (Kim *et al.,* 2017).

Numerous researchers have been studying image as a construct applied in marketing and social sciences, which symbolizes *"people's perceptions of products, objects, behaviours and events driven by beliefs, feelings, and impressions"* (Stylos *et al.*, 2016: 41).

Concerning the subject of marketing tourist destinations, there are different definitions for the concept of image, although most of authors agree on its meaning. Bigné *et al.* (2009) refer to the tourism image as everything that the destination evokes in a person as ideas, beliefs, feelings or attitudes that travellers mingle with the destination. Chew and Jahari (2014) describe destination image as mental pictures individuals possess regarding a place as the infrastructures and attributes, including cultural, natural, and social ones. On the perspective of Kim *et al.* (2017), destination image is seen as the addition of impressions, perceptions, feelings, and beliefs that individuals have concerning a place, which is in accordance with the definition of Stylos *et al.* (2016) and Stylos *et al.* (2017) stating that images are collections of impressions, ideas, expectations and emotional thoughts travellers have regarding a destination, representing relations and the information associated with it.

Even though most investigators agree that destination image is a multidimensional construct, there is no agreement regarding the dimensions that constitute it (Bigné *et al.*, 2009; Gallarza *et al.*, 2002). For Tasci and Gartner (2007), destination image is composed by a holistic image component (overall image) and an attribute component (cognitive and affective image), whereas the combination of cognitive and affective images form the overall image. Bigné *et al.* (2009) state that image is a concept formed by two interrelated components: A cognitive component and an affective component, both contributing to the creation of the overall image of the destination.

Explicitly, the cognitive image is expressed through the sum of beliefs and knowledge (Stylos *et al.*, 2016; Chew and Jahari, 2014; Qu *et al.*, 2011), replicating evaluations of the perceived attributes of a destination (Stylos *et al.*, 2016; Stylos *et al.*, 2017).

The affective component is related to the emotional reactions of people, reflecting the traveller's feelings towards the destination (Stylos *et al.*, 2016; Chew and Jahari, 2014; Qu *et al.*, 2011; Stylos *et al.*, 2017). Moreover, individuals formulate affective evaluations before going to a place and during their stay there, but also after they leave it (Stylos *et al.*, 2016).
The attribute-based conceptualization of destination image formerly settled by Gartner (1994) proposes that destination image comprises three components: cognitive, affective and conative (Gartner, 1994; Stylos *et al.*, 2016; Stylos *et al.*, 2017).

The conative image component refers to tourists' active deliberation of a place as a potential travel destination (Gartner, 1994; Stylos *et al.*, 2016; Stylos *et al.*, 2017). Conative destination image is connected with the action step, i.e. individuals act according to the information they possess and to how they feel concerning a certain). Hence, the conative component has a direct relationship with the other components since it depends on the images developed during the cognitive phase and evaluated through the affective phase (Gartner, 1994).

Although some researchers have omitted the construct of conative image, considering it to be synonymous to intention or/and analogous to behaviour, many investigators deliberate that conative image is crucial for interpreting tourists' perceived image, having a different role from behavioural intentions (Stylos et al., 2017). Reeves (2006) compared the cognitive, affective, and conative domains as illustrated in Figure 5.

Figure 5: Model of comparison of cognitive, affective, and conative domains

Source: Reeves (2006)

Furthermore, the interrelationship between cognitive, affective, and conative images is not clear in the existing literature and authors as Stylos *et al.* (2016) and Stylos *et al.* (2017)

suggest that scholars should consider the attribute-based components as well as a holistic construct of image.

The holistic image is a component that is resultant from attitudes towards the destination's perceived tourism attributes (Stylos *et al.,* 2016). For some scholars, holistic image is the sum of the three components (Stylos *et al.,* 2017) but according to Bigné *et al.* (2009), the holistic nature of the image is a general impression that is greater than the sum of the components.

Although there is not an agreement between authors between the relationship of holistic image and destination components, there are some researchers studying how the components of image and holistic image predict tourists' behaviour. For example, Bigné *et al.* (2009) explored the influence that the cognitive component of image has upon buyers' behaviour, via the overall image – holistic image – and found that functional components have the highest effect on the overall image of the destination that in its turn impacts future behaviour intentions, as intention to return and to recommend; Prayag (2009) exposed a mediating role of the component holistic image, concluding that destination images affect tourists' future behaviour through holistic image; Assaker *et al.* (2011) concluded that a positive image of the destination enhances both immediate and future intentions to return; Qu *et al.* (2011) proposed that the overall image of the destination is a mediator between image components, including cognitive, affective and unique image components, and tourists' future actions, including intentions to revisit and recommend the destination; Stylos *et al.* (2016) found that only affective and conative components of image, but not the cognitive one, contribute to the forecast of travellers intentions to revisit a destination with holistic image as a mediator of the relation; and Stylos *et al.* (2017) investigated the influence that each component of image has directly and indirectly, via holistic image, on tourists' revisit intentions and found that all image components, cognitive, affective and conative components, had a positive indirect effect on revisit intention via holistic image, while conative image had also a direct effect.

Concluding, given the lack of agreement between authors and conclusions present in the existing literature concerning destination components, the present research proposes the combination of the three components of destination image - cognitive image, affective image and conative image. Hence, and according to the literature presented in the topics above, it is suggested to examine the influence that perceived risks and animosity have in the components

of destination image, which in turn may affect revisit intention. The following hypotheses are proposed:

H1: Animosity directly and negatively influence destination images

H1a: Animosity directly and negatively influence cognitive image

H1b: Animosity directly and negatively influence affective image

H1c: Animosity directly and negatively influence conative image

H2: Risk perceptions directly and negatively influence destination images

H2a: Risk perceptions directly and negatively influence cognitive image

H2b: Risk perceptions directly and negatively influence affective image

H2c: Risk perceptions directly and negatively influence conative image

2.4. Intention to Revisit

According to Stylos *et al.* (2016), intention to revisit a tourism destination is a person's willingness to go to a prior destination for a second time, revealing the most precise forecast of a decision to revisit.

The overall image of the destination influences not only the destination selection process but also tourists' behaviour in general (Qu *et al.,* 2011; Bigné *et al.,* 2009), which can be considered as a proxy for customer loyalty, frequently measured through indicators as the intention to revisit a destination and willingness to recommend it (Loureiro, 2014; Stylos *et al.,* 2017).

The intention to recommend a destination to others is an indicator of loyalty towards that destination and refers to the non-formal communication between two or more people regarding products, services, brands or organizations (Cossío-Silva *et al.,* 2018). It has a crucial importance for the success of the destination once the higher perceived risk of a destination the stronger the need for reliable information and trust for the decision maker. Thereby, the recommendations collected from others are going to influence the destination choice (Cossío-Silva *et al.,* 2018).

Hence, according to Bigné *et al.* (2009), image is an essential element in the investigation of tourists' behaviour, before and during the destination experience but also an important aspect in the study of tourists' post-purchase behaviour. Authors agree that individuals with a perceived positive image regarding a destination have more predisposition to recommend the place, spreading positive word-of-mouth (WOM) (Qu *et al.,* 2011).

Although it was already proven that the image of a destination positively affects both the revisit intention and the intention to recommend the destination, no study has demonstrated which image components have the strongest effect over the tourist's future behaviour intentions (Bigné *et al.,* 2009).

Limited investigations have dedicated on exploring the influence of risks on destination image and consequent revisit intention. For example, Chew and Jahari (2014) analyzed Chinese travelers' revisit intention to Japan after the Earthquake in 2011 and discovered that destination image acted as a mediator between perceived risks and the tourists' revisit intention. Moreover, Fangxuan *et al.* (2018) studied the relationship between North Korea's nuclear disaster and Chinese tourists' perceived destination image and revisit intention and found that in spite of the contribution of the nuclear crisis to the Chinese tourist's negative destination image of North Korea, some of them still perceive North Korea as an even more 'mysterious' destination, and their intention to revisit the place was stimulated (Fangxuan *et al.*, 2018).

Previous evidence suggests that both cognitive and affective images have a positive direct effect on tourists' intentions to revisit and recommend a destination (Bigné *et al.,* 2009; Chew and Jahari, 2014), whereas Stylos *et al.* (2016) and Stylos *et al.* (2017) have also acknowledged the positive effect of conative images. Assaker *et al.* (2011) added that beyond novelty seeking and travel satisfaction, destination image was also expressively connected to revisit intention.

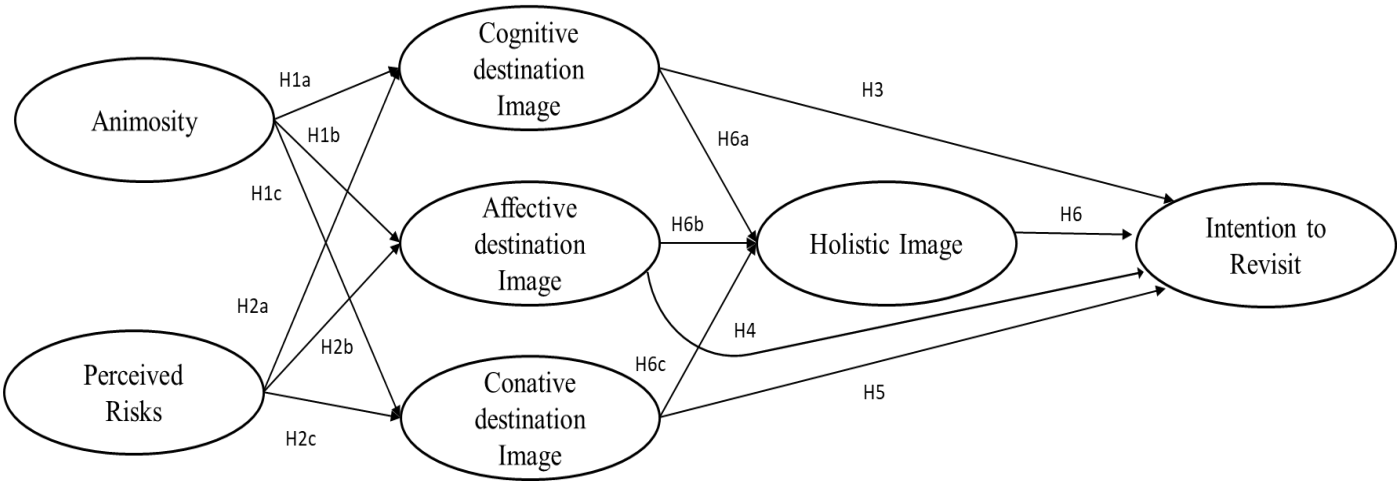
Therefore, it is expected that a tourist with a positive image about a destination, as well as positive cognitive, affective, and conative images, would be more likely to revisit the destination and recommend it to others (Qu *et al.,* 2011). With regard to the previous information, the following hypotheses are tested:

H3: Cognitive image directly and positively influences a tourist's intention to revisit a destination

H4: Affective image directly and positively influences a tourist's intention to revisit a destination

H5: Conative image directly and positively influences a tourist's intention to revisit a destination

Figure 6: Proposed model of the current research



Source: by the author

Moreover, due to the lack of agreement between authors in the existing literature concerning the connection between holistic image and destination components, besides the combination of the three components of destination image, holistic image is proposed to mediate the relationship between destination images and a tourist's intention to revisit a tourism destination. Hereafter, we expect that:

H6: Holistic image positively mediates the relationship between destination images and a tourist's intention to revisit a tourism destination.

H6a: Holistic image positively mediates the relationship between cognitive image and a tourist's intention to revisit a tourism destination.

H6b: Holistic image positively mediates the relationship between affective image and a tourist's intention to revisit a tourism destination.

H6c: Holistic image positively mediates the relationship between conative image and a tourist's intention to revisit a tourism destination.

Figure 6 proposes a framework that synthetisis the hypothesis to be considered.

3. EMPIRICAL RESEARCH DESIGN

The literature review exposed in the previous chapter permitted the recognition of key concepts and models in the areas of the formulation of a destination image, as well as its impacts in the intention to revisit a destination.

Nevertheless, in the literature, there is a lack of approaches related to destinations perceived risks, destination animosity and the relationship between them and the formulation of the destination image and its influence on the intention to revisit a destination. Moreover, there is not an agreement between the authors regarding some topics of the literature.

Thereby, this research seeks to bridge the lack of information presented and to provide an integrated vision that clarifies those topics by investigating the factors that influence the choice of a destination. Hence, the subsequent section clarifies the research objectives, research field, conceptual model and hypothesis, and methodology.

3.1. Objectives

With the aim to analyse the risks and images associated with tourist destinations and their influence on the intention to revisit a destination, this thesis has the following research problem: “How do tangible risks and animosity can affect the destination image and revisit intention of a tourism destination?”

In order to analyse the research problem, the subsequent specific objectives were established:

-The analysis of the effect of animosity on the formulation of the destination image;

-The clarification of the influence of risk perceptions on the formulation of the destination image;

-The study of the impact of a destination image perception on tourists’ intention to revisit a destination.

3.2. Research Field

In order to investigate the problem and accomplish the proposed objectives two different destinations are assessed in this research.

The first destination considered is the city of Lisbon, in Portugal. Lisbon is the Portuguese capital and the westernmost capital city in continental Europe. It has an area of 39 square miles (100 km^2) and its population reached the 547.733 inhabitants in 2015 (PORDATA, 2018). The city is located on the estuary of the Tagus River, which serves as the country's main port.

Over the last years, tourism has been growing both in the country and in the city. As stated by Reuters (2018), the amount of foreign visitors coming to the country rose approximately 12 percent in 2017, registering a record of 12.7 million people, contributing to Portugal's biggest economic growth since the year of 2000. Likewise, the Portuguese *Instituto do Planeamento e Desenvolvimento do Turismo* (IPDT) (Institute of Tourism Planning and Development) states that Lisbon receives 4.5 million tourists per year (Público, 2018). Also, *Turismo de Portugal* (Tourism of Portugal) adds that the city is growing not only in number of visitors but also in value, once in the year of 2017 there has been a 10% increase in the number of guests, but also a 20% increase in hotel profitability (Turismo de Lisboa, 2018).

Furthermore, over the last years, Lisbon has won several prizes related to the tourism industry. Only this year the city won "Europe's Leading City Destination 2018" and "Europe's Leading Cruise Port 2018" from the World Travel Awards. Additionally, in 2017, the capital won the award of "World's Leading City Break Destination 2017", amongst other recognized prizes (World Travel Awards, 2018).

In terms of safety, both Portugal and Lisbon are classified with a general low risk. The results of the 2018th Global Peace Index (GPI) show that Portugal occupies the 4th position in terms of the most peaceful countries in the world, with a very high level of peace (Institute for Economics and Peace, 2018). Regarding the city of Lisbon, accordingly to the Travel Risk Map 2018, Lisbon has a low travel security risk, a low road safety security risk and a low medical risk (International SOS, 2018). Furthermore, SafeAround classifies Lisbon with an 81% Safety Index, which means that the city has an overall low risk (Safe Around, 2018).

For all the reasons aforementioned, Lisbon was chosen as a destination to study. In order to make a comparison between cities it is intended the existence of two cities with different

degrees of general risk. Therefore, the second destination proposed is the city of Rio de Janeiro, in Brazil.

The city of Rio de Janeiro is the capital of the State of Rio de Janeiro and is located in the southeast of Brazil. It is the second-largest city of the country, with an estimated population of 6.52 million in 2017 and an area of 1.200 square miles (Instituto Brasileiro de Geografia e Estatística, 2018).

Rio de Janeiro is one of the most visited places in the southern hemisphere, but is still far from the most visited cities in the world. In 2016, Rio de Janeiro hosted the Olympic Games generating a boost in the number of international tourists, with a total of 6.6 million tourists visiting the country (The World Bank, 2018) and 2.3 million tourists vising Rio de Janeiro (Statista, 2018). Another event that every year attracts thousands of tourists to Rio de Janeiro, and other Brazilian cities, is Carnival, one of the biggest parties in the world. Moreover, part of the city of Rio de Janeiro has been selected as a World Heritage Site, including the Corcovado Mountain, where is located the statue of Christ the Redeemer (UNESCO, 2012).

In terms of safety, both Brazil and Rio de Janeiro are classified with a general medium risk. The results of the 2018 Global Peace Index (GPI) show that Brazil occupies the 106th position in terms of the more peaceful countries, with a medium level of peace (Institute for Economics and Peace, 2018). Accordingly to the Travel Risk Map 2018, Rio de Janeiro has a medium travel security risk, a high road safety security risk and a rapidly developing medical risk, which means that there are selected providers that deliver a standard care (International SOS, 2018). Furthermore, SafeAround classifies Rio de Janeiro with a 43% Safety Index, which means that the city has an overall medium risk (Safe Around, 2018).

For these not so positive results regarding Rio de Janeiro, there is a major contribution of the violence in *favelas* (Portuguese for “slum”) and the high levels of crime, particularly robberies (Government of UK, 2018).

3.3. Methodology

With the purpose of validating the formulated hypothesis, a survey was designed to evaluate the view of the respondents regarding the city of Lisbon, Portugal and the city of Rio de Janeiro, Brazil. Since two destinations are being analysed, two sample populations were defined. Population 1 is composed by people that visited Lisbon and Population 2 is composed by people that visited Rio de Janeiro.

3.3.1. Sample design and Data Collection

The data for the study was gathered among people that had visited the cities. The questionnaires were shared and sent to group members of two Facebook groups: "Lisbon Digital Nomads", a group directed to foreign people that visit Lisbon and "Foreigners in Rio de Janeiro", a group composed by foreign people that visit Rio de Janeiro.

Facebook was the method chosen because since it is a social network it allows us to reach a larger number of people. In addition, it has been in increasing use by people due to the communities and groups that are formed, where there is a growing share of experiences.

3.3.2. Questionnaire Design

The questionnaire consisted of 72 items that were divided in five parts, as observable on Annex 3. The first part involved a question about risk perception of a destination; the second included a question about animosity regarding the country; the third part was about destination image and included questions about cognitive image, affective image, conative image and holistic image; the fourth part comprised a question about the intention to revisit the destination; and the last part identified the socio-demographic characteristics of the sample.

The questionnaire was adapted for the two cities and upon completing it in English, it was translated and adapted to Portuguese and back translated with help of Linguists and distributed in both languages. With the aim of controlling distribution, Lisbon's version was distributed only for foreign respondents whereas Rio de Janeiro's version was distributed also for Portuguese people. The data was collected between May 2018 and July 2018.

3.3.3. Operationalization of the variables

All the variables were measured using a seven point Likert Scale, where 1= Very Much Unlikely and 7= Very Much Likely.

The independent variable Animosity was taken from the work of Nes *et al.* (2012) and includes four animosity dimensions: economic animosity composed of three items; people animosity, composed of three items; politics/government animosity, composed of three items; and military/war animosity, composed of two items.

The independent variable Risk perception was measured by asking respondents to rate the likelihood of several types of crisis occurring. Twelve items were included, which were adapted from the work of Pennington-Gray *et al.* (2011): terrorism, crime, natural disasters, disease, food safety, financial, health, physical, equipment failure, weather, cultural barriers, and political coups.

Destination image, a dependent variable, was measured based on the research of Stylos *et al.* (2016). According to the authors, destination image is composed by cognitive, affective, conative and holistic destination image:

- Cognitive destination image: respondents were asked to evaluate 22 items, developed by combining items from four scales, including Essential Conditions, Attractive Conditions, Appealing Activities and Natural Environment.
- Affective destination image: respondents were asked to rate the tourist destination using seven bipolar feelings in a seven point semantic scale, where 1 represented a negative/ bad feeling and 7 a positive/ good one;
- Conative destination image: subjects were asked to measure 8 items;
- Holistic destination image: A single item was used to measure the overall perception of the tourist destinations. A scale from 1 to 7 was used, where 1 represented a very negative opinion and 7 a very positive one.

The dependent variable Intention to Revisit aggregated items from scales validated by the work of Chew and Jahari (2014) and measured by asking respondents their intention to return for another visit with four items.

3.3.4. Statistical Analysis Techniques Used

After concluding the collection of data through the online survey, the results were transferred to a Microsoft Excel spreadsheet. Since every question was obligatory to answer, all 404 responses were considered to be valid. Moreover, responses were separated in two different worksheets, in order to obtain the responses from Lisbon and the ones from Rio de Janeiro. Upon consolidating the information, each spreadsheet was adapted into a SPSS 25 worksheet.

The first analysis includes the descriptive statistics that evaluate the mean, standard deviation, and frequencies for the items within each group: Risk Perceptions, Animosity, Cognitive Image, Affective Image, Conative Image, Holistic Image and Intention to Revisit. In order to make a comparison between both cities, results are divided by the two samples, responses about Lisbon and responses about Rio de Janeiro.

Secondly, Linear Regression Analysis is used in order to predict correlations between the independent and dependent variables and confirm the hypotheses proposed in the model presented previously. Additionally, internal consistency is evaluated by Cronbach's Alpha.

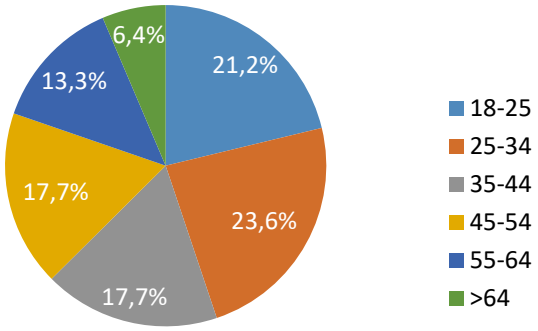
Lastly, a Mediator Analysis is used in order to predict if a certain variable is a mediator between a dependent and an independent variable.

Either in Linear Regression or Mediator Analysis, the analyses are divided by the two sample populations, respondents about Lisbon and respondents about Rio de Janeiro, with the aim to make a comparison between the cities. The results for the statistical analysis are presented in the subsequent chapter.

3.4. Sample Characteristics

Upon finalizing the collection of the data, a total of 404 surveys were completed, 203 for Lisbon and 201 for Rio de Janeiro.

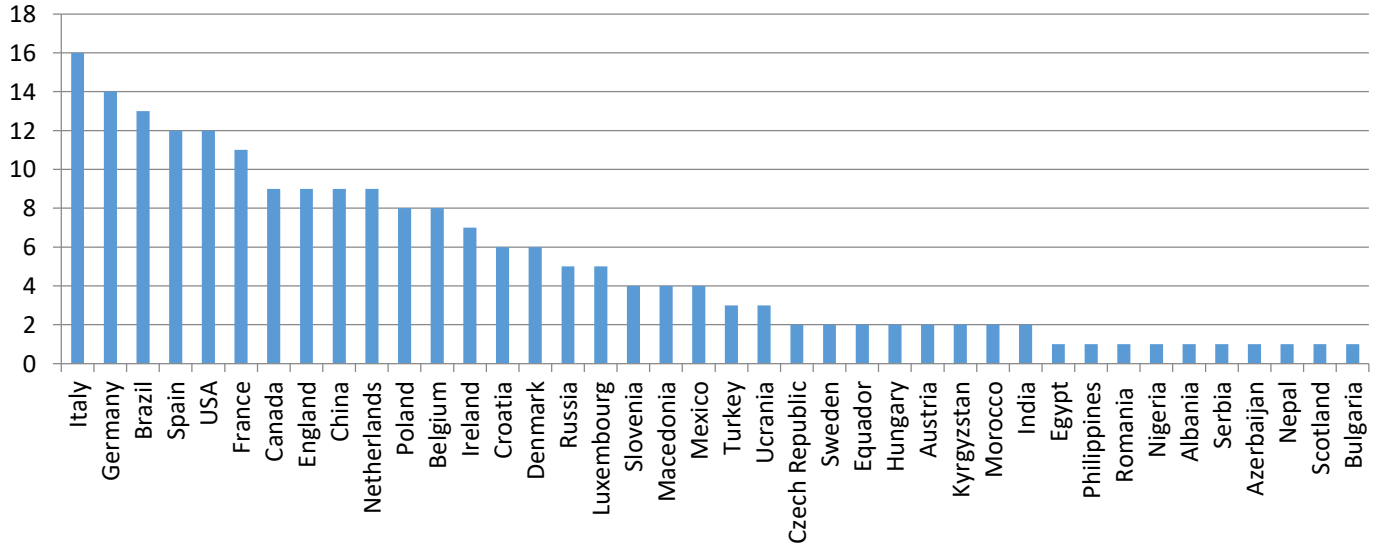
Figure 7: Lisbon's Sample Population by Age



Source: by the author

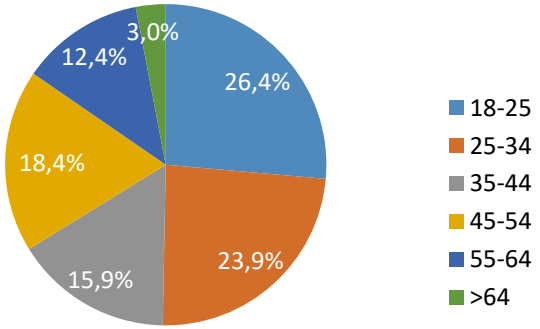
Regarding the city of Lisbon, the demographic variables collected showed that respondents were balanced in gender, with 51% females and 49% males. Figure 7 shows the variable Age, in which most respondents were between 18-34 years old (45%). Furthermore, 60% of participants were married/together and 35% were single. There were respondents from 40 different countries (Figure 8), the majority from Italy (8%), Germany (7%), Brazil (6%), Spain (6%), USA (6%) and France (5%).

Figure 8: Lisbon's Sample Population by Nationality



Source: by the author

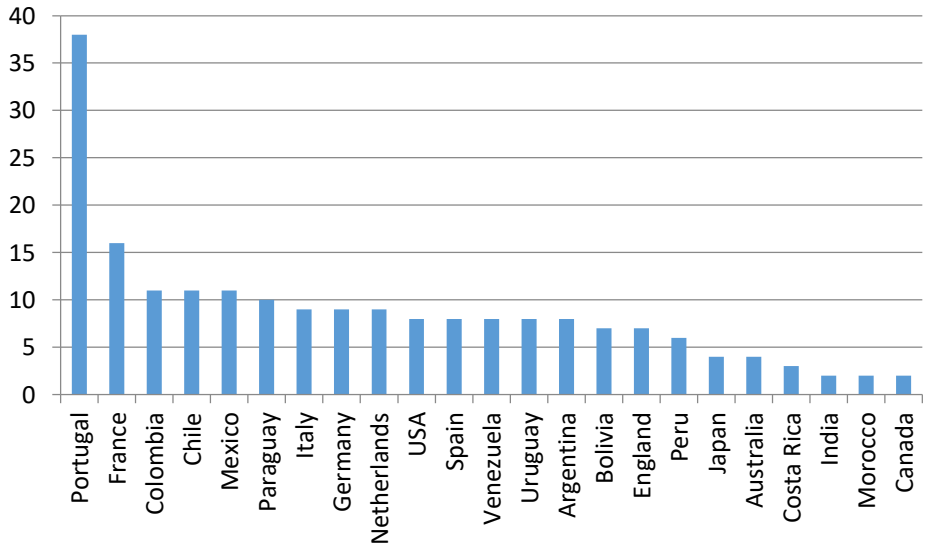
Figure 9: Rio de Janeiro's Sample Population by Age



Source: by the author

Regarding the city of Rio de Janeiro, the sample is 52% female. Concerning the variable Age, 50% of the respondents were between 18-34 years old (Figure 9). Moreover, 49% of participants were married/together and 44% were single. Figure 10 shows that respondents were original from 23 countries, the majority from Portugal (19%), France (8%), Colombia (6%), Chile (6%) and Mexico (6%).

Figure 10: Rio de Janeiro's Sample Population by Nationality



Source: by the author

4. RESULTS

4.1. Descriptive Statistics

The succeeding section presents the descriptive statistics for the variables contained in the conceptual model. With the purpose of portraying a preliminary analysis of differences in perceptions for Lisbon and Rio de Janeiro, the responses are divided and analyzed separately for both cities.

4.1.1. Animosity

The construct Animosity is divided in 4 subgroups: Economic, People, Politics/ Government and Military/ War, in a total of 11 items and corresponds to the country of the city.

Table 1: Descriptive Statistics for Animosity - Portugal

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
Economic Animosity	2.4								
A1: Portugal is out to exploit the economy of my country and other countries	2.6	1.641	31.5	28.1	14.8	7.9	9.9	6.4	1.5
A2: Portugal is taking advantage of my country and other countries	2.5	1.645	37.0	26.0	13.0	6.0	12.0	5.0	1.0
A3: The country has too much economic influence in my country and other countries	2.2	1.423	39.9	28.6	14.3	5.9	7.4	3.9	0.0
People Animosity	1.8								
A4: I don't like the mentality of the people in Portugal	1.9	0.987	42.4	31.5	19.7	4.4	2.0	0.0	0.0
A5: I feel that Portuguese people are hostile and not open to foreigners	1.8	0.932	42.4	38.4	14.8	3.0	0.5	1.0	0.0
A6: My experiences with Portuguese people are negative	1.7	0.796	49.3	39.4	9.4	1.0	0.5	0.5	0.0
Politics/government Animosity	2.2								
A7: I dislike the country's government policies	2.1	1.103	32.0	41.4	16.3	5.9	3.0	1.5	0.0
A8: I dislike the political system	2.1	1.118	36.5	37.9	14.8	6.9	2.5	1.5	0.0
A9: There is too much corruption in the country	2.5	1.240	20.7	37.9	22.2	12.8	3.9	1.5	1.0
Military/war animosity	1.8								
A10: I dislike the country's involvement in wars	1.8	1.102	52.2	30.0	8.9	5.4	2.5	0.5	0.5
A11: I dislike the military operations of Portugal	1.8	1.036	50.2	30.5	11.8	4.9	1.5	1.0	0.0
Total	2.1								
Cronbach's Alpha	0.789								

Source: By the author

Concerning Portugal, upon analyzing Table 1, it is concluded that the general mean of answers for Animosity is 2.1, which reflects that the country is viewed in a very positive way regarding the variable.

Economic animosity is the subgroup that presents the highest mean, but not far from the general mean, with a value of 2.4. Items A1 and A2, concerning Portuguese economy exploitation and taking advantage of other countries are the highest with 2.6 and 2.5, respectively.

People animosity is one of the subgroups with the lowest ranking, with a mean of 1.8. Also, it is the subgroup with lower standard deviations which shows that opinions are consensus and that tourists feel low animosity towards Portuguese people. Item A6 referring to negative experiences with Portuguese people presents the lowest value of all items of animosity, with 1.7.

Politics/ government animosity is near the general mean, with a value of 2.2. Item A9 concerning the corruption in the country stands out in a negative way, with a mean of 2.5. Military/ war animosity concerning the country's involvement in wars and military operations also presents one of the lowest values, below the general mean, with 1.8 of mean.

Regarding Brazil, upon considering Table 2, it is concluded that the general mean of answers is 3.8, which reflects that the country is viewed in a not very positive way on the variable animosity.

Politics/ government is the subgroup that presents the highest mean, showing a value of 5.4, far from the general mean. Items A7 and A8, concerning the country's government policies and political system demonstrate means of 5.0 and 5.1, respectively. Item A9, related to the corruption in the country, is the item with the highest value, with a mean of 6.1, revealing that foreigners consider the country as very corrupt.

People animosity is the subgroup with the lowest mean, with a significance of 2.0, slightly above the Portuguese (1.8). Therefore, we can conclude that tourists feel low animosity towards Brazilian people and see them in a very positive way. Items A5 and A6 show very

close values from the ones about Portugal but A4, related to the mentality of people, is higher but still very positive, with a mean of 2.5.

Table 2: Descriptive Statistics for Animosity – Brazil

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
Economic Animosity	3.5								
A1: Brazil is out to exploit the economy of my country and other countries	3.6	1.513	12.4	12.9	22.9	18.9	25.9	5.5	1.5
A2: Brazil is taking advantage of my country and other countries	3.5	1.503	10.9	14.4	24.9	17.9	24.4	5.5	2.0
A3: The country has too much economic influence in my country and other countries	3.3	1.537	14.4	18.4	25.9	13.9	19.9	4.5	3.0
People Animosity	2.0								
A4: I don't like the mentality of the people in Brazil	2.5	1.453	30.3	28.9	18.9	11.4	6.0	3.0	1.5
A5: I feel that Brazilian people are hostile and not open to foreigners	1.8	1.004	47.8	33.3	12.9	3.5	1.5	1.0	0.0
A6: My experiences with Brazilian people are negative	1.8	1.059	46.3	36.3	10.4	4.0	1.5	1.0	0.5
Politics/government Animosity	5.4								
A7: I dislike the country's government policies	5.0	1.398	1.5	4.0	9.0	15.9	31.3	23.4	14.9
A8: I dislike the political system	5.1	1.360	1.0	4.0	8.5	11.4	32.3	27.4	15.4
A9: There is too much corruption in the country	6.1	1.115	0.5	0.5	2.5	4.0	16.4	25.4	50.7
Military/war animosity	4.7								
A10: I dislike the country's involvement in wars	4.6	2.063	11.4	8.0	13.4	11.9	9.0	22.4	23.9
A11: I dislike the military operations of Brazil	4.8	1.916	7.5	8.5	10.0	13.9	13.9	21.9	24.4
Total	3.8								
Cronbach's Alpha	0.814								

Source: By the author

Economic animosity displays a mean of 3.5, slightly below the general mean for Brazil, revealing that Brazil is seen as moderately exploiting, taking advantage and influencing the economy of other countries, as represented by items A1, A2 and A3. Military/ war animosity

presents a mean of 4.7 and is above the general mean, which means that responders dislike the country's involvement in wars and military operations.

4.1.2. Perceived Risks

Perceived Risks are evaluated by 12 items, presented in the following tables. It should be noted that the higher the mean, the higher the perceived risk and the more negative image.

Regarding Lisbon, as is it observable in Table 3, the total mean for results is 2.3, with means that roughly meet the value of the total mean. Moreover, there are no means higher than 3.0, which reveals a very positive vision of this variable.

Items P1, P4 and P5, about Terrorism, Disease and Food Safety, present the lowest means, all with a value of 2.0, which reflects that risks are perceived as very low in these areas. These items are followed by item P7: Health crisis with 2.1 and P3 and P12, both with a mean of 2.2 and representing Natural Disasters and Political Coups.

Table 3: Descriptive Statistics for Perceived Risks – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
P1: Terrorism	2.0	1.184	37.4	41.4	13.8	2.5	2.0	1.5	1.5
P2: Crime	2.4	1.111	19.2	41.4	24.6	10.3	3.0	1.0	0.5
P3: Natural Disasters	2.2	1.242	31.5	41.4	14.8	6.9	2.5	1.5	1.5
P4: Disease	2.0	1.057	38.4	39.9	15.3	3.0	2.0	1.0	0.5
P5: Food safety	2.0	1.185	41.9	36.9	13.3	3.0	1.5	3.0	0.5
P6: Financial crisis	3.0	1.443	13.3	32.0	24.1	15.3	8.9	4.4	2.0
P7: Health crisis	2.1	1.227	38.9	31.5	14.3	11.3	1.5	2.5	0.0
P8: Physical risk	2.3	1.116	26.1	39.9	20.7	9.9	1.5	2.0	0.0
P9: Equipment failure	2.3	0.986	18.2	43.8	29.6	5.4	2.0	0.5	0.5
P10: Weather crisis	2.3	1.302	31.0	36.5	14.3	11.3	3.9	2.5	0.5
P11: Cultural barriers	2.4	1.228	26.6	33.0	28.6	5.4	3.0	3.0	0.5
P12: Political coups	2.2	1.107	30.5	37.4	23.2	5.4	1.5	1.5	0.5
Total	2.3								
Cronbach's Alpha	0.902								

Source: By the author

The highest mean of the group is 3.0 for item P6, concerning Financial Crisis, but it also has the highest standard deviation, showing a value of 1.443, which reflects disagreement

between respondents. The remaining items show means very close to the general one and include item P2 and P11 with mean of 2.4 and items P8, P9 and P10 with 2.3.

Concerning Rio de Janeiro, upon analyzing Table 4, it is concluded that the total mean for results is 4.0. This mean is higher than the one related to Lisbon and shows that Rio de Janeiro is seen in a not very positive way on the variable Perceived Risk.

The highest mean of the variable is 5.5, presented on item P2 referring to Crime and followed by items P6 and P12, which refer to Financial Crisis and Political Coups, with a mean of 5.1 and 5.0, respectively, showing that responders perceive these risks as elevated.

Items P1 and P9, related to Terrorism and Equipment failure, respectively, represent the lowest means, with a value of 2.9, and followed by items P3, linked to Natural Disasters, and a mean of 3.1 and items P10 and P11, with means of 3.2 and referring to Weather Crisis and Cultural Barriers.

Disease, Food Safety and Health Crisis, represented by items P4, P5 and P7, are very close to the general mean, with a mean of 4.1.

Table 4: Descriptive Statistics for Perceived Risks – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
P1: Terrorism	2.9	1.689	21.4	28.4	20.9	11.4	6.0	8.0	4.0
P2: Crime	5.5	1.289	0.5	1.0	6.0	14.4	20.9	30.3	26.9
P3: Natural Disasters	3.1	1.397	13.4	23.4	26.4	21.4	8.5	7.0	0.0
P4: Disease	4.1	1.418	1.0	13.4	20.4	27.4	21.9	9.5	6.5
P5: Food safety	4.1	1.494	3.0	10.4	26.4	21.4	17.4	16.4	5.0
P6: Financial crisis	5.1	1.295	0.5	2.0	10.4	15.9	31.8	24.4	14.9
P7: Health crisis	4.1	1.452	5.0	13.9	12.4	23.9	30.8	11.4	2.5
P8: Physical risk	4.3	1.630	8.0	7.0	15.4	17.4	29.4	15.4	7.5
P9: Equipment failure	2.9	1.458	21.4	28.4	20.9	11.4	6.0	8.0	4.0
P10: Weather crisis	3.2	1.471	13.4	21.9	25.4	19.9	10.9	8.0	0.5
P11: Cultural barriers	3.2	1.527	11.9	24.4	24.9	16.4	13.9	6.0	2.5
P12: Political coups	5.0	1.597	2.0	4.5	9.0	18.9	24.9	22.4	18.4
Total	4.0								
Cronbach Alpha	0.856								

Source: By the author

4.1.3. Destination Image

4.1.3.1. Cognitive Image

The component Cognitive Image is evaluated by 21 items, presented in the following tables. Respecting Lisbon, the total mean for the results is 5.6 (Table 5) which proposes a positive opinion of cognitive image.

Table 5: Descriptive Statistics for Cognitive Image – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
Attractive Conditions									
CG1: Good quality of infrastructure	4.9	1.161	1.0	3.0	8.4	15.3	40.4	28.1	3.9
CG2: Standard hygiene & cleanliness	5.1	1.104	0.5	2.0	6.4	13.8	34.0	38.4	4.9
CG3: Political stability	4.8	1.139	1.0	1.0	7.9	32.5	32.5	18.2	6.9
CG4: Good reputation of destination	6.1	0.957	0.0	1.5	0.5	3.0	14.3	42.9	37.9
CG5: Unpolluted/unspoiled natural environment	5.2	1.105	0.5	1.5	3.4	16.3	36.5	30.5	11.3
CG6: Implementation of policies towards sustainability & environmental protection	4.8	1.131	0.0	2.5	8.9	25.6	35.5	21.2	6.4
Essential Conditions									
CG7: Availability of hotels/lodgings/camping	5.7	1.042	0.5	0.5	4.4	3.0	28.6	44.3	18.7
CG8: Relaxing/avoidance of daily Routine	5.5	1.059	0.5	1.0	2.0	11.3	28.6	41.4	15.3
CG9: Safe place to travel	6.0	0.995	0.5	1.0	1.0	4.9	9.9	50.7	32.0
CG10: Easily accessible from permanent Residence	5.4	1.217	1.0	1.5	4.4	12.8	26.1	37.4	16.7
CG11: Family-oriented destination	5.6	1.049	0.5	1.0	2.0	10.3	21.7	48.8	15.8
CG12: Good value for money	5.7	1.217	0.0	2.5	3.0	10.3	16.7	37.4	30.0
CG13: Satisfactory customer care on behalf of various professionals	5.5	1.1	0.0	1.0	4.4	11.3	24.1	41.9	17.2
Appealing Activities									
CG14: Various shopping opportunities	5.7	1.065	0.0	0.5	4.4	5.9	25.1	39.9	24.1
CG15: Interesting cultural attractions	6.0	1.078	0.5	1.0	1.0	4.4	19.7	32.0	41.4
CG16: Interesting historical monuments & relevant events	6.0	1.14	0.5	0.5	2.0	6.9	17.7	26.1	46.3
CG17: Nice opportunities for biking/fishing /hunting/climbing	5.5	1.317	1.0	3.0	4.4	10.8	23.2	35.5	22.2
CG18: Nice opportunities for wine tourism	5.9	1.225	0.5	2.0	1.5	8.9	15.8	30.0	41.4
Natural Environment									
CG19: Good climate	6.2	1.045	1.0	0.5	1.0	3.4	9.9	36.0	48.3
CG20: Great beaches	6.2	1.000	1.0	0.5	0.0	3.4	10.8	36.5	47.8
CG21: Beautiful landscape	6.3	1.018	0.5	1.0	0.5	3.9	8.9	29.6	55.7
Total	5.6								
Cronbach Alpha	0.928								

Source: By the author

Item GC21, concerning Lisbon's beautiful landscape, presents the highest mean of the group, with 6.3. Subsequently are items CG19 and CG20, relative to good climate and great beaches, with a mean of 6.2 and CG4 corresponding to the good reputation of the city, with 6.1. Items CG9, CG15 and CG16, regarding safety, interesting cultural attractions and interesting historical monuments and events also present a considerably higher mean than the total, with a value of 6.0. After, there is item GC18 relative to nice opportunities for wine tourism with 5.9.

The lowest mean is presented by items CG3 and CG6, regarding political stability and implementation of policies towards sustainability & environmental protection, with a total of 4.8., followed by item CG1 relative to the quality of infrastructures, with 4.9. Items CG2, CG5 and CG10, regarding hygiene/cleanliness, unpolluted natural environment and accessibly also present a considerably lower mean than the total, with values of 5.1, 5.2 and 5.4, respectively.

Items CG7, CG8, CG11, CG12, CG13, CG14 and CG17 show values that approximate to the total mean.

Concerning the city of Rio de Janeiro, the total mean for the results is 4.8 (Table 6), suggesting a relatively positive opinion of cognitive image. Item GC21, concerning the city's beautiful landscape, presents the highest mean of the group, with 6.6. Subsequently are items CG19 and CG20, relative to good climate and great beaches, with a mean of 6.4.

Items CG7, CG15, CG16 and CG17 referring to availability of accommodation, interesting cultural attractions, interesting historical monuments and events and nice opportunities for biking/fishing /hunting/climbing, present a considerably higher mean than the total, ranging from to 5.3 and 5.7 and suggesting a positive view of these items.

The lowest mean is presented by items CG3 and GC9 with means of 2.6 and 3.2, respectively. These items correspond to political stability and safety.

Items CG1, CG2, CG5, CG6, CG11 and CG18 also present a considerably lower mean than the total, with values ranging from 4.3 and 3.7. The remaining items show means very close

to the general one and include items CG10 (4.5), CG4 (4.7), CG12 and CG13 (4.8), CG14 (5.0) and CG8 (5.1).

Table 6: Descriptive Statistics for Cognitive Image – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
Attractive Conditions									
CG1: Good quality of infrastructure	4.3	1.286	2.5	7.0	15.9	22.4	40.3	8.0	4.0
CG2: Standard hygiene & cleanliness	4.1	1.224	1.5	8.5	19.4	28.4	29.9	11.4	1.0
CG3: Political stability	2.6	1.249	19.4	28.4	31.8	12.9	5.0	1.5	1.0
CG4: Good reputation of destination	4.7	1.324	2.5	3.5	10.0	22.4	33.8	20.9	7.0
CG5: Unpolluted/unspoiled natural environment	4.1	1.158	1.5	6.0	23.4	30.3	28.9	9.0	1.0
CG6: Implementation of policies towards sustainability & environmental protection	3.7	1.178	3.5	8.0	32.3	35.8	13.4	5.0	2.0
Essential Conditions									
CG7: Availability of hotels/lodgings/camping	5.3	1.072	0.0	0.5	5.0	15.4	32.8	33.3	12.9
CG8: Relaxing/avoidance of daily Routine	5.1	1.243	0.0	4.5	4.5	16.4	35.3	25.4	13.9
CG9: Safe place to travel	3.2	1.503	10.9	25.9	30.3	14.4	8.0	8.0	2.5
CG10: Easily accessible from permanent Residence	4.5	1.414	3.0	4.5	17.9	18.4	29.4	21.4	5.5
CG11: Family-oriented destination	4.0	1.373	1.5	13.9	23.9	25.4	21.4	10.4	3.5
CG12: Good value for money	4.8	1.352	1.5	5.0	10.9	18.4	28.9	28.9	6.5
CG13: Satisfactory customer care on behalf of various professionals	4.8	1.244	1.5	1.0	10.4	25.9	30.3	22.4	8.5
Appealing Activities									
CG14: Various shopping opportunities	5.0	1.378	1.0	4.5	8.5	17.9	24.4	31.3	12.4
CG15: Interesting cultural attractions	5.7	1.106	0.0	0.5	4.0	9.0	24.9	35.3	26.4
CG16: Interesting historical monuments & relevant events	5.5	1.195	0.0	1.0	5.5	12.4	23.9	33.3	23.9
CG17: Nice opportunities for biking/fishing /hunting/climbing	5.7	1.192	1.0	0.5	5.0	4.5	24.9	35.8	28.4
CG18: Nice opportunities for wine tourism	3.9	1.435	6.0	10.4	19.9	30.8	17.9	12.4	2.5
Natural Environment									
CG19: Good climate	6.4	0.859	0.0	1.0	0.0	2.0	8.5	28.4	60.2
CG20: Great beaches	6.4	0.896	0.5	0.5	0.5	1.0	9.5	29.9	58.2
CG21: Beautiful landscape	6.6	0.795	0.0	0.5	1.5	0.0	5.5	20.9	71.6
Total	4.8								
Cronbach Alpha	0.921								

Source: By the author

4.1.3.2. Affective Image

The following tables present the results associated with affective Image, which is evaluated by 7 items.

Regarding Lisbon, as is it observable in Table 7, the total mean for results is 6.2, with all means roughly meeting the value of the total mean. This mean shows a very positive view of the variable affective image for the city.

Table 7: Descriptive Statistics for Affective Image – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
AI1: Unpleasant - Pleasant	6.3	0.862	0.5	0.5	0.5	1.5	7.4	46.3	43.3
AI2: Gloomy – Exciting	5.9	0.978	0.0	1.5	1.0	2.5	22.7	41.9	30.5
AI3: Distressing - Relaxing	5.9	1.063	1.0	0.5	1.0	5.4	17.7	42.4	32.0
AI4: Negative – Positive	6.3	0.822	0.0	0.5	1.0	1.0	8.9	40.4	48.3
AI5: Unenjoyable - Enjoyable	6.3	0.849	0.5	0.5	0.5	1.0	6.4	42.9	48.3
AI6: Unfavourable - Favourable	6.2	0.859	0.0	0.5	1.5	0.5	12.3	41.4	43.8
AI7: Boring – Fun	6.0	0.875	0.0	1.5	1.0	0.5	13.8	55.2	28.1
Total	6.2								
Cronbach Alpha	0.930								

Source: By the author

Items AI1, AI4 and AI5, contemplate the highest means, with a value of 6.3, thus evocating the following positive feelings towards Lisbon: pleasant, positive and enjoyable.

The lowest values are represented by items AI2 and AI3, both with a mean of 5.9. Although this mean is slightly lower than the average, it is still a very positive one which allows us to conclude that that Lisbon is also seen as exciting (AI2) and relaxing (AI3). The remaining items include AI6, with a mean of 6.2 and AI7, with 6.0, which show values very close to the general mean.

Concerning the city of Rio de Janeiro (Table 8), the total mean for results is 5.5, also with all means roughly meeting the value of the total mean. This mean is slightly lower than the one from Lisbon but also shows a positive view of the variable affective image, evocating more positive feelings than negative ones.

The highest means are represented by items AI7, with a mean of 5.8, AI1 and AI5, both with a mean of 5.7. Hence, the following positive feelings are evocated towards Rio de Janeiro: fun (AI7), pleasant (AI1) and enjoyable (AI5).

The lowest value is represented by item AI3 concerning Distressing-relaxing feelings, and shows a mean of 5.2. Items AI2, AI4 and AI6 are close to the general mean, with means of 5.4, 5.5 and 5.4, respectively.

Table 8: Descriptive Statistics for Affective Image – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
AI1: Unpleasant - Pleasant	5.7	1.133	0.5	2.0	1.5	7.0	28.9	35.8	24.4
AI2: Gloomy – Exciting	5.4	1.197	1.0	1.0	4.0	12.9	30.8	31.8	18.4
AI3: Distressing - Relaxing	5.2	1.109	0.0	1.5	5.0	16.4	39.3	24.9	12.9
AI4: Negative – Positive	5.5	0.101	0.5	0.5	3.5	11.4	30.8	35.3	17.9
AI5: Unenjoyable - Enjoyable	5.7	1.022	0.0	1.0	3.0	5.0	31.8	38.3	20.9
AI6: Unfavourable - Favourable	5.4	1.090	0.5	1.0	3.0	12.4	29.9	38.8	14.4
AI7: Boring – Fun	5.8	1.126	0.0	2.0	2.0	7.0	24.4	35.3	29.4
Total	5.5								
Cronbach Alpha	0.933								

Source: By the author

4.1.3.3. Conative Image

The component Conative Image is evaluated by 8 items, visible in the following tables. Concerning Lisbon, upon analyzing Table 9, it is concluded that the general mean of answers is 5.1, which reflects that the city is viewed in a positive way regarding the component.

Item CN2, which refers to the city as a suitable vacation choice, presents the highest mean, with a value of 5.5. Subsequently, there are item CN8, which refers to the city as the best reward with 5.3 and item CN6 concerning the wish to visit Lisbon, with 5.2.

The lowest mean is represented by item CN5, referring to the choice of the city as a need that had to be fulfilled, with 4.8. Then come items CN1 and CN4, both with a mean of 4.9, respecting the city as a dream destination and a personal goal for vacations. Items CN3 and

CN7, regarding the use of knowledge in the city and its help to grow the personality, have a mean of 5.0, showing a slightly lower mean than the global one.

Table 9: Descriptive Statistics for Conative Image – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
CN1: Was always a dream - destination to visit sometime during my lifetime	4.9	1.550	3.9	3.4	7.4	23.2	22.7	21.7	17.7
CN2: Expresses myself as a suitable vacation choice	5.5	1.049	0.5	1.5	1.0	8.9	33.5	37.9	16.7
CN3: Helps me put in use knowledge that I have (i.e. history, geography, philosophy)	5.0	1.299	1.5	3.4	6.4	16.3	33.5	28.1	10.8
CN4: Was always / constitutes a personal goal for vacations	4.9	1.387	3.0	3.0	7.4	21.2	30.0	24.6	10.8
CN5: As a choice, it stems from a personal need of mine that had to be fulfilled	4.8	1.317	1.5	2.5	9.9	27.6	26.6	21.7	10.3
CN6: Has evoked a persistent wish to visit it	5.2	1.266	0.5	1.0	7.4	21.7	23.6	29.1	16.7
CN7: Encapsulates positive attributes that help in the growth of my personality	5.0	1.266	1.0	3.0	5.9	22.7	26.1	31.5	9.9
CN8: Makes me believe that my vacations there may be the best reward / gift I can offer myself	5.3	1.262	1.0	2.5	4.4	13.8	26.6	35.5	16.3
Total	5.1								
Cronbach Alpha	0.926								

Source: By the author

Regarding Rio de Janeiro, through the analysis of the Table 10, we can observe that the general mean of answers is 5.0, which reflects that the city is also viewed in a positive way regarding the component conative image.

Item CN1, which refers to the city as a dream destination, shows a mean of 5.4, which is the highest of the group. Afterwards, come the items CN2 and CN6, referring to the city as a suitable vacation choice and the wish to visit it, both with a mean of 5.1.

The lowest means are represented by items CN5, referring to the choice of the city as a need that had to be fulfilled, and item CN7, concerning the help in the growth of personality, both with 4.8. The remaining items include CN3, CN4 and CN8, all showing a mean of 4.9, slightly lower than the overall mean.

Table 10: Descriptive Statistics for Conative Image – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
CN1: Was always a dream - destination to visit sometime during my lifetime	5.4	1.321	1.0	1.5	7.5	9.5	29.4	27.4	23.9
CN2: Expresses myself as a suitable vacation choice	5.1	1.316	1.0	2.5	9.0	17.9	29.4	26.9	13.4
CN3: Helps me put in use knowledge that I have (i.e. history, geography, philosophy)	4.9	1.347	2.0	3.5	9.0	18.9	33.8	22.4	10.4
CN4: Was always / constitutes a personal goal for vacations	4.9	1.349	1.5	4.0	9.5	20.4	32.3	21.4	10.9
CN5: As a choice, it stems from a personal need of mine that had to be fulfilled	4.8	1.368	1.5	5.0	11.4	18.4	35.8	17.4	10.4
CN6: Has evoked a persistent wish to visit it	5.1	1.306	2.0	2.0	5.5	19.9	33.8	22.9	13.9
CN7: Encapsulates positive attributes that help in the growth of my personality	4.8	1.378	2.5	1.5	10.9	26.9	24.4	22.4	11.4
CN8: Makes me believe that my vacations there may be the best reward / gift I can offer myself	4.9	1.277	1.0	3.0	5.5	26.4	32.8	17.9	13.4
Total	5.0								
Cronbach Alpha	0.919								

Source: By the author

4.1.3.4. Holistic Image

The construct Holistic Image is composed by one item referring to the overall image of the cities as a tourism destination.

Regarding the city of Lisbon, the mean of answers for H1 is 6.3, observable on Table 11, and the standard deviation is 0.697, with 90% of responses of 6 or 7, which allow us to conclude that there is accordance between respondents concerning the very positive image of the city.

Table 11: Descriptive Statistics for Holistic Image – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
H1: Overall image as a tourism destination	6.3	0.697	0.0	0.0	0.5	1.0	8.9	52.2	37.4

Source: By the author

Concerning Rio de Janeiro, the mean of answers for H1 is 5.4 (Table 12) and the standard deviation is 0.9000. Moreover, 89% of responses include values from 5 to 7. It is concluded that there is not as much agreement as there is regarding Lisbon, but still respondents have a positive image of the city.

Table 12: Descriptive Statistics for Holistic Image – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
H1: Overall image as a tourism destination	5.4	0.900	0.5	0.0	1.0	9.5	46.8	31.3	10.9

Source: By the author

4.1.4. Intention to Revisit

Intention to Revisit is evaluated by 4 items, presented in the following tables. Respecting Lisbon, the total mean for the results is 5.6 (Table 13) which proposes a positive will to revisit the city.

The highest mean is presented by items I1 and I3, both with a mean of 5.7 and respecting the intention and desire to revisit the city in the following 2 years, respectively. Items I2 and I4 also present the same mean, with a value of 5.5 and concern the planning and probability to revisit Lisbon in the following 2 years.

It should be noted that all the items have high standard deviations, ranging from 1.420 to 1.539, which reflects the fact that there is not much agreement between responders.

Table 13: Descriptive Statistics for Intention to Revisit – Lisbon

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
I1: I intend to revisit Lisbon sometime within the next 2 years	5.7	1.434	2.0	2.5	3.4	9.4	21.7	24.1	36.9
I2: I plan to revisit Lisbon again within the next 2 years	5.5	1.539	3.0	3.0	4.4	12.8	18.2	26.6	32.0
I3: I desire to revisit Lisbon again within the next 2 years	5.7	1.420	3.4	0.5	3.0	7.9	22.2	27.6	35.5
I4: I probably will revisit Lisbon within the next 2 years	5.5	1.484	2.0	3.0	4.9	12.3	19.2	26.1	32.5
Total	5.6								
Cronbach Alpha	0.945								

Source: By the author

Rio de Janeiro shows a total mean of results of 4.1, observable on Table 14, which does not suggest a very positive willingness to revisit the city. Item I3, referring to the desire to revisit Rio de Janeiro in the following 2 years, presents the highest value, with a mean of 4.4.

The lowest mean is presented by item I2, which refers to the planning to revisit the city in the following 2 years. Item I1, respecting the intention to revisit the city in the following 2 years, has a mean of 4.2 and item I4, concerning the probability to revisit it in the following 2 years has a mean of 4.0.

Moreover, it should be noted that all the items have very high standard deviations, ranging from 1.918 to 1.948, which reflects the fact that does not exist agreement between responders.

Table 14: Descriptive Statistics for Intention to Revisit – Rio de Janeiro

Items	Mean	Standard Deviation	Frequency (%)						
			1	2	3	4	5	6	7
I1: I intend to revisit Rio de Janeiro sometime within the next 2 years	4.2	1.934	12.4	11.4	9.0	21.4	15.9	14.9	14.9
I2: I plan to revisit Rio de Janeiro again within the next 2 years	3.9	1.948	16.9	10.0	10.9	23.9	13.4	12.4	12.4
I3: I desire to revisit Rio de Janeiro again within the next 2 years	4.4	1.932	10.9	10.0	11.9	16.9	16.4	17.4	16.4
I4: I probably will revisit Rio de Janeiro within the next 2 years	4.0	1.918	15.9	10.4	10.9	23.4	16.4	10.4	12.4
Total	4.1								
Cronbach Alpha	0.978								

Source: By the author

4.2. Linear Regression Analysis

The following section presents the SPSS's results of the linear regression analysis, which is used to predict the value of a dependent variable based on the value of another independent variable. Since we are working with more than one independent variable, a Multiple Linear Regression Analysis is used, allowing us to discover the overall fit of the models and the relative influence of each of the predictors on the total variance explained.

In order to perform a reliable Multiple Linear Regression Analysis, some assumptions must be fulfilled (Hair *et al.*, 2010):

- Linear relationship between the dependent variable and independent variables, which can be shown through the use of Scatterplots;
- Multivariate Normality – multiple regressions assume that the residuals are normally distributed;
- No multicollinearity, which refers to the correlation between the predictor variables. Multicollinearity problems can be detected through the Variance Inflation Factor (VIF) coefficients, which are desired to be less than 3 (Annex 1);
- No autocorrelation, which means that observations should be independent from one another (or uncorrelated). Autocorrelation can be tested using the Durbin-Watson statistic and should present a value near 2, that assumes no correlation (Annex 2).
- Homoscedasticity of residuals, which refers that the variance of error terms must be similar across the values of the independent variables. This can be show through a plot of standardized residuals versus predicted values.

The analyses are divided by the two sample populations, respondents about Lisbon and respondents about Rio de Janeiro. Thereby, it is possible to identify similarities and differences between the two cities.

4.2.1. Cognitive Destination Image

Table 15: Impact of Perceived Risk and Animosity on Cognitive Image - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	6.403	.178		35.882	.000			**8.8%**	**10.780 (.000)**	**1.764**
	Perceived_risk	-.214	.060	**-.249**	-3.562	**.000**	.922	1.084			
	Animosity	-.134	.072	**-.131**	-1.866	**.064**	.922	1.084			

a. Dependent Variable: Cognitive_image

Source: By the author and based on SPSS output

The first relation analyzed is the impact of the variable Perceived risk and Animosity on Cognitive Image.

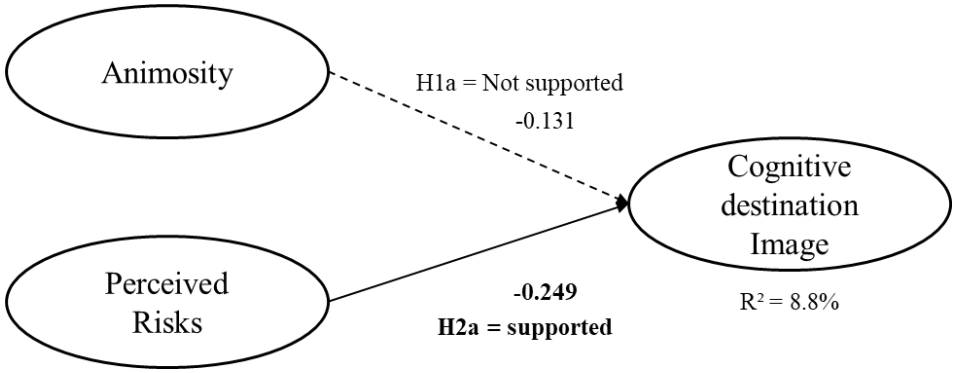
For the sample population 1, as it is observed in Table 15 that groups important values from Model Summary, ANOVA and Coefficients table obtained through the SPSS analysis:

- The Adjusted R Square (R^2) value indicates that only 8.8% percent of the variation of Cognitive image is explained by perceived risks and animosity, which is not a very significant percentage;
- The Durbin-Watson statistic d = 1.764 is near 2. Therefore, we can assume that data is not auto correlated in our multiple linear regression;
- The F-ratio is calculated by dividing the mean squares between groups by the mean squares within groups and tests whether the overall regression model is a good fit for the data. Since sig. (0.00) < 0.05 one can conclude that Perceived risk and Animosity are predictors of Cognitive Image, with an F ratio of F = 10.780;
- The column “Sig.” holds the significance levels for each of the independent variables. The smaller value of sig. and the larger value of t), the greater the contribution of the predictor. Perceived risk presents a smaller value than 0.05, revealing that the coefficient is statistically significant and animosity demonstrates a bigger sig. than 0.05, revealing that the coefficient is not significantly different from 0 and has a low impact.

Hence, one can conclude that for the sample population about Lisbon, Perceived risks negatively (β= -.249) influence cognitive image, confirming the hypothesis: *H2a: Risk perceptions directly and negatively influence cognitive image.*

Regarding Animosity, the following hypothesis is not supported: *H1a: Animosity towards a destination influences cognitive image.*

Figure 11: Impact of Perceived Risk and Animosity on Cognitive Image - Lisbon



Source: By the author

For the sample population 2, as it is observed in Table 16:

- The Adjusted R Square (R^2) value indicates that 8.4% percent of the variation of Cognitive image is explained by Perceived Risks and Animosity, which is not a very significant percentage;
- The Durbin-Watson statistic d = 1.799 is near 2. Therefore, we can assume that data is not auto correlated in our multiple linear regression;
- Since sig. (0.00) < 0.05 one can conclude that perceived risk and animosity are predictors of cognitive image, with an F ratio of F = 10.131;
- Perceived risk presents a smaller value than 0.05, revealing that the coefficient is statistically significant and animosity demonstrates a bigger sig. than 0.05, revealing that the coefficient is not significantly different from 0 and thus have a low impact.

Table 16: Impact of Perceived Risk and Animosity on Cognitive Image - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	5.953	.276		21.565	.000			**8.4%**	**10.131 (.000)**	**1.799**
	Perceived_risk	-.220	.062	**-.264**	-3.572	**.000**	.837	1.195			
	Animosity	-.068	.064	**-.079**	-1.061	**.290**	.837	1.195			

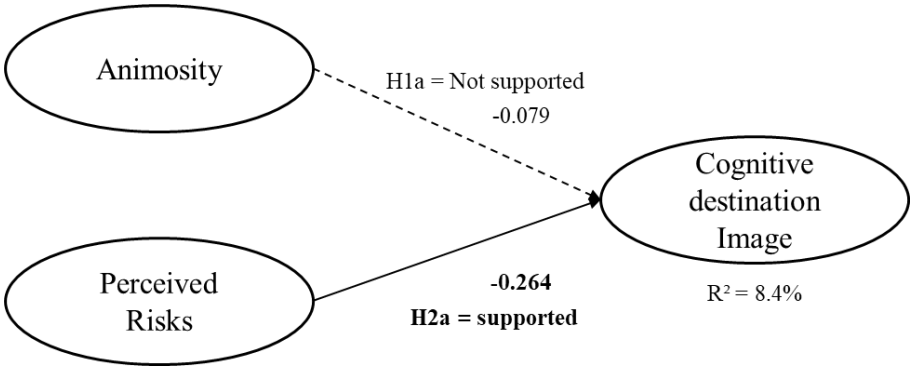
b. Dependent Variable: Cognitive_image

Source: By the author and based on SPSS output

Hence, one can conclude that for the sample population about Rio de Janeiro, Perceived risks negatively (β= -.264) influence cognitive image, confirming the hypothesis: *H2a: Risk perceptions directly and negatively influence cognitive image*.

Regarding Animosity, the following hypothesis is not confirmed: *H1a: Animosity directly and negatively influence cognitive image.*

Figure 12: Impact of Perceived Risk and Animosity on Cognitive Image - Rio de Janeiro



Source: By the author

4.2.2. Affective Destination Image

The subsequent relation analyzed is the impact of Perceived risk and Animosity on Affective Image. For the sample regarding Lisbon, as it is detected through Table 17:

- The Adjusted R Square (R^2) value indicates that only 0.3% percent of the variation of Affective image is explained by perceived risk and animosity;
- The Durbin-Watson statistic d = 1.871 is near 2, so we can assume that data is not auto correlated;
- The F-ratio presents a value of F = 1.259. Since sig. (0.286) > 0.05 one can conclude that perceived risk and animosity are not predictors of Affective Image.

Table 17: Impact of Perceived Risk and Animosity on Affective Image - Lisbon

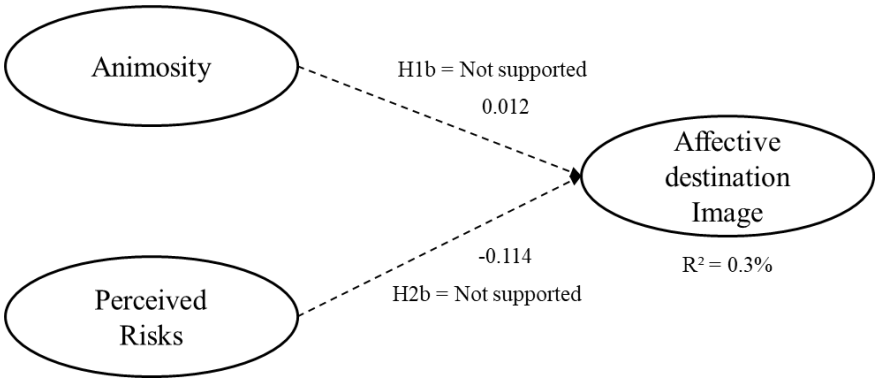
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	6.365	.200		31.773	.000					
	Perceived_risk	-.105	.067	**-.114**	-1.563	**.120**	.922	1.084	**0.3%**	**1.259 (.286)**	**1.871**
	Animosity	.014	.081	**.012**	.171	**.865**	.922	1.084			

c. Dependent Variable: Affective_image

Source: By the author and based on SPSS output

Therefore, one can conclude that for the sample population about Lisbon, the succeeding hypotheses are not supported: *H1b: Animosity directly and negatively influence affective image; H2b: Risk perceptions directly and negatively influence affective image.*

Figure 13: Impact of Perceived Risk and Animosity on Affective Image - Lisbon



Source: By the author

For the sample regarding Rio de Janeiro, as it is perceived through Table 18:

- The Adjusted R Square (R^2) value indicates that 25.4% percent of the variation of Affective image is explained by perceived risks and animosity;
- The Durbin-Watson statistic d = 1.886 is near 2, so we can assume that data is not auto correlated;
- The F-ratio presents a value of F = 35.066. Since sig. (0.00) < 0.05 one can conclude that perceived risk and animosity are predictors of affective image;
- Regarding the column "Sig.", both independent variables present a lower sig. than 0.05, revealing that the coefficients are statistically significant.

Table 18: Impact of Perceived Risk and Animosity on Affective Image - Rio de Janeiro

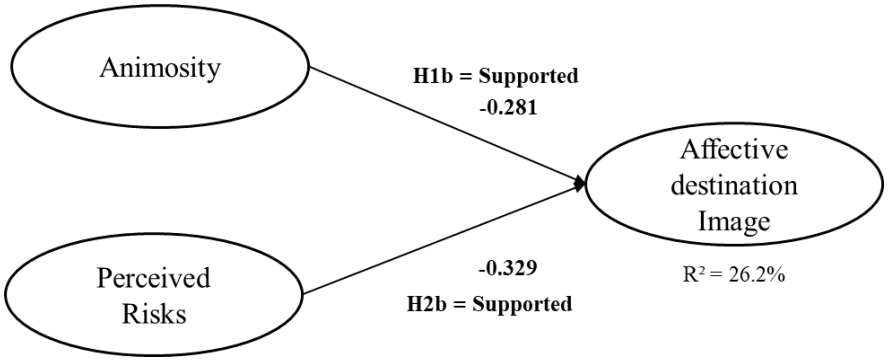
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	8.042	.307		26.217	.000			**25.4%**	**35.066 (.000)**	**1.886**
	Perceived_risk	-.337	.068	**-.329**	-4.924	**.000**	.837	1.195			
	Animosity	-.300	.071	**-.281**	-4.206	**.000**	.837	1.195			

d. Dependent Variable: Affective_image

Source: By the author and based on SPSS output

Therefore, one can conclude that for the sample population about Rio de Janeiro, the succeeding hypotheses are corroborated: *H1b: Animosity directly and negatively influence affective image; H2b: Risk perceptions directly and negatively influence affective image.*

Figure 14: Impact of Perceived Risk and Animosity on Affective Image - Rio de Janeiro



Source: By the author

4.2.3. Conative Destination Image

The following relation analyzed is the impact of Perceived risk and Animosity on Conative Image. For the sample regarding Lisbon, Table 19 shows that:

- The Adjusted R Square (R^2) value indicates that only 0.6% percent of the variation of Affective image is explained by Perceived Risks and Animosity;
- The Durbin-Watson statistic d = 1.580 is near 2, so we can assume that data is not auto correlated;
- The F-ratio presents a value of F = 1.622. Since sig. (0.20) > 0.05 one can conclude that Perceived risk and Animosity are not predictors of Conative Image.

Table 19: Impact of Perceived Risk and Animosity on Conative Image - Lisbon

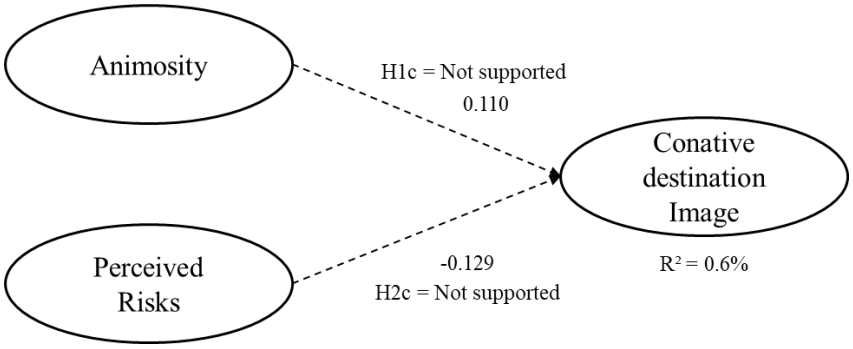
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	5.430	.282		19.278	.000			**0.6%**	**1.622 (.200)**	**1.580**
	Perceived_risk	-.167	.095	**-.129**	-1.763	**.079**	.922	1.084			
	Animosity	.016	.114	**.010**	.139	**.890**	.922	1.084			

e. Dependent Variable: Conative_image

Source: By the author and based on SPSS output

Consequently, one can conclude that for the sample population about Lisbon, the following hypotheses are not confirmed: *H1c: Animosity directly and negatively influence conative image; H2c: Risk perceptions directly and negatively influence conative image*

Figure 15: Impact of Perceived Risk and Animosity on Conative Image - Lisbon



Source: By the author

Table 20: Impact of Perceived Risk and Animosity on Conative Image - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	6.708	.385		17.421	.000			**8.7%**	**10.568 (.000)**	**2.164**
	Perceived_risk	-.249	.086	**-.214**	-2.900	**.004**	.837	1.195			
	Animosity	-.187	.090	**-.154**	-2.091	**.038**	.837	1.195			

f. Dependent Variable: Conative_image

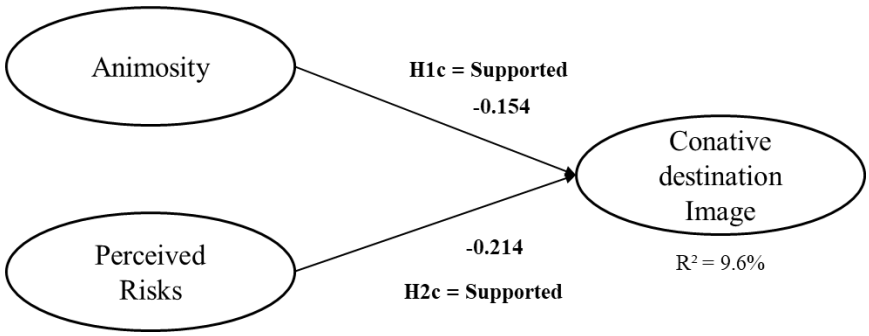
Source: By the author and based on SPSS output

The following relation analyzed is the impact of Perceived risk and Animosity on Conative Image. For the sample regarding Rio de Janeiro, Table 20 shows that:

- The Adjusted R Square (R^2) value indicates that only 8.7% percent of the variation of Affective image is explained by Perceived Risks and Animosity;
- The Durbin-Watson statistic d = 2.164 is near 2, so we can assume that data is not auto correlated in our multiple linear regression;
- The F-ratio presents a value of F = 10.568. Since sig. (0.00) < 0.05 one can conclude that perceived risk and animosity are predictors of conative image;
- Regarding the column "Sig.", both independent variables present a lower sig. than 0.05, revealing that the coefficients are significantly significant.

Consequently, one can conclude that for the sample population about Rio de Janeiro, the following hypotheses are supported: *H1c: Animosity directly and negatively influence conative image; H2c: Risk perceptions directly and negatively influence conative image.*

Figure 16: Impact of Perceived Risk and Animosity on Conative Image - Rio de Janeiro



Source: By the author

4.2.4. Intention to Revisit

Table 21: Impact of Cognitive, Affective and Conative Image on Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-.198	.782		-.253	.800			**22.4%**	**20.476 (.000)**	**1.444**
	Cognitive_image	.293	.159	**.152**	1.842	**.067**	.564	1.774			
	Affective_image	.544	.135	**.303**	4.026	**.000**	.676	1.478			
	Conative_image	.155	.100	**.122**	1.552	**.122**	.623	1.606			

a. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

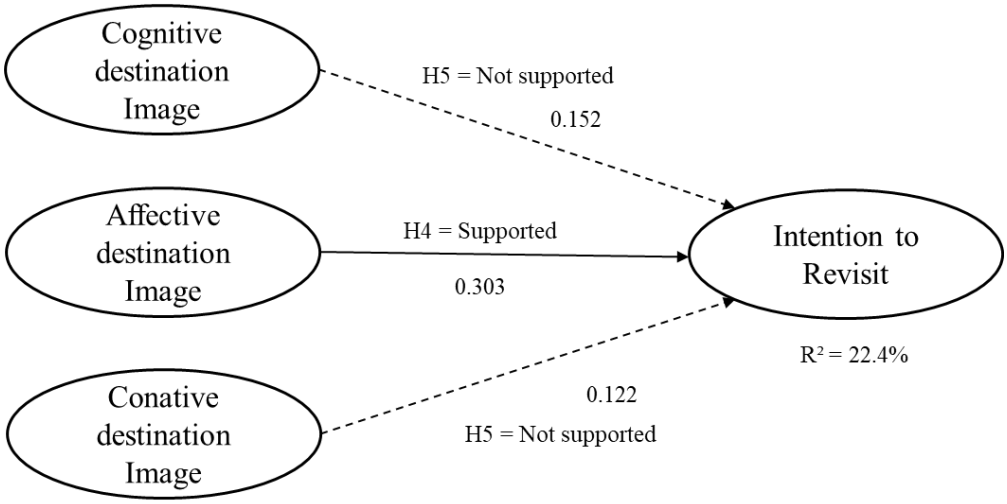
Lastly, it is analyzed the impact of Cognitive, Affective and Conative image on the Intention to revisit a destination. For the sample regarding Lisbon, by analyzing Table 21 it is observable that:

- The Adjusted R Square (R^2) value indicates that 22.4% percent of the variation of Intention to revisit is explained by Cognitive, Affective and Conative image;
- The Durbin-Watson statistic d = 1.444 is near 2, thus we can assume that data is not auto correlated;
- The F-ratio presents a value of F = 20.476. Since sig. (0.00) < 0.05 one can conclude that cognitive, affective and conative image significantly improve our ability to predict Intention to revisit a destination;
- Regarding the column "Sig.", Cognitive image and Conative image show higher sig. than 0.05, revealing that their coefficient are not significantly different from 0. Affective image presents lower sig. than 0.05, showing that its coefficient is statistically significant.

Subsequently, for the sample population of Lisbon, on one hand the following hypothesis are not supported: *H3: Cognitive image directly and positively influences a tourist's intention to revisit a destination*; *H5: Conative image directly and positively influences tourist's intention to revisit a destination.*

On the other hand, the following hypothesis is supported: *H4: Affective image directly and positively influences a tourist's intention to revisit a destination.*

Figure 17: Impact of Cognitive, Affective and Conative Image on Intention to Revisit - Lisbon



Source: By the author

Table 22: Impact of Cognitive, Affective, Conative and Holistic Image on Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-2.227	.748		-2.977	.003			**32.3%**	**32.790 (.000)**	**1.605**
	cognitive_image	-.017	.184	**-.007**	-.092	**.927**	.601	1.665			
	affective_image	.798	.178	**.400**	4.471	**.000**	.422	2.367			
	conative_image	.406	.138	**.231**	2.937	**.004**	.546	1.832			

a. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

Regarding Rio de Janeiro, analyzing Table 22, it is observable that:

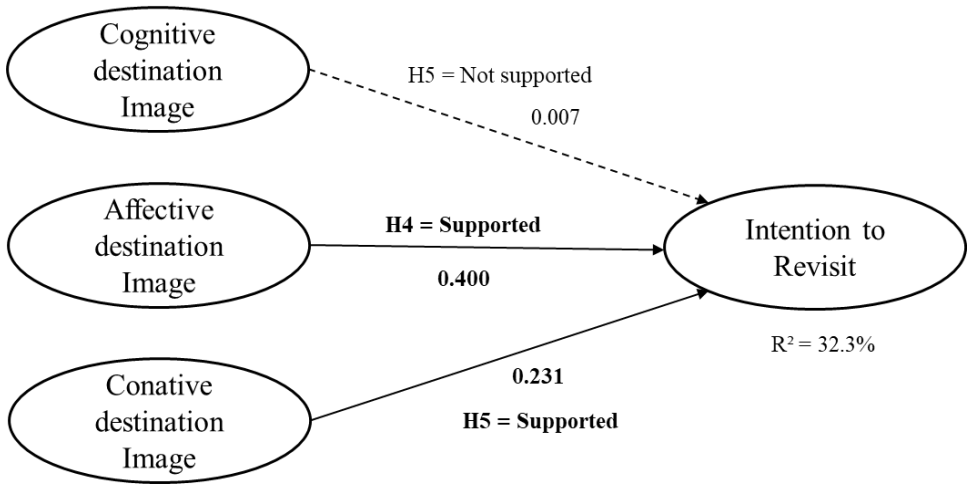
- The Adjusted R Square (R^2) value indicates that 32.3% percent of the variation of Intention to revisit is explained by Cognitive, Affective and Conative image;
- The Durbin-Watson statistic d = 1.605 is near 2, thus we can assume that data is not auto correlated;

- The F-ratio presents a value of F = 32.790. Since sig. (0.00) < 0.05 one can conclude that Cognitive, Affective and Conative image significantly improve our ability to predict Intention to revisit a destination;
- Regarding the column "Sig.", Cognitive image shows a higher sig. than 0.05, revealing that its coefficient is not significantly different from 0. Affective and Conative image present lower sig. than 0.05, showing that their coefficients are statistically significant.

Subsequently, for the sample population of Rio de Janeiro, the following hypothesis is not confirmed: *H3: Cognitive image directly and positively influences a tourist's intention to revisit a destination.*

On the opposite site, the following hypotheses are confirmed: *H4: Affective image directly and positively influences a tourist's intention to revisit a destination*; *H5: Conative image directly and positively influences tourist's intention to revisit a destination*.

Figure 18: Impact of Cognitive, Affective and Conative Image on Intention to Revisit - Rio de Janeiro



Source: By the author

4.3. Mediation Analysis

A mediator is a qualitative or quantitative variable than strengths the relationship between a predictor or independent variable and a criterion or dependent variable (Kennedy & Baron, 1986).

In order to predict if a certain variable is a mediator between a dependent and an independent variable, the following steps have to be taken in consideration:

- Firstly, the correlation between the first predictor and the dependent variable has to be significant;
- Secondly, the correlation between the first predictor and the mediator has to be significant;
- Finally, the mediator is added to the model and in order to be considered a moderator, the first predictor's beta has to change from a significant to an insignificant beta and the second predictor's beta has to be significant.

The following model is obtained:

$$Y=\beta_0+\beta_1 X+\beta_2 M+e,$$

Where,

Y = Independent Variable

X = Dependent Variable

M = Mediator

With the aim to test if holistic image is a mediator between destination images and intention to revisit, a Mediation Analysis was taken for each dimension of destination image: Cognitive Image, Affective Image and Conative Image.

Similarly to Linear Regression, the analyses are divided by the two sample populations, respondents about Lisbon and respondents about Rio de Janeiro, with the aim to make a comparison between the cities.

4.3.1. Holistic Image as a Mediator between Cognitive Image and Intention to Revisit a Destination

In order to predict if holistic image is a mediator between cognitive image and intention to revisit, the previous steps have to be accomplished. For the city of Lisbon:

1) The correlation between cognitive image and intention to revisit is significant, which is confirmed through the analysis of Table 23. The F-ratio presents a value of F = 35.457. Since sig. (0.00) < 0.05 one can conclude that cognitive image is a predictor of intention to revisit. Also, cognitive image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 23: Impact of Cognitive Image on Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	1.387	.711		1.950	.053			**14.6%**	**35.457 (.000)**	**1.464**
	Cognitive_image	.745	.125	**.387**	5.955	**.000**	1.000	1.000			

g. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between cognitive image and holistic image is significant, which is seen in Table 24. The F-ratio presents a value of F = 28.642. Since sig. (0.00) < 0.05 one can conclude that cognitive image is a predictor of holistic image. Also, cognitive image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 24: Impact of Cognitive Image on Holistic Image - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	4.288	.370		11.598	.000			**12.0%**	**28.642 (.000)**	**1.890**
	Cognitive_image	.348	.065	**.353**	5.352	**.000**	1.000	1.000			

h. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) In order to holistic image be considered a moderator, the cognitive image's beta has to change from a significant to an insignificant beta and holistic image's beta has to be significant. As it is visible on Table 25, the cognitive image still shows a lower sig. than 0.05, revealing that its coefficient remains statistically significant, with a β of 0.3.

Table 25: Holistic Image as a mediator between Cognitive Image and Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-.977	.883		-1.106	.270			**21.2%**	**28.158 (.000)**	**1.467**
	Cognitive_image	.553	.128	**.288**	4.307	**.000**	.875	1.142			
	Holistic_image	.551	.130	**.282**	4.229	**.000**	.875	1.142			

i. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Hence, for the city of Lisbon, it is concluded that holistic image is not a mediator between cognitive image and intention to revisit, which does not allow us to confirm the hypothesis: *H6a: Holistic image positively mediates the relationship between cognitive image and a tourist's intention to revisit a tourism destination.*

Figure 19 summarizes the results regarding holistic image as a mediator between cognitive image and intention to revisit, for the city of Lisbon.

Figure 19: Holistic Image as a mediator between Cognitive Image and Intention to Revisit - Lisbon

Source: By the author

For the city of Rio de Janeiro:

1) The correlation between cognitive image and intention to revisit is significant, which is confirmed through the analysis of Table 26. The F-ratio presents a value of F = 28.342. Since sig. (0.00) < 0.05 one can conclude that Cognitive Image is a predictor of Intention to Revisit. Also, Cognitive image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 26: Impact of Cognitive Image on Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-.042	.791		-.053	.958			**12.0%**	**28.342 (.000)**	**1.606**
	Cognitive_image	.867	.163	**.353**	5.324	**.000**	1.000	1.000			

j. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between cognitive image and holistic image is significant, which is confirmed through the analysis of Table 27. The F-ratio presents a value of F = 117.787. Since sig. (0.00) < 0.05 one can conclude that cognitive image is a predictor of holistic image. Also, cognitive image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.6.

Table 27: Impact of Cognitive Image on Holistic Image - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	1.942	.322		6.025	.000			**36.9%**	**117.787 (.000)**	**1.915**
	Cognitive_image	.720	.066	**.610**	10.853	**.000**	1.000	1.000			

k. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) In order to holistic image be considered a moderator, the cognitive image's beta has to change from a significant to an insignificant beta and holistic image's beta has to be significant. As it is visible on Table 28, the cognitive image shows a higher sig. than 0.05, revealing that its coefficient becomes statistically insignificant. Analyzing holistic image, its sig. is lower than 0.05 which means that its coefficient is statistically significant, meeting the requirements above.

Table 28: Holistic Image as a mediator between Cognitive Image and Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-2.081	.779		-2.672	.008			**27.8%**	**39.473 (.000)**	**1.551**
	Cognitive_image	.110	.186	**.045**	.593	**.554**	.628	1.592			
	Holistic_image	1.050	.158	**.505**	6.665	**.000**	.628	1.592			

l. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Hence, it is concluded that, for the city of Rio de Janeiro, Holistic image is a mediator between Cognitive Image and intention to Revisit, which allows us to confirm the hypothesis: *H6a: Holistic image positively mediates the relationship between cognitive image and a tourist's intention to revisit a tourism destination.*

Figure 20 summarizes the results regarding holistic image as a mediator between cognitive image and intention to revisit, for the city of Rio de Janeiro.

Figure 20: Holistic Image as a mediator between Cognitive Image and Intention to Revisit - Rio de Janeiro

Source: By the author

4.3.2. Holistic image as a mediator between Affective image and Intention to revisit a destination

Regarding the city of Lisbon:

1) The correlation between affective image and intention to revisit is significant, which is confirmed through the analysis of Table 29. The F-ratio presents a value of F = 48.776. Since sig. (0.00) < 0.05 one can conclude that affective image is a predictor of intention to revisit. Also, affective image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 29: Impact of Cognitive Image on Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	.712	.704		1.012	.313			**19.1%**	**48.776 (.000)**	**1.444**
	Affective_image	.792	.113	**.442**	6.984	**.000**	1.000	1.000			

m. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between affective image and holistic image has to be significant, which is confirmed through the analysis of Table 30. The F-ratio presents a value of F = 47.761. Since sig. (0.00) < 0.05 one can conclude that affective image is a predictor of Holistic Image. Also, affective image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 30: Impact of Affective Image on Holistic Image - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	3.774	.361		10.450	.000			**18.8%**	**47.761 (.000)**	**1.925**
	Affective_image	.402	.058	**.438**	6.911	**.000**	1.000	1.000			

n. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) Holistic image is added to the model and in order to be considered a moderator, Affective image's beta has to change from a significant to an insignificant beta and holistic image's beta has to be significant. As it is noticeable on Table 31, the affective image still shows a lower sig. than 0.05, revealing that its coefficient remains statistically significant, with a β of 0.3.

Table 31: Holistic Image as a mediator between Affective Image and Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-1.023	.852		-1.201	.231			**23.2%**	**31.590 (.000)**	**1.442**
	Affective_image	.607	.123	**.339**	4.940	**.000**	.808	1.238			
	Holistic_image	.460	.134	**.235**	3.433	**.001**	.808	1.238			

o. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Hence, it is concluded that holistic image is not a mediator between affective image and intention to revisit, which does not allow us to confirm the hypothesis:

H6b: Holistic image positively mediates the relationship between affective image and a tourist's intention to revisit a tourism destination.

Figure 21 summarizes the results regarding holistic image as a mediator between affective image and intention to revisit, for the city of Lisbon.

Figure 21: Holistic Image as a mediator between Affective Image and Intention to Revisit - Lisbon

Source: By the author

Concerning the city of Rio de Janeiro:

1) The correlation between affective image and intention to revisit is significant, which is confirmed through the analysis of Table 32. The F-ratio presents a value of F = 86.827. Since sig. (0.00) < 0.05 one can conclude that affective image is a predictor of intention to revisit. Also, affective image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.6.

Table 32: Impact of Affective Image on Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-1.947	.660		-2.950	.004			**30.0%**	**86.827 (.000)**	**1.538**
	Affective_image	1.098	.118	**.551**	9.318	**.000**	1.000	1.000			

p. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between affective image and holistic image is significant, which is confirmed through the analysis of Table 33. The F-ratio presents a value of F = 284.010. Since sig. (0.00) < 0.05 one can conclude that affective image is a predictor of holistic image. Also, affective image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.8.

Table 33: Impact of Affective Image on Holistic Image - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	1.339	.244		5.479	.000			**58.6%**	**284.010 (.000)**	**1.942**
	Affective_image	.735	.044	**.767**	16.853	**.000**	1.000	1.000			

q. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) Holistic image is added to the model and in order to be considered a moderator, the affective Image's beta has to change from a significant to an insignificant beta and holistic image's beta has to be significant. As it is visible on Table 34, the affective image still shows a lower sig. than 0.05, revealing that its coefficient remains statistically significant, with a β of 0.3.

Table 34: Holistic Image as a mediator between Affective Image and Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-2.690	.695		-3.873	.000			**32.6%**	**49.468 (.000)**	**1.520**
	Affective_image	.690	.180	**.346**	3.830	**.000**	.412	2.427			
	Holistic_image	.555	.188	**.267**	2.955	**.004**	.412	2.427			

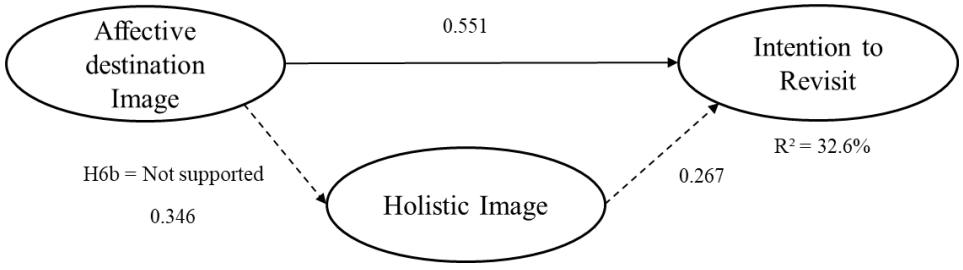
r. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Hence, it is concluded that holistic image is not a mediator between affective image and intention to revisit, which does not allow us to confirm the hypothesis: *H6b: Holistic image positively mediates the relationship between affective image and a tourist's intention to revisit a tourism destination.*

Figure 22 summarizes the results regarding holistic image as a mediator between affective image and intention to revisit, for the city of Rio de Janeiro.

Figure 22: Holistic Image as a mediator between Affective Image and Intention to Revisit - Rio de Janeiro



Source: By the author

4.3.3. Holistic image as a mediator between Conative image and Intention to revisit a destination

Concerning the city of Lisbon:

1) The correlation between Conative Image and Intention to Revisit is significant, which is confirmed through the analysis of Table 35. The F-ratio presents a value of F = 28.488. Since sig. (0.00) < 0.05 one can conclude that Conative Image is a predictor of Intention to Revisit. Also, Conative image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.4.

Table 35: Impact of Cognitive Image on Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	3.309	.437		7.577	.000			**12.0%**	**28.488 (.000)**	**1.342**
	Conative_image	.449	.084	**.352**	5.337	**.000**	1.000	1.000			

s. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between conative image and holistic image is significant, which is confirmed through the analysis of Table 36. The F-ratio presents a value of F = 72.497. Since sig. (0.00) < 0.05 one can conclude that conative image is a predictor of holistic image. Also, conative image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.5.

Table 36: Impact of Conative Image on Holistic Image - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	4.544	.205		22.177	.000			**26.1%**	**72.497 (.000)**	**1.921**
	Conative_image	.336	.039	**.515**	8.515	**.000**	1.000	1.000			

t. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) Holistic image is added to the model and in order to be considered a moderator, conative Image's beta has to change from a significant to an insignificant beta and the holistic Image's beta has to be significant. As it is observable on Table 37, the conative image still shows a lower sig. than 0.05, revealing that its coefficient remains statistically significant, with a β of 0.2.

Table 37: Holistic Image as a mediator between Conative Image and Intention to Revisit - Lisbon

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	.865	.787		1.100	.273			**17.2%**	**21.938 (.000)**	**1.375**
	Conative_image	.268	.095	**.210**	2.818	**.005**	.735	1.361			
	Holistic_image	.538	.146	**.275**	3.688	**.000**	.735	1.361			

u. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Hence, it is concluded that holistic image is not a mediator between affective image and intention to revisit, which does not allow us to confirm the hypothesis: *H6c: Holistic image positively mediates the relationship between conative image and a tourist's intention to revisit a tourism destination.*

Figure 23 summarizes the results regarding holistic image as a mediator between conative image and intention to revisit, for the city of Lisbon.

Figure 23: Holistic Image as a mediator between Conative Image and Intention to Revisit - Lisbon

Source: By the author

Regarding the city of Rio de Janeiro:

1) The correlation between conative image and intention to revisit is significant, which is confirmed through the analysis of Table 38. The F-ratio presents a value of F = 65.184. Since sig. (0.00) < 0.05 one can conclude that conative image is a predictor of intention to revisit. Also, conative image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.5.

Table 38: Impact of Conative Image on Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-.225	.550		-.409	.683			**24.3%**	**65.184 (.000)**	**1.691**
	Conative_image	.872	.108	**.497**	8.074	**.000**	1.000	1.000			

v. Dependent Variable: intention_revisit

Source: By the author and based on SPSS output

2) The correlation between conative image and holistic image is significant, which is confirmed through the analysis of Table 39. The F-ratio presents a value of F = 111.787. Since sig. (0.00) < 0.05 one can conclude that conative image is a predictor of holistic image. Also, conative image shows a lower sig. than 0.05, revealing that its coefficient is statistically significant, with a β of 0.6.

Table 39: Impact of Conative Image on Holistic Image - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	2.876	.244		11.789	.000			**35.6%**	**111.787 (.000)**	**1.848**
	Conative_image	.507	.048	**.600**	10.573	**.000**	1.000	1.000			

w. Dependent Variable: Holistic_Image

Source: By the author and based on SPSS output

3) Holistic image is added to the model and in order to be considered a moderator, the conative image's beta has to change from a significant to an insignificant beta and the

holistic image's beta has to be significant. As it is visible on Table 40, the conative image still shows a lower sig. than 0.05, revealing that its coefficient remains statistically significant, with a β of 0.3.

Table 40: Holistic Image as a mediator between Conative Image and Intention to Revisit - Rio de Janeiro

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R Square	F (sig.)	Durbin-Watson
		B	Std. Error	Beta			Tolerance	VIF			
1	(Constant)	-2.416	.676		-3.575	.000			**32.6%**	**49.391 (.000)**	**1.603**
	Conative_image	.486	.127	**.277**	3.816	**.000**	.640	1.562			
	Holistic_image	.762	.151	**.367**	5.055	**.000**	.640	1.562			

x. Dependent Variable: Intention_revisit

Source: By the author and based on SPSS output

Therefore, it is concluded that holistic image is not a mediator between conative image and intention to revisit, which does not allow us to confirm the hypothesis: *H6c: Holistic image positively mediates the relationship between conative image and a tourist's intention to revisit a tourism destination.*

Figure 24 summarizes the results regarding holistic image as a mediator between conative image and intention to revisit, for the city of Rio de Janeiro.

Figure 24: Holistic Image as a mediator between Conative Image and Intention to Revisit - Rio de Janeiro

Source: By the author

5. CONCLUSIONS AND IMPLICATIONS

5.1. Discussion

The objectives of this dissertation were (1) The analysis of the effect of animosity on the formulation of the image of a destination, characterized by hypothesis H1, H1a, H1b and H1c; (2) The clarification of the influence of risk perceptions on the formulation of the destination image, represented by the hypothesis H2, H2a, H2b and H2c of the conceptual model; and (3) The study of the impact of a destination image perception on tourists' intention to revisit a destination, denoted by hypothesis H3, H4, H5 and H6, including H6a, H6b and H6c.

To accomplish the objectives, a questionnaire was applied to 404 tourists, including 203 respondents about Lisbon and 201 respondents about Rio de Janeiro.

Regarding the **first objective**, the analysis of the effect of animosity on the formulation of the destination image, respondents were asked to evaluate the country, from 1 to 7, where 7 represented the highest level of animosity, through eleven items from the groups Economic, People, Politics/ Government and Military/ War Animosity.

For Lisbon's sample population, regarding the evaluation of Portugal, through the descriptive statistics is possible to conclude that the country is viewed in a very positive way, showing a low level of animosity, with an overall mean of 2.1, whereas Economic Animosity shows the highest value with 2.4. Regarding Rio de Janeiro's sample population, evaluating Brazil, the descriptive statistics show that the country is viewed in a not very positive manner, with an overall mean of 3.8, whereas Politics/ Government Animosity shows the highest value with a mean of 5.4.

In terms of the Regression Analysis that was used to measure the impact of Animosity in the different components of destination image: Cognitive, Affective and Conative Image, the subsequent conclusions were observed:

1) The examination of the impact of Animosity on Cognitive Image revealed that the low animosity felt towards Portugal did not significantly influence Lisbon's cognitive image. Concerning the city of Rio de Janeiro, the analysis also revealed that the moderate animosity felt towards Brazil did not significantly influence Rio de Janeiro's cognitive image.

Thus, the hypothesis *H1a: Animosity directly and negatively influence cognitive image* was not supported.

2) The analysis of the influence of Animosity on Affective Image revealed that the low animosity felt towards Portugal did not significantly influence Lisbon's Affective Image. Concerning Rio de Janeiro, the moderate animosity felt towards Brazil significantly influenced in a negative way Rio de Janeiro's affective image.

Hence, the hypothesis *H1b: Animosity directly and negatively influence affective image* was supported for the sample population of Rio de Janeiro but not for the one from Lisbon.

3) The investigation of the influence of Animosity on Conative Image revealed that the low animosity felt towards Portugal did not significantly influence Lisbon's Conative Image. Regarding Rio de Janeiro, the moderate animosity felt towards Brazil significantly influenced in a negative way Rio de Janeiro's Conative Image.

Therefore, the hypothesis *H1c: Animosity directly and negatively influence conative image* was supported for the sample population of Rio de Janeiro but not for the one from Lisbon.

Summing up, for Lisbon, a city with a low animosity felt by tourists, animosity does not influence destination images. On the contrary, for Rio de Janeiro, a city with a moderate animosity felt by tourists, animosity significantly influence affective and conative destination images. Hence, we suggest that, on one side, when a destination is seen in a very positive way, i.e. when tourists feel a low animosity towards it, there is no influence of this construct over the thoughts, emotions and tourists' desires regarding that destination. On the other side, when a place is seen in a not very positive way, i.e. when tourists feel a moderate/ high animosity towards it, there is no much impact over travelers' thoughts and knowledge, but there is influence over their emotions and desires regarding that destination. Concluding, the following hypothesis is only partially supported: *H1: Animosity directly and negatively influence destination images.*

These results help to fulfill the lack of empirical evidence found that explores the effect of Animosity on Destination Image components. The results show that for Brazil, a country with

a not very positive image, animosity towards the country influences affective and conative image of the city of Rio de Janeiro, thus partially supporting previous research from Alvarez and Campo (2014) that state that animosity has a strong influence on buyer behaviour, mainly over its effect on the affective image but not on the conative image. Moreover, Nes *et al.* (2012) denote that animosity affects buying intentions over the negative emotional affect caused from the acquisition or use of products. Therefore, the results from Brazil also partially support this study, in what refers to the influence of animosity on affective image. On the opposite side, the results obtained from Lisbon contradict these authors, showing that animosity does not influence destination images.

Regarding the **second objective**, the clarification of the influence of risk perceptions on the formulation of the image of a destination, respondents were asked to evaluate 12 items related to different types of risks, from a scale from 1 to 7, where 7 represented the highest level of risk.

For Lisbon's sample population, by analyzing the descriptive statistics is possible to conclude that the city is viewed in a very positive way, showing a low level of risk, with an overall mean of 2.3. The highest mean is represented by the risk of a financial crisis, with a value of 3.0. Concerning Rio de Janeiro's sample population, the descriptive statistics show that the city is viewed in a not very positive way, with an overall mean of 4.0, showing a moderate level of perceived risk. The highest means are represented by the risks of Crime, Financial Crisis and Political Coups, with values ranging from 5.0 to 5.5.

Regarding the Regression Analysis that measured the impact of Perceived Risks in the different components of destination image: Cognitive, Affective and Conative Image, the subsequent conclusions were observed:

1) For Lisbon and Rio de Janeiro, the analysis of the impact of Perceived Risks on Cognitive Image revealed that both cities' perceptions of risks directly and negatively affected the cities' cognitive image.

Therefore, the hypothesis *H2a: Risk perceptions directly and negatively influence cognitive image* was supported.

2) The analysis of the influence of Perceived Risks on Affective Image revealed that Lisbon's low perceptions of risk did not have a significant influence on the city's Affective Image. Concerning Rio de Janeiro, the study revealed that the city's moderate perception of risk did have a significant and negative influence on Rio's Affective Image.

Thus, the hypothesis *H2b: Risk perceptions directly and negatively influence affective image* was supported for the sample population of Rio de Janeiro but not for the one from Lisbon.

3) The investigation of the influence of Perceived Risks on Conative Image revealed that Lisbon's low perception of risk did not have a significant influence on Lisbon's Conative Image. Concerning Rio de Janeiro, the study revealed that the city's moderate perception of risk did have a significant and negative influence on Rio's Conative Image.

Therefore, the hypothesis *H2c: Risk perceptions directly and negatively influence conative image* was supported for the sample population of Rio de Janeiro but not for the one from Lisbon.

Summing up, for Lisbon, a city with a low perceived risk by tourists, the perceptions of risk significantly, and in a negative way, influence cognitive image, however it is not possible to support their influence in the affective and conative images. For Rio de Janeiro, a city with a moderate perceived risk by tourists, the perceptions of risk strongly and negatively influence all the components of destination image and thus, the overall image.

Hence, it is suggested that, on one side, when a destination is seen in a very positive way, i.e. when tourists feel a low perception of risk towards it, there is influence of this construct over tourists' thoughts and knowledge about the place, but not over their emotions and desires regarding it. On the other side, when a place is seen in a not very positive way, i.e. when tourists feel a moderate/ high perceived risk towards it, there is a significant impact over travelers' thoughts and knowledge, emotions and desires regarding that destination. Concluding, the following hypothesis is partially corroborated: *H2: Risk perceptions directly and negatively influence destination images.*

Although there are still no studies that analyze the influence of risk perceptions over different destination components, these findings allow us to corroborate the proposals of Chew and Jahari (2012) and Chew and Jahari (2014) that state that the perceptions of risks have a major on impact destination image. Moreover, they validate the research of Liu *et al.* (2013) that states that when people identify a destination as insecure, they create a negative destination image. Furthermore, these results partially support the findings of Chew and Jahari (2014) that established in their research that cognitive and affective destination images are mediators amongst perceived risks and the intention to revisit a destination.

Regarding the **third objective**, the study of the impact of the image of a destination on tourists' intention to revisit a destination, respondents were asked to evaluate several items, in a scale from 1 to 7, concerning the components of destination image: cognitive, affective, conative and holistic image. Moreover, they were requested to assess their intention to return for another visit to the cities.

Regarding cognitive image, by analyzing the descriptive statistics is possible to conclude that Lisbon is viewed in a positive way, with an overall mean of 5.6. Concerning Rio de Janeiro, the city is viewed in a relatively positive manner, with an overall mean of 4.8. Through the Regression Analysis is possible to infer that, for both sample populations, cognitive image does not influence tourists' intention to revisit the cities, which means that the following hypothesis is not supported: *H3: Cognitive image directly and positively influences a tourist's intention to revisit a destination*

Concerning affective image, by studying the descriptive statistics is possible to determine that Lisbon is viewed in a very positive way, with an overall mean of 6.2. Regarding Rio de Janeiro, the city is viewed in a positive way, with an overall mean of 5.5. Through the Regression Analysis is possible to infer that, for both sample populations, affective image influences tourists' intention to revisit the cities, which means that the following hypothesis is supported: *H4: Affective image directly and positively influences a tourist's intention to revisit a destination*

In which concerns conative image, by examining the descriptive statistics is possible to infer that both cities are viewed in a positive way, Lisbon with an overall mean of 5.1 and Rio de

Janeiro with 5.0. Through the Regression Analysis is possible to infer that, for Lisbon's sample population, conative image does not impact travelers' intention to revisit the city. On the contrary, regarding Rio de Janeiro, conative image influences tourists' intention to revisit the city, which means that the following hypothesis is only partially supported: *H5: Conative image directly and positively influences a tourist's intention to revisit a destination*.

Regarding holistic image, by studying the descriptive statistics is possible to infer that the city of Lisbon is viewed in a very positive way, with an overall mean of 6.3 and Rio de Janeiro is seen in a positive manner, with an overall mean of 5.4.

Through the Mediation Analysis is possible to conclude that, for Lisbon's sample population, holistic image is not a moderator between cognitive image and travelers' intention to revisit the city. In the case of Rio de Janeiro, holistic image is considered a moderator between cognitive image and intention to revisit the city, which means that the following hypothesis is only partially supported: *H6a: Holistic image positively mediates the relationship between cognitive image and a tourist's intention to revisit a tourism destination.*

Moreover, is possible to deduce that, for both sample populations, holistic image is not a moderator between affective image and tourists' intention to revisit the cities neither between conative image and intention to revisit. Hence, the following hypotheses are not supported: *H6b: Holistic image positively mediates the relationship between affective image and a tourist's intention to revisit a tourism destination.*
H6c: Holistic image positively mediates the relationship between conative image and a tourist's intention to revisit a tourism destination.

Therefore, the hypothesis *H6: Holistic image positively mediates the relationship between destination images and a tourist's intention to revisit a tourism destination* is only partially supported. Annex 4 summarizes the corroboration of all the hypotheses.

Besides, regarding the Intention to revisit, respecting Lisbon, the total mean for the results is 5.6, which proposes a positive motivation to revisit the city. Rio de Janeiro shows a total mean of results of 4.1, which does not suggest a very positive willingness to revisit the city.

Summing up, Lisbon has a positive cognitive and conative image, although they do not influence directly travelers' intention to revisit the city. Moreover, Lisbon has a very positive affective image that directly influences tourists' intention to take a repeat visit to the Portuguese capital. Regarding Rio de Janeiro, the city has a relatively positive cognitive image, although it does not influence tourist's intention to revisit. Moreover, it has positive affective and conative images that directly influence travelers' intention to revisit the city. Additionally, for Lisbon, holistic image does not act as a mediator between destination images and intention to revisit. For the city of Rio de Janeiro, holistic image acts as a mediator between cognitive image and intention to revisit.

Hence, it is suggested that, on one side, when the overall image of a destination is seen in a very positive way, that is the case of Lisbon, there is only a direct and positive influence of the components of image over tourists' intention to revisit a destination when these components present a very positive value. In this case, the affective component has a very positive image that directly influences intention to revisit. On the other side, when the overall image of a destination is seen in a positive way, that is the case of Rio de Janeiro, there is only a direct and positive influence of the components of image over tourists' intention to revisit a destination when these components present a positive image, but not when these are only moderate/ relatively positive. In this case, the affective and conative components have a positive image that directly influences intention to revisit. Cognitive image shows a relatively positive image, not influencing revisit intention.

These results partially agree with past research of Stylos *et al.* (2017) that state that conative image directly influence intention to revisit. Moreover, the authors argue that all image components, cognitive, affective and conative, have a positive indirect effect on revisit intention via holistic image, being that our research only corroborates with this relation for cognitive image and for the sample of Rio de Janeiro, as mentioned before.

Furthermore, the findings about Rio de Janeiro's sample allow us to partially corroborate the proposal of Qu *et al.* (2011) that states that the overall image of the destination – holistic image - is a mediator between image components, including cognitive, affective and unique image components, and revisit intention. Moreover, the findings conflict with the work of Stylos *et al.* (2016) that states that only affective and conative components of image, but not

the cognitive one, contribute to the forecast of travellers intentions to revisit a destination, with holistic image as a mediator of the relation.

5.2. Theoretical and Managerial Implications

This section intends to provide a clear vision on the implications present in this study, both on a theoretical and on a managerial level.

Firstly, as far as we know, this is the first attempt to explore how animosity and perceived risk influence the dimensions of image. In spite of previous research establish the importance and expected influences of risk and animosity on destination image, these constructs were not yet studied as separate constructs from destination image. Thus, the conceptual model bridges the research gap between those constructs and considers perceived risk and animosity as antecedents of the image of a destination, including the components cognitive image, affective image and conative image.

Secondly, previous research has mainly focus on a specific leisure destination. It is the first time that two destinations with different levels of perceived risk are compared in order to establish the connection between the perception of risk and the image of those destinations. For this comparison two cities were used, Lisbon, a destination with a low perceived risk, and Rio de Janeiro, a destination with a moderate perceived risk.

Thirdly, past research has been inconclusive regarding which components of destination image have the greatest impact on the intention to revisit a destination. Hence, this study attempts to comprehend the potential strength of each component of destination image in inducing tourists' intention to revisit a destination.

Based on the findings, it seems that the proposed model works better in the case of destinations without very positive perceptions made by tourists, in which concerns animosity and perceived risks.

Besides its theoretical importance, this research attempts to bring forward significant insights regarding the advising of managers of tourist destinations.

Concerning animosity, when a country is perceived to have a moderate or high animosity, its image, as well as the image of the cities in that country, is affected directly and in a negative way, which influences the intention to revisit that destination. Thus, Governments should make an effort to improve their image by providing accurate information and through national branding. Also, managers should consider this construct when they do business with foreign markets by *monitor the internal policies of a country when making manufacturing, sourcing, or branding decisions and disassociate themselves from the policies and actions of an oppressive government* (Nes *et al.,* 2012:763). For example, if it is likely that the animosity towards the country may influence brand equity, businesses must try to cover or restrain their national foundation and as an alternative endorse a global brand image.

Regarding risk perception, for cities with a low perceived risk by tourists, those significantly and in a negative way influence the thoughts and knowledge tourists have regarding a destination. Thus, managers of tourist destinations should maintain these perceptions low through the use of educational promotions of the destinations in order to reassure travelers regarding the safety, good attractive and essential and conditions, appealing activities and natural environment of the destination. In the case of destinations with a moderate/ high perceived risk, besides the measures mentioned before, destination managers should make an extra effort regarding the promotion of the destination, since the perception of risk influences not only thoughts and knowledge tourists have regarding the destination, but also their emotions and desires regarding it.

Concerning cognitive image, tourism organizations may incentivize travel agents to educate tourists, through sponsoring familiarization tours for them and providing them reliable publications from autonomous entities regarding the destination qualities and efforts made to ensure the safety of the destination. Moreover, organizations should promote the recommendation of the destination through online reviews and word-of-mouth communication by repeat visitors and popular celebrities. Thereby, destination managers may reestablish the destination's brand image, improving destination image and the prospect of intention to revisit. As regards affective image, the emotion related component, strong and emotional messages should be developed for the destinations, for example with the use of videos, films and TV series that transfer people to a fictional reality. In relation to conative image, the development of technologies can be used in order to engage and inspire tourists to

plan experiences for a future visit to the destination. For example, through the use of Virtual Reality systems that allows travelers to predict different travel experiences. Additionally, given the mediating role of holistic image, a unique and differentiating touristic experience must be created in order to meet or if possible exceed traveler's expectations by identifying the strengths and opportunities of the destination.

Concluding, all of these initiatives could help managers of tourism destinations to reduce animosity and perceived risk towards a destination, improve its image and, consequently, increase tourists' revisit intentions.

5.3. Limitations and Future Research

The succeeding topics present the current limitations of this research that should be taken in consideration when interpreting its findings. Moreover, they present suggestions to overcome those limitations in future research, as well as suggest new ideas that may be used to obtain more trustful information regarding the tourists' profile and the destinations.

First of all, this investigation comprised only tourists that have visited two cities, Lisbon and Rio de Janeiro, with approximately 200 responses for each city. Thus, future research is desired to test our conceptual model with more visitors from different countries and responses regarding different tourist destinations, with different levels of perceived risk.

Also, since data was collected through the social platform Facebook, there may be biases regarding the demographic characteristics of the population. Hence, future research should use several data collection methods besides distribution through social platforms, as personal distribution of questionnaires and interviews.

Moreover, data was collected between May and July 2018. Since it is a short period, it might be influenced by some kind of occurrence so, on future research, data should be collected and monitored through a longer period of time.

Furthermore, several other constructs may impact a tourist's intention to revisit a destination. Hence, researchers should include them in future studies. Some examples of constructs are: satisfaction, personal normative beliefs, place attachment and intention to recommend.

Finally, in order to avail the opportunities provided by the development of new technologies, Virtual Reality technology might be used to test the conceptual model. Since VR allows people to have a very immersive experience, software can be created to use several different destinations without actually having to travel and to test peoples' attitudes and the influence on travel intention.

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7. ANNEXES

Annex 1: Multicollinearity through the VIF value

VIF (Collinearity Statistics	**Problems of Multicollinearity**
<3	No multicollinearity
3-5	Low multicollinearity
5-10	Medium multicollinearity
>10	High multicollinearity

Source: (O'Brien, 2007)

Annex 2: Correlation through the Durbin-Watson value

Durbin-Watson	**Autocorrelation**
<1	Positive autocorrelation
1-2	Acceptable value for no autocorrelation
2	No autocorrelation
>2	Negative autocorrelation

Source: (Hair *et al.*, 2010)

Annex 3: Questionnaire

1. Using a scale from 1 to 7, where 1= Very Much Unlikely and 7= Very Much Likely, please think about your next trip to Lisbon/ Rio de Janeiro and rate the likelihood of the following risks occurring.

	1	2	3	4	5	6	7
Terrorism							
Crime							
Natural Disasters							
Disease							
Food safety							
Financial crisis							
Health crisis							
Physical risk							
Equipment failure							
Weather crisis							
Cultural barriers							
Political coups							

2. Using a scale from 1 to 7, where 1= I strongly disagree to 7= I strongly agree, please share your opinion regarding Portugal/ Brazil according to the following characteristics.

	1	2	3	4	5	6	7
Portugal is out to exploit the economy of my country and other countries							
Portugal is taking advantage of my country and other countries							
The country has too much economic influence in my country and other countries							
I don't like the mentality of the people in Portugal							
I feel that Portuguese people are hostile and not open to foreigners							
My experiences with Portuguese people are negative							
I dislike the country's government policies							
I dislike the political system							
There is too much corruption in the country							
I dislike the country's involvement in wars							
I dislike the military operations of Portugal							

3. Using a Scale ranging from "1=strongly disagree" to "7=strongly agree", please evaluate the image of the city of Lisbon/ Rio de Janeiro according to the following characteristics:

	1	2	3	4	5	6	7
Attractive Conditions							
Good quality of infrastructure							
Standard hygiene & cleanliness							
Political stability							
Good reputation of destination							
Unpolluted/unspoiled natural environment							
Implementation of policies towards sustainability & environmental protection							
Essential Conditions							
Availability of hotels/lodgings/camping							
Relaxing/avoidance of daily Routine							
Safe place to travel							
Easily accessible from permanent Residence							
Family-oriented destination							
Good value for money							
Satisfactory customer care on behalf of various professionals							
Appealing Activities							
Various shopping opportunities							
Interesting cultural attractions							
Interesting historical monuments & relevant events							
Nice opportunities for biking/fishing /hunting/climbing							
Nice opportunities for wine tourism							
Natural Environment							
Good climate							
Great beaches							
Beautiful landscape							

EXPLORING HOW TANGIBLE RISKS AND ANIMOSITY CAN AFFECT THE DESTINATION IMAGE AND REVISIT INTENTION OF A TOURIST DESTINATION

4. Rate Lisbon/ Rio de Janeiro as a tourism destination for the following set of feelings:

Unpleasant						**Pleasant**
Gloomy						**Exciting**
Distressing						**Relaxing**
Negative						**Positive**
Unenjoyable						**Enjoyable**
Unfavourable						**Favourable**
Boring						**Fun**

5. Lisbon/ Rio de Janeiro as a Tourism destination…

	1	2	3	4	5	6	7
Was always a dream -destination to visit sometime during my lifetime							
Expresses myself as a suitable vacation choice							
Helps me put in use knowledge that I have (i.e. history, geography, philosophy)							
Was always / constitutes a personal goal for vacations							
As a choice, it stems from a personal need of mine that had to be fulfilled							
Has evoked a persistent wish to visit it							
Encapsulates positive attributes that help in the growth of my personality							
Makes me believe that my vacations there may be the best reward / gift I can offer myself							

6. Rate the overall image of Lisbon/ Rio de Janeiro as a tourism destination, from 1 – very negative to 7 – very positive

1	2	3	4	5	6	7

7. Rate the following statements according to your Intention to Revisit, where 1 = extremely unlikely and 7 = extremely likely

	1	2	3	4	5	6	7
I intend to revisit Lisbon sometime within the next 2 years							
I plan to revisit Lisbon again within the next 2 years							
I desire to revisit Lisbon again within the next 2 years							
I probably will revisit Lisbon within the next 2 years							

Please fill the following information so that we can know more about you:

Gender:
□ Male
□ Female

Age:
□ Less than 25
□ 25 to 34
□ 35 to 44
□ 45 to 54
□ 55 to 64
□ 65 or more

Marital Status
□ Single
□ Married/ Together
□ Separated/ Divorced
□ Other

Purpose of visit
□ Holiday/ leisure
□ Business
□ Visiting family/ friends
□ Other

With whom are you travelling with?
□ Alone
□ Partner
□ With friends
□ With family
□ Organised group

Frequency of travel
□ Once or twice per year
□ 3-5 times per year
□ 6 or more times per year

Academic Level
□ Elementary
□ High School
□ Bachelor Degree
□ Master/ Doctorate/ PhD

Previous visits
□ First comers
□ Repeaters

Nationality_____

Annex 4: Summary of Hypotheses Corroboration

Hypotheses	Lisbon	Rio Janeiro
H1: Animosity towards a destination influences destination images	Not supported	Partially supported
H1a: Animosity towards a destination influences cognitive image	Not supported	Not supported
H1b: Animosity towards a destination influences affective image	Not supported	Supported
H1c: Animosity towards a destination influences conative image	Not supported	Supported
H2: Risk perceptions directly and negatively influence destination images	Partially supported	Supported
H2a: Risk perceptions directly and negatively influence cognitive image	Supported	Supported
H2b: Risk perceptions directly and negatively influence affective image	Not supported	Supported
H2c: Risk perceptions directly and negatively influence conative image	Not supported	Supported
H3: Cognitive image directly and positively influences a tourist's intention to revisit a destination	Not supported	Not supported
H4: Affective image directly and positively influences a tourist's intention to revisit a destination	Supported	Supported
H5: Conative image directly and positively influences tourist's intention to revisit a destination	Not supported	Supported
H6: Holistic image positively mediates the relationship between destination images and a tourist's intention to revisit a tourism destination.	Not supported	Partially supported
H6a: Holistic image positively mediates the relationship between cognitive image and a tourist's intention to revisit a tourism destination.	Not supported	Supported
H6b: Holistic image positively mediates the relationship between affective image and a tourist's intention to revisit a tourism destination.	Not supported	Not supported
H6c: Holistic image positively mediates the relationship between conative image and a tourist's intention to revisit a tourism destination.	Not supported	Not supported

Source: By the author

Annex 5: Linear Regression Analysis – SPSS Output for Lisbon

5.1. Cognitive Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Overall_risk[b]	.	Enter

a. Dependent Variable: Cognitive_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,312[a]	,097	,088	,6755	1,764

a. Predictors: (Constant), Animosity, Overall_risk

b. Dependent Variable: Cognitive_image

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9,837	2	4,919	10,780	,000[b]
	Residual	91,252	200	,456		
	Total	101,089	202			

a. Dependent Variable: Cognitive_image

b. Predictors: (Constant), Animosity, Overall_risk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,403	,178		35,882	,000		
	Overall_risk	-,214	,060	-,249	-3,562	,000	,922	1,084
	Animosity	-,134	,072	-,131	-1,866	,064	,922	1,084

a. Dependent Variable: Cognitive_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Overall_risk	Animosity
1	1	2,875	1,000	,01	,01	,01
	2	,079	6,037	,02	,83	,42
	3	,046	7,868	,97	,16	,57

a. Dependent Variable: Cognitive_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,620	6,055	5,641	,2207	203
Residual	-3,9946	1,5269	,0000	,6721	203
Std. Predicted Value	-4,625	1,877	,000	1,000	203
Std. Residual	-5,914	2,260	,000	,995	203

a. Dependent Variable: Cognitive_image

5.2. Affective Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Overall_risk[b]	.	Enter

a. Dependent Variable: Affective_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,112[a]	,012	,003	,7583	1,871

a. Predictors: (Constant), Animosity, Overall_risk

b. Dependent Variable: Affective_image

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1,448	2	,724	1,259	,286[b]
	Residual	115,002	200	,575		
	Total	116,450	202			

a. Dependent Variable: Affective_image

b. Predictors: (Constant), Animosity, Overall_risk

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	6,365	,200		31,773	,000		
	Overall_risk	-,105	,067	-,114	-1,563	,120	,922	1,084
	Animosity	,014	,081	,012	,171	,865	,922	1,084

a. Dependent Variable: Affective_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Overall_risk	Variance Proportions Animosity
1	1	2,875	1,000	,01	,01	,01
	2	,079	6,037	,02	,83	,42
	3	,046	7,868	,97	,16	,57

a. Dependent Variable: Affective_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,763	6,285	6,157	,0847	203
Residual	-4,2422	1,2369	,0000	,7545	203
Std. Predicted Value	-4,652	1,511	,000	1,000	203
Std. Residual	-5,594	1,631	,000	,995	203

a. Dependent Variable: Affective_image

5.3. Conative Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Overall_risk[b]	.	Enter

a. Dependent Variable: Conative_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,126[a]	,016	,006	1,0662	1,580

a. Predictors: (Constant), Animosity, Overall_risk

b. Dependent Variable: Conative_image

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3,689	2	1,844	1,622	,200[b]
	Residual	227,378	200	1,137		
	Total	231,066	202			

a. Dependent Variable: Conative_image

b. Predictors: (Constant), Animosity, Overall_risk

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5,430	,282		19,278	,000		
	Overall_risk	-,167	,095	-,129	-1,763	,079	,922	1,084
	Animosity	,016	,114	,010	,139	,890	,922	1,084

a. Dependent Variable: Conative_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Overall_risk	Animosity
1	1	2,875	1,000	,01	,01	,01
	2	,079	6,037	,02	,83	,42
	3	,046	7,868	,97	,16	,57

a. Dependent Variable: Conative_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,462	5,285	5,087	,1351	203
Residual	-4,0651	2,1256	,0000	1,0610	203
Std. Predicted Value	-4,629	1,461	,000	1,000	203
Std. Residual	-3,813	1,994	,000	,995	203

a. Dependent Variable: Conative_image

5.4. Intention to Revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conative_image, Affective_image, Cognitive_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,486[a]	,236	,224	1,1991	1,444

a. Predictors: (Constant), Conative_image, Affective_image, Cognitive_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88,319	3	29,440	20,476	,000[b]
	Residual	286,120	199	1,438		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Conative_image, Affective_image, Cognitive_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-,198	,782		-,253	,800		
	Cognitive_image	,293	,159	,152	1,842	,067	,564	1,774
	Affective_image	,544	,135	,303	4,026	,000	,676	1,478
	Conative_image	,155	,100	,122	1,552	,122	,623	1,606

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Cognitive_image	Affective_image	Conative_image
1	1	3,963	1,000	,00	,00	,00	,00
	2	,024	12,958	,11	,00	,03	,77
	3	,007	23,597	,49	,04	,93	,03
	4	,006	24,832	,39	,96	,04	,20

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,688	6,744	5,591	,6612	203
Residual	-5,1471	2,8760	,0000	1,1901	203
Std. Predicted Value	-5,903	1,744	,000	1,000	203
Std. Residual	-4,293	2,398	,000	,993	203

a. Dependent Variable: intention_revisit

Annex 6: Linear Regression Analysis – SPSS Output for Rio de Janeiro

6.1. Cognitive Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Perceived_risks[b]	.	Enter

a. Dependent Variable: cognitive_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,305[a]	,093	,084	,730	1,799

a. Predictors: (Constant), Animosity, Perceived_risks

b. Dependent Variable: cognitive_image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,791	2	5,396	10,131	,000[b]
	Residual	105,455	198	,533		
	Total	116,246	200			

a. Dependent Variable: cognitive_image

b. Predictors: (Constant), Animosity, Perceived_risks

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5,953	,276		21,565	,000		
	Perceived_risks	-,220	,062	-,264	-3,572	,000	,837	1,195
	Animosity	-,068	,064	-,079	-1,061	,290	,837	1,195

a. Dependent Variable: cognitive_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Perceived_risks	Animosity
1	1	2,948	1,000	,00	,00	,00
	2	,029	10,063	,00	,65	,75
	3	,023	11,263	,99	,35	,24

a. Dependent Variable: cognitive_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,13	5,33	4,80	,232	201
Residual	-3,695	1,958	,000	,726	201
Std. Predicted Value	-2,868	2,276	,000	1,000	201
Std. Residual	-5,063	2,683	,000	,995	201

a. Dependent Variable: cognitive_image

6.2. Affective Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Perceived_risks[b]	.	Enter

a. Dependent Variable: affective_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,511[a]	,262	,254	,811	1,886

a. Predictors: (Constant), Animosity, Perceived_risks

b. Dependent Variable: affective_image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,121	2	23,060	35,066	,000[b]
	Residual	130,210	198	,658		
	Total	176,331	200			

a. Dependent Variable: affective_image

b. Predictors: (Constant), Animosity, Perceived_risks

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	8,042	,307		26,217	,000		
	Perceived_risks	-,337	,068	-,329	-4,924	,000	,837	1,195
	Animosity	-,300	,071	-,281	-4,206	,000	,837	1,195

a. Dependent Variable: affective_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Perceived_risks	Variance Proportions Animosity
1	1	2,948	1,000	,00	,00	,00
	2	,029	10,063	,00	,65	,75
	3	,023	11,263	,99	,35	,24

a. Dependent Variable: affective_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,08	6,76	5,52	,480	201
Residual	-5,170	2,289	,000	,807	201
Std. Predicted Value	-3,005	2,585	,000	1,000	201
Std. Residual	-6,375	2,823	,000	,995	201

a. Dependent Variable: affective_image

6.3. Conative Destination Image

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Animosity, Perceived_risks[b]	.	Enter

a. Dependent Variable: conative_image

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,311[a]	,096	,087	1,018	2,164

a. Predictors: (Constant), Animosity, Perceived_risks

b. Dependent Variable: conative_image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,905	2	10,952	10,568	,000[b]
	Residual	205,192	198	1,036		
	Total	227,097	200			

a. Dependent Variable: conative_image

b. Predictors: (Constant), Animosity, Perceived_risks

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,708	,385		17,421	,000		
	Perceived_risks	-,249	,086	-,214	-2,900	,004	,837	1,195
	Animosity	-,187	,090	-,154	-2,091	,038	,837	1,195

a. Dependent Variable: conative_image

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Perceived_risks	Variance Proportions Animosity
1	1	2,948	1,000	,00	,00	,00
	2	,029	10,063	,00	,65	,75
	3	,023	11,263	,99	,35	,24

a. Dependent Variable: conative_image

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,98	5,81	4,98	,331	201
Residual	-4,460	2,597	,000	1,013	201
Std. Predicted Value	-2,998	2,514	,000	1,000	201
Std. Residual	-4,382	2,551	,000	,995	201

a. Dependent Variable: conative_image

6.4. Intention to Revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	conative_image, cognitive_image, affective_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,577[a]	,333	,323	1,540	1,605

a. Predictors: (Constant), conative_image, cognitive_image, affective_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233,169	3	77,723	32,790	,000[b]
	Residual	466,954	197	2,370		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), conative_image, cognitive_image, affective_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2,227	,748		-2,977	,003		
	cognitive_image	-,017	,184	-,007	-,092	,927	,601	1,665
	affective_image	,798	,178	,400	4,471	,000	,422	2,367
	conative_image	,406	,138	,231	2,937	,004	,546	1,832

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	cognitive_image	affective_image	conative_image
1	1	3,955	1,000	,00	,00	,00	,00
	2	,024	12,918	,28	,06	,01	,58
	3	,013	17,613	,71	,42	,11	,17
	4	,008	21,887	,01	,52	,88	,26

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,61	6,10	4,12	1,080	201
Residual	-4,142	3,324	,000	1,528	201
Std. Predicted Value	-4,373	1,840	,000	1,000	201
Std. Residual	-2,690	2,159	,000	,992	201

a. Dependent Variable: intention_revisit

Annex 7: Mediation Analysis – SPSS Output for Lisbon

7.1. Holistic image as a mediator between Cognitive image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Cognitive_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,387[a]	,150	,146	1,2584	1,464

a. Predictors: (Constant), Cognitive_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56,148	1	56,148	35,457	,000[b]
	Residual	318,291	201	1,584		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Cognitive_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,387	,711		1,950	,053		
	Cognitive_image	,745	,125	,387	5,955	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Cognitive_image
1	1	1,992	1,000	,00	,00
	2	,008	16,049	1,00	1,00

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,629	6,604	5,591	,5272	203
Residual	-4,9299	3,1623	,0000	1,2553	203
Std. Predicted Value	-5,618	1,922	,000	1,000	203
Std. Residual	-3,918	2,513	,000	,998	203

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, Cognitive_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,469[a]	,220	,212	1,2087	1,467

a. Predictors: (Constant), Holistic_image, Cognitive_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82,269	2	41,134	28,158	,000[b]
	Residual	292,170	200	1,461		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, Cognitive_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-,977	,883		-1,106	,270		
	Cognitive_image	,553	,128	,288	4,307	,000	,875	1,142
	Holistic_image	,551	,130	,282	4,229	,000	,875	1,142

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Cognitive_image	Variance Proportions Holistic_image
1	1	2,985	1,000	,00	,00	,00
	2	,009	17,957	,06	,92	,36
	3	,006	22,363	,94	,07	,64

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,181	6,756	5,591	,6382	203
Residual	-5,2555	3,6369	,0000	1,2027	203
Std. Predicted Value	-3,777	1,826	,000	1,000	203
Std. Residual	-4,348	3,009	,000	,995	203

a. Dependent Variable: intention_revisit

7.2. Holistic image as a mediator between Affective image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Affective_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,442[a]	,195	,191	1,2244	1,444

a. Predictors: (Constant), Affective_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73,120	1	73,120	48,776	,000[b]
	Residual	301,320	201	1,499		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Affective_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,712	,704		1,012	,313		
	Affective_image	,792	,113	,442	6,984	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Affective_image
1	1	1,993	1,000	,00	,00
	2	,007	16,320	1,00	1,00

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,297	6,259	5,591	,6016	203
Residual	-5,2592	4,0236	,0000	1,2213	203
Std. Predicted Value	-5,475	1,110	,000	1,000	203
Std. Residual	-4,295	3,286	,000	,998	203

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, Affective_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,490[a]	,240	,232	1,1928	1,442

a. Predictors: (Constant), Holistic_image, Affective_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89,889	2	44,945	31,590	,000[b]
	Residual	284,550	200	1,423		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, Affective_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1,023	,852		-1,201	,231		
	Affective_image	,607	,123	,339	4,940	,000	,808	1,238
	Holistic_image	,460	,134	,235	3,433	,001	,808	1,238

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Affective_image	Holistic_image
1	1	2,986	1,000	,00	,00	,00
	2	,008	19,259	,17	1,00	,24
	3	,006	22,076	,83	,00	,76

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,179	6,447	5,591	,6671	203
Residual	-5,4475	3,0690	,0000	1,1869	203
Std. Predicted Value	-5,115	1,284	,000	1,000	203
Std. Residual	-4,567	2,573	,000	,995	203

a. Dependent Variable: intention_revisit

7.3. Holistic image as a mediator between Conative image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Conative_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,352[a]	,124	,120	1,2774	1,342

a. Predictors: (Constant), Conative_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,482	1	46,482	28,488	,000[b]
	Residual	327,957	201	1,632		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Conative_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,309	,437		7,577	,000		
	Conative_image	,449	,084	,352	5,337	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Conative_image
1	1	1,979	1,000	,01	,01
	2	,021	9,640	,99	,99

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,758	6,449	5,591	,4797	203
Residual	-4,4879	3,2420	,0000	1,2742	203
Std. Predicted Value	-3,822	1,788	,000	1,000	203
Std. Residual	-3,513	2,538	,000	,998	203

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, Conative_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,424[a]	,180	,172	1,2391	1,375

a. Predictors: (Constant), Holistic_image, Conative_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,366	2	33,683	21,938	,000[b]
	Residual	307,073	200	1,535		
	Total	374,439	202			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, Conative_image

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,865	,787		1,100	,273		
	Conative_image	,268	,095	,210	2,818	,005	,735	1,361
	Holistic_image	,538	,146	,275	3,688	,000	,735	1,361

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

				Variance Proportions		
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Conative_image	Holistic_image
1	1	2,971	1,000	,00	,00	,00
	2	,023	11,323	,15	,86	,03
	3	,005	23,250	,85	,14	,97

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,244	6,506	5,591	,5775	203
Residual	-4,9323	3,7152	,0000	1,2329	203
Std. Predicted Value	-4,064	1,585	,000	1,000	203
Std. Residual	-3,981	2,998	,000	,995	203

a. Dependent Variable: intention_revisit

Annex 8: Mediation Analysis – SPSS Output for Rio de Janeiro

8.1. Holistic image as a mediator between Cognitive image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	cognitive_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,353[a]	,125	,120	1,755	1,606

a. Predictors: (Constant), cognitive_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87,283	1	87,283	28,342	,000[b]
	Residual	612,841	199	3,080		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), cognitive_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-,042	,791		-,053	,958		
	cognitive_image	,867	,163	,353	5,324	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions cognitive_image
1	1	1,988	1,000	,01	,01
	2	,012	12,697	,99	,99

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,32	5,73	4,12	,661	201
Residual	-3,992	4,484	,000	1,750	201
Std. Predicted Value	-4,232	2,451	,000	1,000	201
Std. Residual	-2,275	2,555	,000	,997	201

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, cognitive_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,534[a]	,285	,278	1,590	1,551

a. Predictors: (Constant), Holistic_image, cognitive_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199,576	2	99,788	39,473	,000[b]
	Residual	500,547	198	2,528		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, cognitive_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-2,081	,779		-2,672	,008		
	cognitive_image	,110	,186	,045	,593	,554	,628	1,592
	Holistic_image	1,050	,158	,505	6,665	,000	,628	1,592

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions cognitive_image	Variance Proportions Holistic_image
1	1	2,976	1,000	,00	,00	,00
	2	,014	14,561	,95	,08	,33
	3	,010	17,313	,04	,91	,66

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,86	6,00	4,12	,999	201
Residual	-4,715	3,338	,000	1,582	201
Std. Predicted Value	-4,979	1,890	,000	1,000	201
Std. Residual	-2,965	2,099	,000	,995	201

a. Dependent Variable: intention_revisit

8.2.Holistic image as a mediator between Affective image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	affective_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,551[a]	,304	,300	1,565	1,538

a. Predictors: (Constant), affective_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212,679	1	212,679	86,827	,000[b]
	Residual	487,444	199	2,449		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), affective_image

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1,947	,660		-2,950	,004		
	affective_image	1,098	,118	,551	9,318	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

				Variance Proportions	
Model	Dimension	Eigenvalue	Condition Index	(Constant)	affective_image
1	1	1,986	1,000	,01	,01
	2	,014	11,872	,99	,99

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,38	5,74	4,12	1,031	201
Residual	-4,113	3,456	,000	1,561	201
Std. Predicted Value	-4,358	1,576	,000	1,000	201
Std. Residual	-2,628	2,208	,000	,997	201

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, affective_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,577[a]	,333	,326	1,536	1,520

a. Predictors: (Constant), Holistic_image, affective_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233,273	2	116,636	49,468	,000[b]
	Residual	466,850	198	2,358		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, affective_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-2,690	,695		-3,873	,000		
	affective_image	,690	,180	,346	3,830	,000	,412	2,427
	Holistic_image	,555	,188	,267	2,955	,004	,412	2,427

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions affective_image	Variance Proportions Holistic_image
1	1	2,977	1,000	,00	,00	,00
	2	,016	13,513	,99	,13	,10
	3	,006	21,571	,00	,87	,90

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1,15	6,03	4,12	1,080	201
Residual	-4,435	3,464	,000	1,528	201
Std. Predicted Value	-4,875	1,769	,000	1,000	201
Std. Residual	-2,888	2,256	,000	,995	201

a. Dependent Variable: intention_revisit

8.3. Holistic image as a mediator between Conative image and Intention to revisit a destination

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	conative_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,497[a]	,247	,243	1,628	1,691

a. Predictors: (Constant), conative_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172,747	1	172,747	65,184	,000[b]
	Residual	527,376	199	2,650		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), conative_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-,225	,550		-,409	,683		
	conative_image	,872	,108	,497	8,074	,000	1,000	1,000

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions conative_image
1	1	1,978	1,000	,01	,01
	2	,022	9,470	,99	,99

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,87	5,88	4,12	,929	201
Residual	-4,444	3,840	,000	1,624	201
Std. Predicted Value	-3,498	1,898	,000	1,000	201
Std. Residual	-2,730	2,359	,000	,997	201

a. Dependent Variable: intention_revisit

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Holistic_image, conative_image[b]	.	Enter

a. Dependent Variable: intention_revisit

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,577[a]	,333	,326	1,536	1,603

a. Predictors: (Constant), Holistic_image, conative_image

b. Dependent Variable: intention_revisit

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233,033	2	116,516	49,391	,000[b]
	Residual	467,090	198	2,359		
	Total	700,123	200			

a. Dependent Variable: intention_revisit

b. Predictors: (Constant), Holistic_image, conative_image

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-2,416	,676		-3,575	,000		
	conative_image	,486	,127	,277	3,816	,000	,640	1,562
	Holistic_image	,762	,151	,367	5,055	,000	,640	1,562

a. Dependent Variable: intention_revisit

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	conative_image	Holistic_image
1	1	2,966	1,000	,00	,00	,00
	2	,022	11,586	,54	,68	,00
	3	,011	16,075	,46	,32	1,00

a. Dependent Variable: intention_revisit

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1,05	6,32	4,12	1,079	201
Residual	-4,955	3,176	,000	1,528	201
Std. Predicted Value	-4,783	2,042	,000	1,000	201
Std. Residual	-3,226	2,068	,000	,995	201

a. Dependent Variable: intention_revisit