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THE IMAGE OF TOWNS IN AUSTRALIA FROM THE PERSPECTIVE  
OF TOURISTS, RESIDENTS AND LOCAL LEADERS

Thesis submitted by  
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for the degree of Doctor of Philosophy  
in the School of Business, Tourism Program at  
James Cook University

## DECLARATION

I declare that this thesis is my own work and has not been submitted in any form for another degree or diploma at any university or other institution of tertiary education. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references given.

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Michael Thomas

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## **ABSTRACT**

The overall aim of this study is to ensure that sustained benefits to Australian towns result from the continued growth of their tourist trade. This can be achieved by providing a simple method of assessing the image, which, in turn, will improve the understanding that various groups have of their town image. To do this the thesis will build on a number of earlier studies using a mapping methodology devised in the 1960's by Kevin Lynch. This methodology plus other methodologies will be used to examine the image that tourists, residents and local leaders have of a number of towns in North Queensland. Six towns in North Queensland are identified for the study based on a number of factors: their location on the coast or inland, their population size, and their road system type. The towns are: Cardwell/Hughenden, Innisfail/Charters Towers, Port Douglas/Mareeba.

A review in the first chapter identifies that the study of towns in Australia is a neglected area of research in all disciplines, including tourism. In terms of tourism, the importance of the image of a town is discussed with reference to urban tourism, the use of cities as gateways and the spill over occurring now in Australia as tourists travel throughout the country.

A number of methodologies from other disciplines and the tourism discipline are examined in Chapter 2 and the need for a methodology which can capture the full range of image factors is recognised. At the same time the need for an emic perspective is identified. A multimethod approach using the mapping methodology of Lynch (1960) combined with the open ended question image methodology of Echtner and Ritchie (1993) is developed. This approach captures the full range of image factors of a town from the emic perspectives of tourists, residents and local leaders. The components of destination image studies are examined and simplified components are developed and used for the town image analysis.

An exploratory study uses the multimethod approach developed in Chapter 2 to elicit the features considered important by participants in determining the image of Cardwell. Research focuses on the image that two groups (tourists and residents) hold of the town as well as the usefulness of the questionnaire design and data collection method. A basic, supplementary and unique image are identified from the Cardwell data. The basic image of Cardwell was found to be focussed on the main highway through the town with the seashore and town park on one side and islands in the distance. On the other side of the highway shops, service stations, eating places and the hotel added more detail to this basic image. The supplementary image factors add texture to the physical image, that is, old buildings that need 'fixing up', untidy yards,

the cleared undeveloped (at the time) space at Oyster Point. Social problems within the town, such as the perceived bad council attitude to Cardwell, unemployment, quality and service at eating places were also identified in the Supplementary image factors. Finally, the descriptive image factors showed Cardwell as a quiet, peaceful, slow, calm, sleepy, place which is unspoiled, pleasant, picturesque and attractive, while more negative descriptions painted the town expensive, boring, insular, dying and neglected. This chapter confirmed that the questionnaire design and data collection method were sound and that adequate data could be collected to determine the images of the selected towns from the perspective of tourists and residents.

Based on the lessons learned from the exploratory study surveys are carried out in the other five towns. The studies identify and compare image factors which make up the basic, supplementary images of each town and compared the combined image of each town with the other towns to produce a third unique image. A summary of the combined respondent images found a basic image made up of: the main highway, shops, hotels and some local streets, not named. For the supplementary image five image factors, upgrading the landscape, quiet, positive, town type and friendly, were frequent between towns. The summary also identified 22 basic image factors which were unique to one town only.

Finally, a model of an "General" town is produced from the combined data of the six case study towns. It is noted that with some modification that the "General" town image could be particularly useful for local government when inventorying their town assets for a tourism plan (a condensed version of the Hughenden image study was used for this purpose in the Regional tourism plan for the Shires of Flinders, Richmond & McKinley in North Queensland). Seventy basic, supplementary and unique image factors are identified in the "General" town model.

This thesis is important because it: adds to the destination image and urban tourism data base, develops a new multimethod approach which can be used to assess destination images, and provides a simple method to local government of assessing their town(s) image(s). In particular, it focuses on the emic perspective of tourists, residents and local leaders, and has identified few major differences between tourist, resident and local leader images of their towns. Finally, the procedures used in the thesis have been developed and validated regionally.

# CHAPTER 1

## THE CONTEXT FOR THE STUDY OF THE IMAGE OF TOWNS IN AUSTRALIA

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### OUTLINE OF CHAPTER

#### 1.1 INTRODUCTION.

**1.2 TOWNS IN AUSTRALIA** - *The definition of a town for the purposes of this study, the towns selected for this study, the traditional role of towns, changes in the 70's and 80's, changes in the 90's and the role of tourism in these changes.*

**1.3 IMAGE IN OUR SOCIETY** - *Importance of image in our society, the study of tourism images, methods of improving a town's image and the importance of a sense of place in our images of towns.*

**1.4 TOURIST, RESIDENT AND LOCAL LEADER PERSPECTIVES** - *The reasons for collecting the three perspectives in this study - the conflicts between tourists and residents, the conflicts between residents and local leaders, the definition of tourist, resident and local leader for the purpose of this thesis.*

**1.5 CONCLUSION** - *The problems and issues facing Australian towns, the importance of the study of town images, the lack of empirical research into towns and the image of towns.*

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### 1.1 INTRODUCTION

The overall aim of this study is to ensure that sustained benefits to Australian towns result from the continued growth of their tourist trade. This can be achieved by providing a simple method of assessing the image, which, in turn, will improve the understanding that various groups have of their town image. To do this the thesis will build on a number of earlier studies using a mapping methodology devised in the 1960's by Kevin Lynch. This methodology plus other methodologies will be used to examine the image that tourists, residents and local leaders have of a number of towns in North Queensland. More details of the purpose and aims, the research design, and research summary are available in Chapter 2, section 2.2.

This chapter briefly examines the importance of towns in Australia, traditionally and in the context of the growth of tourism. Secondly, the importance that images have in

our society and particularly their importance in the promotion and marketing of the tourism product are considered. Next, the importance of using the tourist, resident and local leader perspectives is presented. The conclusion identifies the problems, issues and research needs of the study.

This thesis focusses on Northern Australian towns. Nevertheless it is anticipated that many of the generic principles and findings of the study may have some national and international application.

## **1.2 AUSTRALIAN TOWNS**

What is an Australian town? What is the difference between an Australian town and an Australian city? How did they start in Australia? What was their purpose in the past? What changes have taken place in towns since the end of the Second World War? What changes are taking place now? What is tourism's role in these changes? In order to bring into perspective the importance of the study of image in towns in Australia, these questions and others will be addressed briefly in this section.

### **1.2.1 Definition**

Australia is one of the most highly urbanised countries in the world, characterised by a small number of large urban areas (Sydney, Melbourne, Brisbane, Perth, Adelaide) and a large number of small urban areas (Beer et al., 1994a; O'Connor, 1980). The 1996 census confirms this characteristic, listing 1,678 Urban Centres (UC's) or Localities (L) of which four (Sydney, Melbourne, Brisbane, Perth) have a population over 1,000,000. Another six UC's have populations over 200,000 (Adelaide, Canberra-Queanbeyan, Gold Coast-Tweed Heads, Newcastle, Central Coast, Wollongong) while there are 111 with populations over 10,000. This leaves 636 UC/L's with populations between 1,000 and 10,000 people (Australian Bureau of Statistics, 1998a).

The larger urbanised areas of Australia have naturally drawn the attention of academics interested in the study of urban areas as they represented the political, economic, social and environmental priorities of the largest number of Australians. The study of smaller urban areas in Australia has been sporadic and fragmented and spread over a large number of disciplines (Bolam, 1994; Hudson, 1989; Laverty, 1995; Taylor, 1989). Within a number of these studies of large and small urban areas various methods have been used to identify, describe and categorise towns in Australia. They can be categorised according to their hierarchy, function, physical attributes and population or a mixture of these categories (Bolam, 1994; Fagence, 1983, 1989; Henshall Hansen, 1990; Jensen, 1977; Logan, 1973; O'Connor, 1980; Schroeder, 1981; Wildman et al, 1990).

Towns can often be classified hierarchically by the number of functions taking place within them and their population. An example is the case of O'Connor's (1980) study of Victorian towns and cities, where a Regional Centre consisted of two TV stations, a TAFE college, a daily newspaper, and a population between 14,000-122,000; a Sub-Regional Centre consisted of a district police headquarters, a major post office, six separate banks, and a population between 7,400-16,200; a Major Country Town consisted of retail and commercial activities, major educational and technical schools, and a population between 3,300-8,300; and a Country Town consisted of smaller commercial activity, a high school and a population of 2,100-5,200.

Frequently, the function of a town is used to categorise it, particularly the economic and social functions of a town. In the US, Schroeder (1981) identified seven major town types based on economic activities: the agricultural centre, the government centre, the industrial town, the polynuclear suburb, the recreational town, the art colony and the college town. In Australia, researchers have used various economic activities, ie., Bowie and Smailes (1988) classified towns into eight categories: major rural service centres, smaller rural service centres, transport/communication

centres, manufacturing/processing centres, mining centres, metropolitan fringe centres, resorts, and miscellaneous centres. In 1990, Henshall Hansen Associates (1990, 37) developed six "Indicators for economic activities" to use in classifying towns: manufacturing/resource base, government/private sector services base, tourism/resort base, dry-farm rural base, irrigated-farm rural base, and commuter/dormitory base. Similarly, Sorensen (1993) nominated five categories: mining, coastal resorts, retirement communities, service centres, and commuter towns.

A study of six Queensland towns (Theodore, Atherton, Ingham, Roma, Charters Towers, Bundaberg) in the early 1960s demonstrated some link between the form of the towns and their function.

(apart from Theodore) the overwhelming impression is of a basically similar pattern of land-use within the urban areas. In each there was a high proportion of land in both residential (reflecting single house lots) and transport uses (reflecting ubiquitous but under-used road grid) with never less than 10 per cent (and in the case of the old mining centre of Charters Towers almost one third) of the area in vacant lots. Apart from these dominant land uses, the links between form and function show in the subtler variations in the commercial, industrial and public utility/professional uses (Heathcote, 1975).

A town may be categorised or described by its physical attributes such as size, shape, location, architecture. Size can be categorised through the use of economic and social functions in the town or through the population size. A good example of the former is O'Connor's (1980, 12-14) classification of villages, towns and cities:

**A Village or Hamlet:** "clusters of houses at urban densities, with some economic or community functions, such as a general store or a school."

**A Town:** "an identifiable commercial sector - a group of shops - and a separate residential area .... range of shops: food, hardware, clothing, banks, hotels, motels, railway stations."

**A City:** "a more complex, larger place than a town. It has a wider range of activities and is a more important centre within a region or country."

**A Metropolitan Area:** "a broad range of functions spread across manufacturing, office activity, government administration and education, together with cultural facilities, all within one economic unit."

The city as a larger town is an interesting aspect of this categorisation and in 1938 was based on: "the ability of a municipality to reach and retain the population level deemed necessary to generate sufficient income to provide city-like services" (Pennay, 1994, 270). Pennay writes that by 1946 this requirement was being ignored, with towns such as Albury (NSW), Katoomba (NSW) and Orange (NSW) being declared cities despite smaller populations, the apparent criteria being a high rate of population growth and the ability to provide "city-like services" (Pennay, 1994, 270). This apparently still applies as Henshall Hansen in their 1990 Study of Small Towns In Victoria refer to "cities and towns with over 200-5000 people" (8). The city of Charters Towers (QLD) is an interesting example of this large town/city dichotomy preserving its city status, gained in its early history when it had a population of 30,000 (Royal Automobile Club of Queensland and Queensland Tourist and Travel Corporation, 1993), even though its 1996 population was 8,900 (Australian Bureau of Statistics, 1998b).

The shape of a town can be determined by its road system and can be linear - where the main street is the main highway with shops on either side of highway (Cohen, 1995),

nodal - where the town is accessed by a number of highways (O'Connor, 1980) or by-passed - where the town is off the main highway.

Some researchers are interested in towns within a region and are not concerned about their function. For example, Getz, Joncas and Kelly in their 1994 study of Tourist Shopping Villages in the Calgary Region were only interested in "examining all villages in a region which include remote, agriculturally-oriented settlements, near-urban and resort communities" (2). The description of towns in Australia will often locate them in our minds, a country locality frequently seen as a small inland town, a country town seen as a small inland agricultural town, a rural town usually seen as an inland agricultural town.

The heritage value of historic architecture in a town can often be used to classify a town or towns, eg., the number of heritage buildings, their condition, the period they represent, and their spatial relationships can be part of an inventory which identifies the type of town it was (gold mining, rural, commercial) (Readers Digest, 1982).

Other researchers use a mixture of the four categories. For example, Fagence in his 1983 study of Longreach (QLD) used four criteria to select the study town: locationally independent (physical/location), self-contained for low order goods and services (function); demographically (population) stable and free from external artificial stimulation (function).

In all the studies above the different definitions of a town to a large extent have been dictated by the type of study being undertaken: Schroeder (1981) - descriptive/historical, Bowie & Smailes (1988) and Henshall Hansen (1990) - the rise and fall of small towns (connected to their level of economic activity), and Fagence (1983) - descriptive/image. However, all have one common definition



feature - population size. Table 1.1 lists the various descriptions, categories and population sizes used by a number of researchers.

**TABLE 1.1**  
**Various Classification Methods Used with Towns in Australia**

AUTHORS & DATE OF PUBLICATION	CATEGORY	NAMES	POPULATION
Beer et al., 1994a	population	urban centres	<1,000; 1,000-4,999; 5,000-9,999; 10,000+
Getz et al., 1994	physical - population	shopping villages	46-12,289
Henshall Hansen Associates, 1990	function - population	cities and towns	200-5,000
Wildman et al., 1990	population	small rural towns	<10,000
Fagence, 1989	physical - population	small country towns	229-1,109
Hudson, 1989	function	small towns	<6,000
Nichols, 1989	population	small towns	<5,000
Bowie & Smailes, 1988	population	very small towns	200-999
Fagence, 1983	Function	small town	3,300
Schroeder, 1981	function - population	small town	<15,000
O'Connor, 1980	function - population	country towns	2,100-5,200
Jensen, 1977	population	very small towns/ small towns	<1000/1000-15,000
Christie, 1974	function - population	village/hamlet small town large town regional centre regional metropolis capital	40-200 200-1,000 1,000-3,000 3,000-10,000 10,000-100,000 variable

The use of population to define towns is common to most of the studies listed in Table 1.1. The present study is interested in images of towns in Australia, and while hierarchy and function may play some part in the early history of the town and its modern day appearance, it is not the aim of this study to investigate these sources of influence, so they will not be used to define towns.

Most of the studies in Table 1.1 were dealing with inland rural or country towns and yet "the coastal non-metropolitan population of Australia has the fastest growth rate in the nation and has more than doubled since 1970" (Zan in Richins, 1997, 3). At the same time interest in inland or remote areas of Australia is increasing and more and more visitors are taking the time and effort to tour the "outback" (Black &

Rutledge, 1995). This is bringing pressures to bear on inland towns to re-image themselves to attract visitors. Consequently, inland and coastal towns will be selected for this study.

Population will form the basis of categorising towns in this thesis. In the 1996 census an Urban Centre (UC) is defined as "a population cluster of 1,000 or more people, while a Locality is a population cluster of between 200 and 999 people." "For statistical purposes, people living in UC's are classified as urban, while those in Localities are classified as rural." (Australian Bureau of Statistics, 1998a). In the beginning of this section it was noted that there were 111 Urban Centres in Australia at the 1996 census with populations over 10,000 people and 636 under 10,000. It is the towns with populations under 10,000 that this thesis will study.

Towns for the purpose of this thesis were therefore defined as coastal or inland towns with a population of between 1,000 and 10,000 people.

### 1.2.2 Town Selections and Locations

Six towns in North Queensland have been chosen for the study. They are Cardwell, Charters Towers, Hughenden, Innisfail, Mareeba and Port Douglas. The town choice was based on a number of variables: the town's layout in relation to the main highway (nodal, linear, by-pass), location (coastal, inland), population (matching for inland and coastal) and level of tourist activity. Table 1.2 lists the towns and their variables.

**TABLE 1.2**  
**Town Selection and Variables**

TOWN	LAYOUT	LOCATION	POPULATION	LEVEL OF TOURISM Df
Cardwell	Linear	Coastal	1,300 (1,400)	Medium 21.46
Hughenden	Linear	Inland	1,600 (1,400)	Low 7.19
Innisfail	Nodal	Coastal	8,500 (9,000)	Low 2.82
Charters Towers	Nodal	Inland	8,900 (9,000)	Low 3.41
Port Douglas	By-pass	Coastal	3,700 (3,600)	High 42.19
Mareeba	By-pass	Inland	6,800 (6,900)	Low 1.30

Initially it was proposed to explore the type of highway layout and its impact on respondent's image so the towns were selected in relation to the type of highway system they had. Resource and time constraints did not allow exploration of this issue, nevertheless, the selection system employed allowed a range of town types to be selected with matching sizes, contrasting locations and tourism levels.

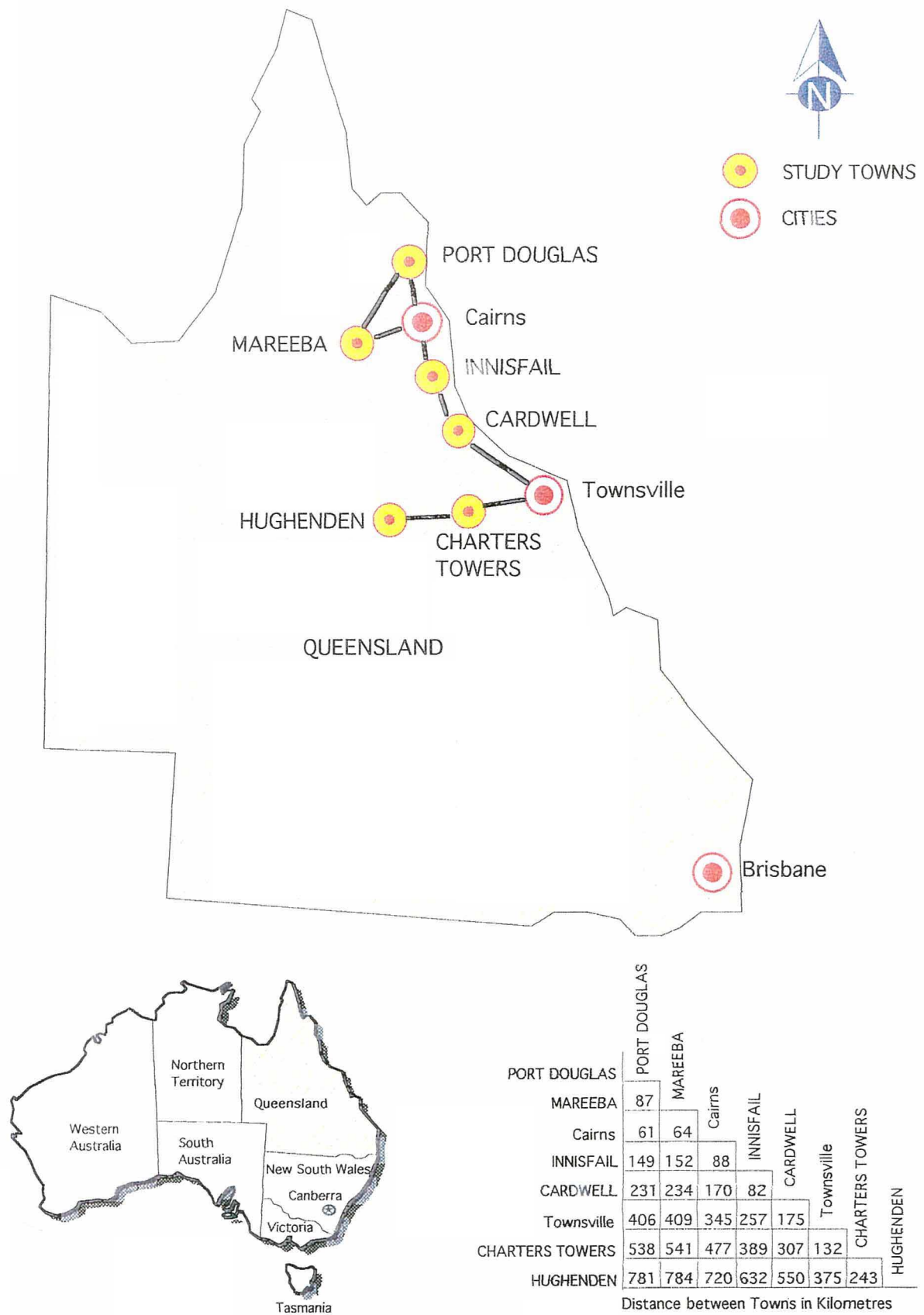
A number of descriptive terms are used in other Australian town studies to locate the particular towns or region within which the towns lie. Hudson (1989) refers to service towns in north western Australia, Beer et al., (1994b) refer to urban centres or non-capital cities, and Bowie & Smailes (1988) refer to country town. In most cases their work then proceeds to describe inland towns not coastal towns. In this

study it was felt important to identify both inland and coastal towns as it was hypothesised that the image of inland and coastal towns would be different.

The level of tourism development in many inland towns is very low, for example, towns such as Hughenden, Richmond and Atherton in outback north Queensland (Hamilton, 1997). Conversely, many coastal towns are at various levels of Butler's (1980) tourism area life cycle model for example, Port Douglas in north Queensland, Coffs Harbour in the central New South Wales Coast. It was felt important that towns with various levels of tourism development were represented in this study as a purpose of this study was to develop a model for town image which could be used by local government for inventorying and improving their town image. A modified form of Defert's Tf (tourist function) measure as identified in Smith (1995) was used to measure the level of tourism within each town. The number of units, sites and on-site accommodation in motels and caravan parks listed in the Queensland Accommodation Guide (Royal Automobile Club of Queensland, 1993) were counted for each town and the Tf calculated. In this case no values for the number of occupants per unit have been used as per Smith's example. The resulting values are a reasonable measure between each pair of towns with a similar population. Distortions occur when considering towns with different populations (Smith, 1995). For example, Cardwell, Innisfail and Charters Towers have similar total unit numbers of 279, 254, 290 respectively, but because of their population size Innisfail and Charters Towers have much lower Tf scores. Port Douglas was included in the study because of its high level of tourism.

The cost of visiting and spending up to seven days in each town in order to gather data necessitated them being within manageable distance of Townsville. Figure 1.1 gives the location of the six study towns.

**FIGURE 1.1**  
**Location of Six Study Towns**



Note that as the town choices were made in 1995, the 1991 census data were used for determining their population (Australian Bureau of Statistics, 1993). The 1996 population figures are included in brackets (Australian Bureau of Statistics, 1998c).

### **1.2.3 History of Towns in Australia**

#### **Traditional Role of Towns in Australia**

The history of towns in Australia is clearly an exhaustive topic in its own right. A brief, overview is given here to set the context for the role of tourism in town economies.

Prior to the 1970's the traditional role of towns in Australia was seen as part of the inland distribution system, that is, they articulated the orderly flow of goods and services from metropolitan centres to the scattered rural population, and expedited the flow of primary products to ports (Bowie & Smailes, 1988). There were exceptions to this with coastal towns built on ports, harbours or rivers, for example, Port Macquarie (NSW), Port Fairy and Echuca (VIC). Others such as Port Augusta (SA) and Peterborough (SA), grew up at major transport routes originally used by drovers and teamsters and then became railway towns with major sidings and junctions supporting the movement of rural goods (Wright & Duce, 1963). Other exceptions were towns such as Brighton (VIC), Sandgate QLD), Glenelg (SA) and Tweed Heads (NSW), Katoomba (NSW). These place were established as resort towns in the late 19th century (see Hall, 1995).

A number of distinct periods of town building can be identified from the early period of European settlement in Australia until the 1970's (Beer et al., 1994a; Logan & May, 1973):

**1788-1850** - In this period coastal towns were established as convict stations or ports to export wool, wheat, whale and seal products to England's factories and to

import finished products. Inland towns were founded to support the wool growing and wheat production rural communities.

Australia's development took place within an international system dominated by 'core' countries, leaders in industrialisation which invested in 'peripheral' countries whose role was to provide cheap raw materials and foodstuffs, a market for manufacturing exports of the core countries, and profitable avenues of investment of surplus capital created in the core countries (Wallerstein in Jeans, 1987).

It was at this time that spatial configuration of towns was established by Governor Darling in the Sydney Gazette, 1828. In the Gazette, Darling established minimum street (100 feet) and carriageway (66 feet) widths with all cross streets to be at right angles to the main street. The flat topography of most of Australia meant that this grid type layout was relatively easy to survey and layout resulting in the typical Australian town of today with wide main streets defined by two storey buildings with deep shaded verandahs (Cox, 1995).

**1850-1890** - The gold rushes led to enormous population growth, for example Victoria's population increased 600% between 1851 and 1861.

The first finds of alluvial gold were made on the Turon River (N.S.W.). The finds spread to the larger fields in Victoria - Ballarat, Mount Alexander, Bendigo, Beechworth - and then, as described by Geoffrey Blainey, there was a 'Pacific ocean Gold Trail' as the miners spread back into New South Wales at Kiandra and Lambing Flat, north to Queensland and Charters Towers, to Pine Creek (N.T.) and the Kimberleys (W.A.) and finally in the 1890s to Kalgoorlie and Coolgardie in the desert east of Perth (Jeans, 1987).

During this period many ex-miners wanted to farm land. The government allowed ex-miners to settle land between 1860 and 1880. This led to a growth of wheat, wool, cattle, dairying and sugar production and its spread inland and along the coastal areas assisted by expansion of railway lines and bigger and faster steamships on the Australia-Britain route.

**1890 - 1945** - "By 1900 there were some 200 000 employed in Australian manufacturing" (Jeans, 1987). The cut off of overseas supplies during World War I led to an expansion of industry. For example, the establishment of steel mills at Wollongong and Newcastle (NSW). At the same time, the formation of the Commonwealth of Australia removed many barriers to free trade and movement between states as well as undertaking "works too large or too risky for private enterprise" (Jeans, 1987) such as railways and large irrigation schemes at places like Leeton in New South Wales.

**1945-1970** - Soldier resettlement schemes established after the Second World War led to new towns, such as Robinvale, Victoria. Dependence on primary produce exports starts to decline and mineral export takes over. A number of new mining towns are established such as Mt Newman in Western Australia. By 1960, one third of Australia's Gross Domestic Product is provided by manufacturing.

During the above periods, the capital cities continued to grow and contain the bulk of the Australian population so little attention was paid to towns by most Australians. For most travellers they were quaint little places that one passed through on their way to somewhere else, and for most residents, passers-by were welcome to do just that, pass by. Murphy, D., (1994, 26) sums up this period of growth and beginning of decay of towns succinctly:

(Towns are) remnants of the pioneering pastoral era in Australia.  
Pivotal in opening up the bush to European settlement, the towns were



strung along out along tracks like welcome water bottles sprinkled across the parched wilderness. Just a day's horse ride from one another, they served as lifelines to habits and customs left behind, yet were also brash proof that new territory had been won.

### **Changes in the 1970's and 1980's**

World wide economic changes began to affect Australia in the early 1970's and 1980's causing major impacts in all areas of the Australian economy (McGuirk et al., 1996). Major factors affecting towns were: agricultural decline, economic rationalisation, transport improvements and technology changes.

Small towns begin to disappear, rural facilities decline, rural employment opportunities erode, and those with jobs remain in a decaying economic and social environment. Some farm and rural dwellers are forced, often reluctantly, to move to the cities. Others, with restricted mobility, remain trapped in semi-poverty (Lawrence, 1987).

Agricultural decline had the major impact on town populations as the effects of increased mechanisation, increased specialisation and increasing farm sizes reduced the labour force employed in agriculture from 11.8% of the workforce in 1950 to 8.1% in 1986 (Buttel in Robinson, 1990), while at the same time agriculture's share of GDP dropped from 25% in 1950 to 3% in the late 1980's (Henshall Hansen, 1990). The decline in farm populations and downward trend in farm incomes had a large impact on the economic viability of businesses in towns affecting all sectors of the business and private service sectors such as, shops, banks, eating places, doctors and specialist farm suppliers (Barnard, 1994; Jensen, 1977).

Economic rationalisation had a number of effects on small towns. First, the removal of protective tariffs and various other government protective restrictions on imports as well as the decline in state marketing monopolies also made it increasingly difficult

for farmers to survive. Second, the privatisation of government services and policy goals based on economic efficiency not social equity led to the closure of public services and some industries in towns (Barnard, 1994; Chisholm, 1995; Tonts, 1996).

The improvement of cars and trucks and the sealing and general improvement of roads during the 70's and 80's meant that larger regional centres, with their wider variety of shops and better services, such as banks, were more easily accessible to local people. This escape spending also contributed to the decline of businesses in the local town (Jensen, 1977; Logan & May, 1973; Safe, 1996).

Finally, the larger and more sophisticated machinery being used by farmers required increasingly more sophisticated service facilities, which were located in regional centres to achieve economies of scale (Jensen, 1977; Kelly & Weisenberger, 1981). More sophisticated telecommunication systems also reduced the need for centralised location of industry and services (Robinson, 1990).

Heathcote (1975) gives two examples of Queensland towns experiencing stagnant or declining population growth, Goondawindi and Wandoan. He notes that Goondawindi in 1956, with its larger centre and distribution point for local cattle and sheep stations, large retail service area (approximately 19,760 Km<sup>2</sup>) and its own council, has a better chance of survival than Wandoan, which has suffered drought, and depressed circumstance almost continuously since its formation in 1902.

The overall impact is a spiralling one with closures of businesses and services in a town causing more unemployment generating more population decline which causes more marginal businesses to close their doors. This scenario was common throughout towns in Australia through the 1970's, however, the publication of the 1976 census revealed the existence of a turnaround which was thought to be a "short lived

fluctuation" (Hugo & Smailes, 1985). The 1981 census showed "a slight increase in both numbers and proportion of national total" (Hugo & Smailes, 1985; Hugo, 1986) confirming the turnaround.

### **Changes in the 1990's**

In the late 1980's Henshall Hansen Associates (1990, iii) noted that there were "strong indications that rural-urban drift is slowing, and that the population levels of small towns are stabilising". By 1992, Hugo & Smailes were able to define a number of important causes for the turnaround, namely "structural change in the economy, lifestyle shifts and improved levels of transport, communication, personal mobility and accessibility".

In 1994, Bolam further confirmed this trend: "much of country Australia has since grown in both population and employment at faster rates than those for metropolitan Australia" (126). Others confirmed this slowing down of population decline between 1986-1991 (Beer et al., 1994b; Tonts, 1996).

While the slow down of population decline is generally accepted as true by most practitioners (Beer et al., 1994b; Tonts, 1996), several commentators point out that this trend is highly localised. The trend is associated with larger or regional towns which have grown at the expense of the smaller towns within their region, or with towns on the metropolitan fringe which are experiencing the growth of commuter communities. Additionally some towns are experiencing growth from tourism, defence, manufacturing relocation, or retirement industries (Safe, 1996; Sorensen, 1993; Taylor, 1989; Wildman et al., 1990).

Based on these changes Stayner & Reeve (1990) develop the "uncoupling thesis" which posits that: "rural towns are 'uncoupling' from the fortunes of the major agriculture industries in Australia, and instead finding economic sustenance in an

array of other economic activities" (Campbell and Phillips, 1993, 47). Others refer to "post fordism", which posits among other things, that we are "moving toward consumer demand for differentiated products requiring more flexible modes of production" (Tonts, 1996, 24).

The implied assumption in both these theses is that towns are taking their own future into their own hands. As far back as 1977, Jensen advocated the greater involvement of local government in the development of its social and economic infrastructure as well as the involvement of the community in their decision making processes. Henshall Hansen & Associates in their 1990 study of small towns in Victoria, suggest that managing change requires local government taking initiative on behalf of its community encouraging new opportunities and outlooks, and that local communities need to support local development. Sorensen (1993) goes one step further saying that towns like major service centres need to decouple themselves and "develop more diversified industrial, service, educational, commuting, retirement, recreational, or tourist functions" (225) and that they need to re-evaluate their local resources recognising that "Whereas grasslands, forests, minerals, oceans were once there to be exploited, we now perceive that previously 'useless' bush has industrial, tourist and recreational potential" (225).

In the late 1990's this appears to be happening with many towns or local government areas. Hamilton (1997, 211-12) summarises these changes particularly well:

The landscape of local politics will change. North of the twenty-sixth parallel there is a community of interest that looks to Asia, rather than the south of Australia, for its economic future. In south-west Queensland and north-west New South Wales councils are meeting to discuss regional strategies that may not always consider national interests first. In Tasmania amalgamated councils will look beyond mainland Australia for tourism dollars and development capital.

Hamilton (1997) identifies a number of towns and the alternative and/or complementary industries being tried in order to diversify their economies. Some examples are: Katherine (NT)- tourism, mango growing, dairy farming; Ceduna (SA) - tourism, mustard seed, quandong, emu, and oyster production; Tullah (TAS) - tourism.

In the 1990's the economic decline in some towns has stopped, in some it continues and in others it has just begun. It is clear that many towns and regions are increasingly taking their future into their own hands and uncoupling themselves from their previous dependence on traditional production and markets. In towns across Australia, tourism is seen as one way of improving and diversifying the economic base of towns and regions.

#### **1.2.4 The Role of Tourism**

A number of factors can be identified which account for the current popularity of tourism as a potential industry in a town: first, the growth of international and domestic tourism in Australia; second, the growth rate of towns and cities in Australia with large tourism economies; third, the apparent advantages of tourism over other industries.

The International and domestic tourism market in Australia is still growing. It is expected that spending by overseas visitors will grow 7.8% per year to reach 8.8 million by 2006 (Tourism Forecasting Council, 1997), while domestic visitor nights will grow at 1.1% per annum (Tourism Forecasting Council, 1998). The Tourism Forecasting Council (1997) estimates that tourism's contribution (both directly and indirectly) to all levels of government in Australia was about A\$16 billion in 1996. In 1996, the Tourism Council of Australia identified several issues that they considered important enough to merit special focus in 1996 and one of these was to encourage distribution of tourists to regional areas. In their recent publication

"Outback Tourism - The Authentic Australian Adventure", Black and Rutledge (1995) noted that outback tourism increased by 43% during 1992-93. At the same time, the regional towns or cities with "the highest rates of population growth and net migration gain, and also the highest rates of employment growth" (Beer et al., 1994b, 47), between 1981 and 1991, were those towns and cities who had high numbers of workers in the tourism industry or retired (Rowe & Stevenson, 1994; Selwood et al., 1995).

Tourism is seen as an industry which has distinct advantages over other industries. These advantages are:

- it is labour intensive, nearly all existing businesses and services can benefit financially from tourism,
- it makes other services (theatres, sports facilities, food services) available in the town,
- changes in a town brought about by tourism can attract other industries,
- it brings additional expenditure into a town,
- it has small start-up costs,
- it can be environmentally friendly, and,
- it promotes community conservation, preservation and pride.

(Ashworth & Tunbridge, 1990; Howell, 1988; Jackson, 1989).

Given the above, tourism was initially seen as a panacea for all economic ills, but hindsight has shown that this is not always the case for a number of reasons: first, ignorance of the negative aspects of tourism development; second, lack of knowledge of concepts, education, planning, coordination of tourism development; third, a lack of any baseline physical, social, or economic features necessary to attract tourists and tourism development (Jenkins, 1993; Selwood et al., 1996).

Negative aspects of tourism are seen as: the conflict between tourist activities and local activities, the fact that tourism jobs are often seasonal and low paying, the additional pressures on infrastructure and natural facilities which may cause pollution and/or environmental degradation and the increase in prices and crime often accompanying a rise in tourism (Howell, 1988). The negative aspects of tourism need to be understood by the local community and the relevant plans made to cope with the changes which can occur.

Many tourism initiatives in towns fail because those involved do not understand the nature of tourism and there are no strong concepts or theories to guide the development and management of tourism in towns (Jenkins, 1993). Other problems relate to: the large number of stakeholders (government agencies, developers, tourism bodies, conservation groups, local communities) involved in planning tourism development and the difficulties of coordinating it as well as the few number of people with the knowledge, skills and experience to analyse the environmental, social and economic impacts of development (Jenkins, 1993).

Finally, it may be that a town does not have the necessary physical features (location, accessibility, climate), social features (population, positive community attitude), or economic features (labour force, educational base, laws), which form the basis from which a tourism operation can begin (Howell, 1988).

It would seem from the above that tourism is not for some towns. However, as Fagence (1989, 26) points out, this may not be necessarily so: "not all small towns exhibited the credentials of a high profile tourism destination, and many would need to settle for a role complementing other small townships in the region, and perhaps offering a particular tourism experience not available elsewhere in the region". Henshall Hanson, (1990, 61) echo this point, stating that "whilst the town itself may not have

a high profile as a tourism destination, its locational advantages in a regional context could lend strong support to a larger role in traveller/tourist servicing".

As French et al., (1995, 264) describe it: "Tourism is probably the most positive form of regional development available to a rural economy presented with few economic options". Therefore making a town an attractive place to live and visit can make the difference between survival or decline for many Australian towns. "In effect, therefore, a town is 'on show' to those travelling through it, and this promotional opportunity should be kept in view by local businesses and municipal leaders in their efforts to generate prosperity for the town." (Henshall Hanson, 1990, 3).

The continuing growth of domestic and overseas tourism in Australia, the policies of groups like the Tourism Council of Australia, and the increasing demand for "Outback Tourism" (Black & Rutledge, 1995) means that towns in Australia are "on show" like they never were in the past. Those towns that do not present an attractive image (Cole, 1994; Pearce, 1991) will not be in a position to gain economic benefits, whether from retaining existing population, attracting new industries, developing a new resort or attraction, or from just encouraging more passers-by to stop.



### **1.3 IMAGE IN OUR SOCIETY**

#### **1.3.1 The Importance of Image in our Society**

The importance of image in our society is generally recognised and there are many inter-disciplinary image studies in fields such as: Town Planning/Architecture, Business/Marketing and Geography. Perhaps the leading analyses of the subject are those by K. E. Boulding (1961), a behavioural scientist, and D. Davies et al., (1990), social scientists, who investigated and discussed the importance of image across a wide range of disciplines.

In recognising the importance of image to our modern society Boulding (1961, 148-163) proposed a new science or at least a cross-disciplinary specialisation called 'Eiconics'. He based his proposal on his analysis of the message-image relationships running through a number of different fields such as biology, business management, sociology, economics, politics, history and philosophy, and the "conceptual and theoretical scheme of remarkable unifying power" which ran through them. While Boulding (1961, 148) states that his proposal is "partly in jest but partly also in seriousness", his arguments supporting this proposal are persuasive and highlight the importance of image in all aspects of modern life.

The dominance of sight and sound in human communication throughout history and the predominance of pictures/images in the 20th century is discussed by Davies et al., (1990) in their book 'The Telling Image'. Davies et al., refer to this period of time as 'the Picture Explosion', a period when the rapid growth of communication technology particularly computers affected "not just science and technology, but also commerce and industry, education, and the everyday world of the home, television, the supermarket, and the road users" (Davies et al., 1990, ix).

One of the most prolific users of imagery is the marketing and advertising industry. Large bodies of literature can be found in the marketing discipline referring to any

number of images such as: store image (Reardon et al., 1995), corporate image (Marchand, 1991), consumer image (McClure, 1971), service image (Fraza, 1997), product image (Kessler, 1997), and more recently city marketing with its consequential focus on the city image (Miller, 1997; Paddison, 1993; Page, 1995). According to Kotler & Mindak (in Page 1995, 207) "the concept of marketable image developed in the 1960s where the images of politicians were promoted using public relations with little reference to their policies .... confirmed that marketing could be undertaken with a vaguely defined product". Consequently, the process of city-marketing can take place.

### **1.3.2 The Study of Tourism Images**

This section will be dealt with in more detail in Chapter 2, including a definition of image, however, a short summary of the history of tourism image studies is included here to set them in the context of this thesis.

In tourism marketing the main focus has been on destination image as it relates to country, state and resort destinations (Echtner & Ritchie, 1991, 1993; Pearce, 1988). More recently the marketing of cities has become an area of study for tourism researchers (Page, 1995) as the phenomenon of urban tourism and its importance to cities competing for the tourist dollar is increasingly recognised. In the meantime a small number of Australian researchers (Fagence, 1983, 1989, 1993; Guy et al., 1990; Walmsley & Jenkins, 1991, 1992) have been more concerned with the study of perceptions and images of towns.

#### **Destination Image**

Since the early 1970's the study of destination image as it relates to countries, states and resorts has been a legitimate interest of tourism researchers. In the main these studies have focussed on the questions of destination choice and marketing of destinations. Table 1.3 lists the destination image research by different destinations,

in particular those studies focussing on countries, cities, towns and those just focussing on the theory or practice of destination images. The table is not exhaustive and is partially based on a table produced by Echtner and Ritchie (1991, 7).

**TABLE 1.3**  
**Destination Image Research**

TYPE OF DESTINATION	AUTHOR(S) & PUBLICATION DATE	
Country	Crompton, 1977 Goodrich, 1977 Crompton, 1979 Pearce, 1982 Haahti & Yavas, 1983 Kale & Weir, 1986 Phelps, 1986 Tourism Canada, 1986-1989 Richardson & Crompton, 1988 Embacher & Buttle, 1989 Calantone et al., 1989 Um & Crompton, 1990	Chon, 1991 Bojanic, 1991 Echtner & Ritchie, 1991 Um & Crompton, 1992 Echtner & Ritchie, 1993 Gartner, 1993 Driscoll et al., 1994 Alhemoud & Armstrong, 1996 Dann, 1996 Tapachai et al., 1996 Baloglu & Brinberg, 1997
State or Region	Hunt, 1975 Crompton & Duray, 1985 Gartner, 1986 Gartner & Hunt, 1987 Ross, 1988 Gartner, 1989 Reilly, 1990 Chon & Olsen, 1991	Fakeye & Crompton, 1991 Chon, 1992 Ross, 1991 Ross, 1993 Walmsley & Jenkins, 1993 Klinkers et al., 1994 Milman & Pizam, 1995 Court & Lupton, 1997
City	Pearce, 1977 Dadgostar & Isotalo, 1992 Ritchie, 1994	Dadgostar & Isotalo, 1995 Oppermann, 1996 Kearsley et al., 1998

The studies throughout this twenty five years reflect the increasing sophistication of methodologies used to determine destination image and destination choice from the simple single methodologies of researchers such as Goodrich (1977) and Hunt (1975), to the more sophisticated multi methodologies developed by Echtner and Ritchie (1991) and Gartner (1993). Goodrich (1977) and Hunt (1975) used selected attributes and seven point Semantic differential Scales or seven point Likert scales to determine the image that selected respondents had of a number of American states and neighbouring countries and islands with simple and unsophisticated definitions of image. Echtner and Ritchie (1991) recognise the complexity of defining image and used structured and unstructured methodologies to determine respondent's destination images of a number of countries, while Gartner (1993, 191) attempted "to develop a theoretical basis for the touristic image formation process."

A number of large scale studies eg., (Kearsley et al., 1998; Dann, 1996) have recently been successfully carried out using these multi methodologies indicating the acceptance of these methods in tourism studies. Dann's study used Gartner's method to investigate the image of Barbados through the eyes of visitors to the island during the winter of 1989. Kearsley et al., (1998) used Echtner and Ritchie's method to investigate the image of twenty developed areas or selected New Zealand holiday destinations. As the report does not clearly define these "areas" or "destinations" it is assumed that they mean cities and towns in New Zealand as they are named after cities and towns in New Zealand. The focus on cities and towns in this report emphasises the growing interest of tourism researchers in city tourism or urban tourism.

### **Urban Tourism - Place Marketing**

A number of recent articles dealing with city images perhaps explains this upsurge in interest. None of these articles is attributed to a tourism journal or book showing the broad interest in this topic across disciplines. The publication is included in the brackets to emphasis this point.

"In Thailand, the town of Pattaya is worried that it is attracting the wrong sort of foreigner - active and retired criminals, including paedophile and gangsters." (Anonymous, 1997, 32. Economist).

"Las Vegas plans to build a domed sports stadium that can seat 110,000 spectators, compared to the mere 95,000 for the current largest stadium, the New Orleans Superdome." (Viuker, 1996, 15. Barron's).

"Two cities that will host major media events also have image problems they have tried to overcome." (Anonymous, 1996a, 18. Marketing News).

"With the help of a new citywide marketing effort called 'Destination San Jose,' the city may earn an image that goes beyond being the city of high-technology" (Marchetti, 1996, 93-94. Sales & Marketing Management).

"The London Tourist Board commissioned research that found a lack of awareness of some of the modern aspects of London. Overseas tourists, it seems, see London as a living museum. As so many brand owners now recognise, it is of no use to have a great logo and great advertising if the product is inadequate" (Anonymous, 1996b, 5. Marketing).

The growth of urban tourism as a legitimate area of tourism research has been slow. It is only recently that there has been an upsurge in research and publication. Table 1.4 lists some of the more important publications in recent years and their area of focus. The list is not exhaustive and covers those articles and books which Murphy (1997) and Page (1995) have identified as important literature in this new area of tourism research.

**TABLE 1.4**  
**Urban Tourism Literature**

AUTHOR(S) & PUBLICATION DATE	AREA OF FOCUS
Ashworth & Tunbridge, 1990	Growing links between heritage and tourism in European cities
Ashworth & Goodall (ed), 1990	Marketing tourism places
Ashworth & Voogd, 1990	The city as a single tourism product
Urry, 1990	Urban places as tourism products
Ahmed, 1991	Fixing negative city images
Ashworth et al., 1991	Placemarketing
Getz, 1991	Links between festivals, special events & tourism
Mullins, 1991	Tourist Cities - a new form of urbanisation
Ritchie & Smith, 1991	Impact on city image of a mega event
Heath & Wall, 1992	Marketing text
Kotler et al., 1993	Marketing text
Law, 1993	Synthesis of research into urban tourism
Blank, 1994	Research on urban tourism destinations
Rowe & Stevenson, 1994	Urban tourism in Australia
Page, 1995	Significance of the process of urban tourism as it relates to management, planning and marketing
Urry, 1995	The consumption of places by tourists
Judd, 1995	Steps being taken by US cities to attract tourism
Bramwell & Rawding, 1996	Similarities and differences in place images of five old industrial English cities
Murphy (Ed), 1997	Quality management in urban tourism

In Page's book attention is given to planning, business management and marketing. The growth of interest in "the promotion and advertising of cities as desirable and unique places for tourists to visit" is recognised and the process of "'place-marketing' or 'city-marketing'" (Page, 1995, 194) addressed in detail.

Page (1995) identifies four stages for an effective marketing strategy for a city: auditing the market, identifying the target market, identifying the qualities of the city, and constructing the image of the city. Methods of constructing the image of the city such as: the conceptual basis of place-imagery, transmission of urban place images, and communicating the image are discussed in some detail emphasising the importance of this aspect of city or place marketing in the marketing strategy.

Two issues are relevant in reviewing this literature. First, the use of the word 'place' appears to have been borrowed from the planning and geography disciplines, which since the early 1980's have been concerned with the question of special places in cities or towns and methods of place-making. Since this terminology in referring to a city marketing could be misconstrued, further information about this topic will be presented in section 1.3.3. Secondly, it is interesting to note that urban tourism research focuses on city tourism, and in particular, large international cities such as Sydney, Melbourne and regional cities such as Goulbourn and Auburn. Both Page (1995) and Murphy (1997) make this observation with Murphy recognising the essential incorrectness of addressing urban areas as only cities: "in the social sciences urban centres are placed on a continuum, ranging from metropolis to hamlet" (1).

This emphasis on cities is perhaps understandable as the focus on restructuring city places for tourist consumption is taking place in most major cities and smaller mid size cities around the world (Judd, 1995), and often involves huge amounts of money and exciting events. It ignores, however, the changes taking place in towns throughout the world, including Australia, as they too, compete for the tourists.

## Town Image Research

Not surprisingly, research on town images by tourism researchers is lacking, Table 1.5 lists the authors and date of publication of these studies as well as the particular town studied and the methodology used. The small number of studies listed shows the current lack of importance which tourism researchers are placing on urban tourism as it relates to towns.

**TABLE 1.5**  
**Town Image Studies**

AUTHOR(S) & PUBLICATION DATE	TOWN	METHODOLOGY
Fagence, 1983	Longreach, Australia	Lynch image formula
Fagence, 1989	Croydon, Australia	Lynch image formula
Guy et al., 1990	Wurzburg, Germany	Cognitive mapping; mental mapping
Walmsley & Jenkins, 1991	Coffs Harbour, Australia	Mental maps
Walmsley & Jenkins, 1992	Coffs Harbour, Australia	Cognitive mapping
Fagence, 1993	Boonah, Australia	Lynch image formula & community assessment

Even at the city scale Page (1995, 8) notes that the importance of tourism to cities is only now being recognised and suggests a number of reasons for this lack of interest:

- not a distinct attribute which is associated with the main function of the city....
- because the demand and supply aspects of tourism in cities is entwined with other urban functions, planners, commercial interests and local governments rarely perceive tourism as a significant element within the urban economy....
- It is viewed .... as an ephemeral phenomenon which is seasonal in character and transitory.

As demonstrated earlier most studies have focussed on the country, state, region or city as a destination for the international or domestic tourist. However, it is the touring aspect of tourism which is having an impact on towns as they become "convenient enroute stopping points" (Fagence, 1989, 28). In Australia, a study of international and domestic visitors to Queensland by Morrison et al., (1995, 35-38) identified that 55.4% of the visitors used a private, rented or company car to arrive in their region. This means that these tourists are travelling through a number of

towns prior to arriving at their final destination. In New Zealand "most international holiday-makers still engage in a sightseeing circuit of New Zealand" (Pearce, D., 1990, 38).

It is increasingly important that towns improve their image so that they capture these touring visitors, whether it is for lunch, a coffee or an overnight stay because each stop can make a contribution to the local economy.

In 1968, three local businessmen met at their favourite (only) restaurant in town to discuss what could be done to revitalize Helen's (Georgia, USA) failing economy. They decided that enough traffic passed through the town to provide a significant source of revenue if the occupants could only be persuaded to stop and spend a little time and money. The appearance of the town seemed to be a major deterrent to making this happen. The regeneration of Helen therefore began with the simple idea that the town needed a clean-up, fix-up campaign. If stores and streets could be cleaned up to match the beautiful natural setting of the area, then maybe people would notice Helen and stop (Howell, 1988, 66-67).

In the case of Herberton, a small town (population 994) located on the North Queensland tableland, the introduction in 1996 of a daily steam train ride between Atherton and Herberton has brought more than 4,500 visitors to Herberton for lunch in the first 5 months of operation (Searston, 1998), a significant contribution to the economy of these two small towns.



### **1.3.3 Methods of Improving a Town's Image**

The development of a unique town image is a priority for residents and local leaders of many towns in Australia. Schroeder (1981) notes the visual emblems of American towns: statues, flag poles, signs, graffiti on the water tower and town festival as well as the size and centrality of the town, its spatial relations and orientation, its cleanliness, its network of footpaths and its special places. Wright and Duce (1963) identify the wheat silos, railway stations and old buildings of Australian towns as part of the distinctive townscape.

Other authors such as Barker (1981, 3-4) refer to the "power of small town image - warm summer evening with brass band in the courthouse square, fourth of July parade down mainstreet, general store selling nails, tobacco, tree lined streets with porches and neighbours strolling and talking". Most readers would recognise this image of an old-time country town in the US hence its power. Finally Craycroft (1981) outlines areas of focus for creating a special image in a town, areas such as promoting: the reason for the town's existence, a historical event, the home of a famous person or a local craft or skill.

Major programs have been developed both in Australia and overseas to change and market these "sounds, smells, conversations, patterns, vistas and emotions" (Barker 1981, 3-4) of a town's image. For example, the Main Street program operating throughout Australia (Manning, 1995), the Better Cities program of the Federal government (Commonwealth of Australia, 1995), the Keep Australia Beautiful program (Anonymous, 1968, 8), and the Placemaking programs supported by the Australian Council for the Arts (Winikoff, 1995) reflect this effort at promoting positive images.

## **Main Street Program**

In 1988, the concepts of the Main Street program first came to Australia from Canada and the United States where they had been in operation for nearly 10 years (Dalibard, 1989; Keister, 1990). The program utilises "small scale, incremental improvements" (Knox et al., 1993, 140) to revitalise the physical and economic environments of towns and cities.

It was introduced by the New South Wales Department of Planning within the urban design unit who commissioned the production of a Main Street Video and Handbook (Anglin Associates, 1989). The video and handbook created much interest in the program throughout Australia leading to the commencement of pilot programs throughout a number of Australian states. The pilot programs were established in New South Wales, Queensland and Victoria, with the Western Australian program commencing in 1992 (Brown, 1995; Manning, 1995; Ozinga & Anderson, 1995; Robinson, 1995a).

Generally the programs in Australia are set up through the establishment of a high profile, local, autonomous committee "that represents a partnership between business, local government and the community" (Ozinga & Anderson, 1995, 2-3). To ensure success, effective leadership and the appointment of an outside facilitator and/or co-ordinator mentor are essential (Ozinga & Anderson, 1995). The programs are seen as self help programs for the local community with the key to success being the involvement and support of the local community (Knox et al., 1993).

Limited funding is initially provided by state government usually through their economic development units. Local government is expected to match these funds on a dollar for dollar basis. 'In kind' contributions such as office space and equipment, phone, fax, postage are frequently provided by local councils. Fund raising through

special events and donations and/or special rates on local businesses are also used (Brown, 1995).

The program is generally seen in Australia as a "community economic development strategy" (Manning, 1995, 3) with its main focus on three areas of development: business and economic development, the built environment, and marketing and promotions (Robinson, 1995b), which are usually coordinated by individual sub-committees. The business and economic development area is involved in training programs for employees, shopping surveys and crime reduction. Within the built environment area the focus is usually on townscape and streetscape processes such as: heritage preservation, shop front improvements, street furniture, signs, footpath rehabilitation/replacement, street furniture, street lighting, traffic management, and identifying distinctive townscape elements which are used to improve the image of the town (Alomes, 1995). The marketing and promotions area deals with news releases, newsletters, promotions and events organisation.

The programs have generally been successful with over 50 towns and regional centres in New South Wales with Mainstreet committees (Ozinga & Anderson, 1995), while in Queensland it is claimed that 58 new businesses and 158 new jobs were created in the first year of the program (Robinson, 1995a). Tourism potential and the attraction of tourists are frequently part of the economic and physical objectives (Anglin Associates et al., 1990; Brown, 1995).

### **Better Cities Program**

The Better Cities program was an initiative of the Federal Government announced in 1991. It arose because of the concerns of all sectors of Australian society, government, professional, business, and residents over a number of emerging problems in cities: limitation of housing choice; loss of access to employment centres, facilities and activities; and decrease in the environmental quality of cities

(Commonwealth of Australia, 1992). The program was to run over five years and the federal government was to contribute \$816 million to it over this period. It was expected that state, territory and local government contributions would bring the total expenditure over five years to \$2.3 billion. A major aim of the program was to reform the urban management process by making more efficient the separate decision making processes of different tiers of government agencies, the private sector and the community.

Major objectives of the program were to promote: "economic growth and micro-economic reform; improved social justice; institutional reform; ecologically sustainable development; and an improved urban environment" (Commonwealth of Australia, 1995, 4). It was proposed to achieve the above by identifying a number of area strategies across the country to which the full complement of federal, state, local government plus private industry and local community groups could be involved. By 1995, 26 area strategies have been initiated across Australia (see figure 1.2) and major works in areas such as: urban redevelopment/consolidation, public transport improvement, waste treatment and housing commenced (Hundloe & McDonald, 1997). Many of the 26 area strategies are designed also to increase the tourist flows into these cities (McGuirk et al., 1996). As such they are part of the reform taking place in many cities around the world as they compete in the international economy. There are no towns with populations less than 10,000 people involved in this strategy.

**FIGURE 1.2**  
**Location of Better Cities Area Strategies**



Source: Commonwealth of Australia, 1995, Better Cities - National Status Report

### **Keep Australia Beautiful**

The Keep Australia Beautiful campaign was launched on 15 of November 1968 its main aim being the encouragement and education of Australians to resolve the litter problem. It was proposed to do this through a national education campaign and funding for rubbish bins in streets, parks and other public places as well greater emphasis on anti-litter laws (Anonymous, 1968).

The Tidy Towns programs are the main outcomes of the Keep Australia Beautiful campaign and since 1968 all states and territories have their own Tidy Towns

programs run by Keep Australia Beautiful Councils. The Tidy Towns programs began in 1968 when 40 country towns in Western Australia competed for the right to hang a Tidy Towns sign at the entrances to their town. The state and territory programs have been extremely successful, for example, in 1996 over 180 towns were involved in over 600 projects through the program in New South Wales (Keep Australia Beautiful Council (NSW), 1998).

The state and territory councils are the grassroots and backbone for the national council activities. In 1990 a national Tidy Towns competition was commenced and by 1997 more than 2,000 towns were competing in the national competition. The competition aims to "encourage communities to unite to protect and enhance their local environment" (Keep Australia Beautiful National Association Inc., 1998, 2).

The awards program does not concentrate solely on the tidiness but also on the contribution made by the local communities. The judging criteria reflect this concentration with one criteria dealing with the general appearance of the town (approaches to the town; business, retail, manufacturing areas; parks, gardens, sporting areas; homes; streets), one dealing with community action (Tidy Towns committee; community groups; schools; commerce and industry; local government) and one with community initiatives (positive litter control; environmental activities; natural and cultural heritage preservation; recycling and resource management; public and community awareness) (Keep Australia Beautiful National Association Inc., 1998).

The emphasis in these programs is on community involvement and participation to encourage a sense of community ownership of town developments and to increase local awareness of local and general environmental issues (Hunter Valley Research Foundation, 1993d). Benefits of the program include:

- Clean and green suburbs and towns
- Increased community pride and morale
- Social cooperation
- Lessened vandalism as a result of high youth participation
- Increased interaction between various community groups
- Litter prevention
- Tourism promotion
- Improvement in health standards
- Better waste minimisation and management
- Improved facilities, features and town presentation
- Public awareness and educational benefits

(Keep Australia Beautiful National Association Inc., 1998, 3)

The Tidy Towns program has been in operation for 20 years in Australia and has always been a popular and beneficial program for all towns taking part in it (Keep Australia Beautiful Council (NSW), 1998). It has a direct impact on the appearance or image of a town, which in some cases has led to successful tourism promotion (Hunter Valley Research Foundation, 1993d).

### **The Concept of Place**

The concept of place is a personal construct whose various definitions depend entirely on the practitioner's viewpoint. For some it is social space (Hall, 1997; Lynch in Banerjee & Southworth, 1990) for others a historical, cultural space or spiritual space (Barr, 1995; Hall, 1995; Lew, 1989; Brueggemann in Lilburne, 1989; Pacific Asia Travel Association; 1992; Robinson et al., 1996). Others define place by contrasting it with space (Tuan, 1974, 1977; Yencken, 1995) while some refer to the uniqueness of place as tourism destinations or attractions (Hudman & Jackson, 1990; Gunn, 1991).

Lynch (in Banerjee & Southworth 1990, 263) was concerned with what he called the "sensory qualities of place", which involved "the play of light, the feel and smell of the wind, touches, sounds, colors, forms" as well as familiarity such as "home or

childhood landscape identifiable settings" (Lynch, 1981, 132). Hall is concerned with the "intimate linkages that develop between people and their location" (1995, 246) and the potential impacts of tourism on such places where changes to the physical and social structure brought about by tourism development lead to the condition of "placelessness" as described by Relph (1976, 79).

Hall (1995) suggests that heritage and culture are important to a sense of place and notes that Aborigines have a strong sense of place. Lilburne's (1989) book is concerned with the environmental degradation of land in the western world, the displacement of indigenous people from their places and the theology of this process. He is also concerned with the historical meanings of place. The Pacific Asia Travel Association workshop in 1992, created the term "endemic tourism". Endemic tourism recognised that "each individual locality or community has its special character, and that particular character or identity may well constitute its major attractiveness to tourists" (Foreword). It also recognised that "the cultural characteristics of communities have great value as tourism assets whether the culture is indigenous or introduced" (Pacific Asia Travel Association, 1992, Foreword). Lew (1989) refers to the historic or cultural tradition which expresses the uniqueness of place.

Relph in his seminal work 'Place and Placelessness' in 1976 argued that "place can be approached with as few presuppositions as possible concerning its character and form, for it is recognised from the outset that place has a range of significances and identities that is as wide as the range of human consciousness of place" (7). Supporting this proposition, Buttimer (1980, 167) suggested that "people have not only intellectual, imaginary, and symbolic conceptions of place, but also personal and social associations with place-based networks of interaction and affiliation".

Yencken (1995) considers that the concept of place is best understood by contrasting place and space:



A space suggests little that is specific or tangible. We refer to outer space and we infer that it is an unknown and indeterminate area which we do not properly understand. Place by contrast is immediate, known and lived in. We move through space; we stop in and are directly involved in places (Yencken, 1995, 11).

Tuan (1977, 6) sums it up a little bit more succinctly as: "The relation of space and place and the range of experience or knowledge".

The uniqueness of place as a tourism destination is identified by Hudman & Jackson (1990). They define three aspects of place as: the natural/physical setting (climate, landform, resources); the cultural features (buildings, economy, dress style); and time (the changes that time makes on places as they relate to: economy, political, culture, population size). Lynch (1972, 1981) is another researcher who recognises the association of time and place. Gunn (1991) also recognises special places for tourism which are man-made (theme parks, convention centres) and natural and cultural (parks, recreation areas, historic sites) attractions.

A clear summary of all these aspects of place from the perspective of the resident and tourist is provided by Ryan (1995, 7), who notes:

places through which people do not merely pass, but have reason to 'stop and become involved'; places which offer rich experience and a 'sense of belonging'; places, in short, which have meaning, which evoke pleasure or contemplation, or reflection and, most importantly, an appreciation of cultural and environmental diversity.

## **Place Making and Place Marketing**

Place making developed from the recognition that people can have a sense of place which is extremely attractive to them and others. Following from place making one obviously needs to market that place so place marketing developed. The terms are frequently found in the urban tourism literature and the literature of other disciplines dealing with the changing, enhancing or promoting of a new city or town image. It is therefore an important aspect of the image that people have of cities and towns.

Tourists seek experiences and products that are unique to a people or locality, they seek this sense of place, the meaning, the pleasure, the security, the scenic or man-made beauty of a place. The renewal or creation of a unique place (placemaking) particularly in the context of city and town marketing and urban tourism is a modern phenomenon frequently involving a collaboration of artists, designers and community. (Lynch in Banerjee & Southworth, 1990; Pacific Asia Travel Association, 1992).

In Australia, placemaking has been concerned with changing and improving the image of large and small towns across the country. The larger projects which occur in the cities are usually associated with urban renewal or major events. Placemaking in towns is often associated with the main streets programs or tidy town programs described above through which they can be funded although they can also be separate initiatives of local residents and local government. An example of this scale of project is Narrogin, Western Australia, where a major redesign of the town centre and a major reconstruction and landscaping of the local town park has been effected. Since the work carried out in Narrogin by urban designers, artists, arts project designer, architect, the local government and local community, the commercial property values are up 30% and business turnover is up 10% with people moving in as well as tourist traffic increasing (Walker, 1995).

Cleveland in Queensland is another town which has recently completed major town centre redesign after a ten year planning, research and analysis program. Street art, furniture and playgrounds have all won awards for their innovative design. The success of these projects is attributed to community involvement, local government leadership and commitment, and the cooperative and coordination skills of a variety of professionals in working together with the local community to draw out their feelings and needs about their place and translating these into reality (Walker, 1995).

Placemaking is the skill of orienting images often associated with special historic or cultural tradition of a location into places which have meaning for people, which give them pleasure to be within, which have specific character, and which resonate with feeling and memory (Lew, 1989; Yencken, 1995).

The concept of place marketing was described earlier in this chapter and was described as a method of city marketing in which slogans, themes, visual symbols and events could be used to make the city a more attractive place to visit (Kotler et al., in Page, 1995). Some examples of these changes in Australia and overseas are: Fremantle, Western Australia, where complete urban renewal, streetscape, townscape, historic buildings were all completed for the Americas Cup challenge in 1986/7; Expo 88 waterfront development in Brisbane 1988; Honeysuckle development, Newcastle, 1997; Dunn et al., 1995; Portland, Oregon, waterfront development; Vancouver, Washington mainstreet development (Judd, 1995; Lew, 1989; Thomas, 1987). In fact, there is scarcely a city in the world which is not currently considering or undertaking some form of urban renewal, urban development or placemaking in order to market their place. As far back as 1989 Lew identified over 61 cities in three states of the US which have undergone thematic changes to their retail districts (Lew, 1989).

It is increasingly clear, however, that these forms of urban development do not conform to the general model of placemaking, the main criticism being their lack of consultation with local residents. In a number of the projects, for example, the Americas Cup challenge in Fremantle (WA) and Expo 88 in Brisbane (QLD), the displacement and relocation of local residents took place without the consent or consultation of those residents as government bodies resumed large sections of land for their grand plans (Thomas, 1987). A number of terms have been used to describe this displacement process: "topocide: the annihilation of place" (Porteous, 1988, 75), and "placelessness" (Relph, 1976). Arguably, "placelessness" is a lot more than shifting out the scarcely consulted residents.

These developments bring into concern the use of the words place-marketing which is now consistently being used to describe city marketing which has no connection to place as earlier defined (Paddison, 1993). The concern is that the business of place marketing will become the dominant focus in the marketing of towns in Australia with the consequent loss of those aspects of place, spirituality, senses, community and spatial comfortability which are unique to each town.

The Main Street, Better Cities, Keep Australia Beautiful, Placemaking and Place marketing programs have the improvement and marketing of the town or city image as a basic objective. Within these programs two common elements can be identified; the need for local input from residents and local government into the change process; and the need to market a town image. The programs described above generally deal with the physical manipulation or construction of image through streetscape, townscape and landscaping improvements and the emotive, social, feeling manipulation of image through special events, carnivals and festivals.

No literature is available which empirically identifies those factors of an image which tourists, residents and local leaders have of a town. The programs outlined above

appear to operate on a series of assumptions in which the architectural, town planning and landscaping improvements are based on 'common' knowledge. A typical example is quoted below:

Factors which contribute to the image of the destination may include hinterlands and hillslopes, the built environment, landscaping and street planting and attractive views and vistas (Dredge & Moore, 1992, 19).

The present set of studies is an attempt to identify empirically the image which tourists, residents and local leaders have of a town by defining a methodology by which an image of a town can be inventoried.

## 1.4 TOURIST, RESIDENT AND LOCAL LEADER PERSPECTIVES

### 1.4.1 Tourists and Residents

The conflict between local communities and tourists is the main reason for including the views of residents in this study. The degree of similarity/dissimilarity between tourist and resident images will allow a realistic model to be developed which can be shared by the tourist and resident. The concepts of community and tourism impacts on community therefore need to be briefly explored in this section.

According to Richins (1997) the concept of community is complex and usually is associated with some or all of the following factors: locality, social interaction, community sentiment and common ties or bonds and a system of social organisation, multi-interests and activities, whose unity comes from interdependency in a common place or space. Richins (1997) further defines these factors into eight components which make up the sense of community, Table 1.6 partially reproduces Richin's table.

**TABLE 1.6**  
**Component Descriptions of Sense of Community**

COMPONENT	DESCRIPTION
Quality of life	Emphasises feeling of economic well-being, a positive sense of home and human settlement, access to recreational activities and factors of esteem, freedom, life-sustenance and longevity, knowledge, decent living standards
Sense of place	Relates to community's personal attachment, historic perspective and understanding of its territorial presence
Social responsibility & ethics	Affect the process and outcome of decision makers and community
Community profile	Acknowledges a communities complex social organisation, multiple interests and diverse directions as well as a communities interdependence and commonalities
Sense of harmony	Healthy communities have a degree of harmony, balance or parity in their values and directions, an integral part of their sentiment and common ties
Community vision	A sense of leadership and direction that is shared and supported within the community which is comprehensive, detailed, positive and inspiring
Community commitment	The degree of apathy and indifference in a community or the degree of proficiency and commitment to the community
Community empowerment	The ability to take action that can change, enhance or maintain the character of the community so that it is sustainable for future generations

Sourced from: Richins, 1997, 31

The negative impacts of tourism on a host community have been well explored and documented see Getz, 1993; Perdue et al., 1987 for detailed lists of studies, and

Davidson, 1993; Dickman, 1989; French et al, 1995; Haralambopoulos & Pizam, 1996; Hunter Valley Research Foundation, 1993a for general lists of impacts. Table 1.7 identifies a range of impacts along with the relevant component of sense of community, from Table 1.6 above.

**TABLE 1.7**  
**Negative Impacts of Tourism on Communities**

CATEGORY	IMPACTS	SENSE OF COMMUNITY COMPONENT
<b>SOCIAL &amp; CULTURAL</b>		
Access	The most attractive landscapes can be lost to a few (tourists) Popularity of an area can result in traffic problems, parking problems, increased vandalism and increased noise levels Decreased recreational opportunities for residents through loss of diversity Alienation of public land through conversion to freehold or restrictive tenure Peak tourism use can decrease accessibility of residents to local amenities, creating antagonism toward tourists	Quality of life Sense of place Sense of place Quality of life Sense of place
Lifestyle	Lifestyle changes to residents of more significant tourist destinations The nature of a community can be altered by tourism physically, socially and culturally Population growth and its accompanying increased urbanisation Damage to cultural heritage/built environment - tourism development can be incompatible with existing uses and amenity values Loss of Aboriginal/archaeological sites	Sense of harmony Community profile Community profile Sense of place Sense of place
Social breakdown	Tourists attract petty crime, rip-offs and other "antisocial" behaviour Division of community into those who benefit from tourism and those who don't Lack of understanding of tourism by local government Exposure to different cultures may engender xenophobia and racial intolerance	Sense of place Quality of life Community profile Social responsibility Community profile
<b>ENVIRONMENTAL</b>		
Natural environment	Damage to natural environment Increase in visitors decreases environmental and recreational quality Extensive environmental modification to respond to perceived tourist demand Loss of scenic/visual amenity Loss of wetlands/mangroves to development Increased pollution, waste water, sewage Increased degradation of high use areas Overuse of conservation areas Attempts to prolong season or improve recreational experience can have adverse effects on other values	Quality of life Quality of life Quality of life Quality of life Quality of life Quality of life Quality of life Quality of life Quality of life
Built environment	Highway traffic through commercial and residential centres Caravans/boats on roads, in car parks Crowding and congestion of streets and facilities Increase in traffic leads to noise and safety issues Site use conflicts for key tourism developments Air, visual and noise pollution (signs, traffic)	Quality of life Quality of life Quality of life Quality of life Quality of life Quality of life
<b>ECONOMIC</b>		
Infrastructure	Tourism demand can dramatically increase the need for expensive infrastructure in excess of local needs	Social responsibility
Financial	Short term price fluctuations for services and real estate during seasonal peaks Long term increase in real estate, basic cost of living and community facilities Use of non-local resources to carry out development - loss of local multipliers for wages etc Perceived cross subsidisation of tourist development by residents for extending local infrastructure	Quality of life Quality of life Quality of life Quality of life
Management	Seasonality and boom periods difficult to control Growth can be induced by marketing hype not sound economic/community needs Intrusion on land and resource base Changing proposals after initial positive response	Social responsibility Social responsibility Social responsibility

Sourced from: Hunter Valley Research Foundation, 1993a, 20-30 and Table 1.5.

Various methods have been used to classify tourism impacts ranging from the economic, social and environmental/physical categories of Williams (1979), to the demographic, occupational, cultural, transformation of norms, modification of consumption patterns and impact on the environment of Pizam and Milman (1984). Other researchers such as Hernandez et al., (1996) are concerned with the different theoretical frameworks used to understand tourist and resident impacts, nominating three: social exchange theory, the tourism development cycle and the segmentation approach, within which they feel impacts can be classified. Hernandez et al. (1996) are also concerned to demonstrate the complexity of the "factors which affect each individual's attitudes" (760).

Most studies have been concerned with the impact of tourism on an existing tourism development (King et al., 1993; Madrigal, 1993), while some have been concerned with the pre and post attitudes of residents to tourism (Hernandez et al., 1996; Johnson, et al., 1994; Soutar & McLeod, 1993). Others look at the sociocultural impacts (e.g. Craik, 1991; Murphy, 1983), environmental impacts (e.g. Dowling, 1993; Romeril, 1989) and economic impacts (e.g. Parlett et al., 1995; West, 1993). Studies can also have different foci for instance the impact of tourists on residents leisure is an area which has generated many studies (e.g. Getz, 1993; Perdue et al., 1987).

An important factor in alleviating the impact of tourism on a community has been the involvement of the community in tourism planning and development for their locality, region or town (Craik, 1991; Getz, 1993; Keogh, 1990; Long & Hunter Valley Research Foundation, 1993; Murphy, 1985, 1988 (also see section 1.3.3 above). Table 1.6 showed the five of the eight sense of community components affected by tourism development. The other three sense of community components, community vision, community commitment and community empowerment, are unaffected by



development and are commonly used to involve communities in tourism planning in order to avoid the negative impacts.

Nasar in his 1979 study of Knoxville, Tennessee noted the different images that tourists and residents held of the city. In a recent study by Huang and Stewart (1996), the impact of tourism on community solidarity in Fredericksburg, Texas, was examined qualitatively. Five propositions were identified from the study of which two, conformity to an general town image and shared image as a source of bonding are of relevance. In the first proposition, the image of Fredericksburg as a "hard-working, clean, fun-loving German community with beautiful old buildings" (29) was shared by residents and tourists alike prompting the protection of this image by residents. In the second proposition the old community networks and social customs of the older residents of the town exclude the new residents from sharing but both groups share the same image of the town and therefore this becomes a source of communication as working together to promote the general image encourages personal ties.

The above section shows how important it is to define the image of a town from the perspective of tourists and residents in order to determine the extent to which the image is shared or not shared so that a method of determining a town's image can be developed which includes all stakeholders.

#### **1.4.2 Residents and Local Leaders**

The role of local government is important in planning, developing and managing tourism development. Typically, local governments are advised and influenced by a number of internal and external professionals and local community groups when making their decisions about tourism planning, development and management. Professionals such as town planners, architects, economists, engineers, and landscape architects, and groups such as the Chamber of Commerce, local historical societies,

and local tourism associations have input into the process. It has been found in the past that many of these professionals and groups have a professional perspective or in the case of groups their own agenda which does not match that of the residents.

It is important therefore that these two issues, the role of local government and conflict between local leaders and residents, are discussed when justifying the inclusion of local leaders as another respondent group.

A thorough review of the literature concerned with the context of local government is available in Richins (1997), within which, the importance, advantages, history, number of local governments and unique qualities of local governments are discussed. According to Clarke & Stewart (in Richins 1997, 54) the meanings and purpose for local government can be identified:

as a builder of community pride through a sense of place, as a community understanding and governing itself, as an expression of collective community choice, as a responder to and encourager of diversity, as a facilitator for learning within and about a community, as a place where all of the community may have opportunities to participate, as a basis for citizenship, as a place for political process, as a provider of service to the community and as a government that may be a contrasting force from the State-National level.

Within these meanings and purposes Richins (1997) identifies numerous broad functions of local government such as: administration, financial administration, strategic planning, communication, regulation and control, economic development, program management, provision of services and amenities, provision of infrastructure, asset sustainability and decision making. Within these functions Richins also identifies tourism as a legitimate function of local government. Other

researchers also identify this tourism function of local government, for example, Nichols (1989) identifies 54 functions of local government listed by the Northern Territory Local Government Act 1985. The main headings only are listed here: general public services, health services, social security and welfare services, housing and community services, recreational and related cultural services, roadworks - maintenance and construction, and other services, which include tourism.

A recent study of eleven shires in New South Wales by the Hunter Valley Research Foundation (1993b, 9) identified the following tourism functions of local government:

promoting the area as a tourist destination to local, regional, interstate, and where appropriate, international audience; enhancing the community's image in the marketplace; assisting local business development both in tourism and other industries; educating residents of the importance of tourism to the community; managing the tourist centre; serving as a catalyst for tourism product development; and coordination of community tourism activities and related organisations.

The report also highlighted the lack of formal and even informal connections between the economic development, recreation and tourism personnel in the shires. Absent also in the functions above is a connection to the development approval process which involves the town planners, building and health and engineers of the local government. This aspect of tourism planning is important as:

Typically, the approach adopted by local government to tourism planning has followed the traditional model of town planning; that is, planning issues are treated as discrete entities, with the local government machinery acting as a centralised regulator. This results in a regulatory system for development with little or no integration of planning issues; issues that, in reality, have a significant impact on each other" (Hunter Valley Research Foundation, 1993c, vii).

This problem is of course further exacerbated regionally as each local government deals specifically within its own administrative boundary and ignores the wider implications of a particular proposal (Shortt, 1994).

To date many tourism issues in local government have been dealt with through planning documents such as development control plans (Dredge & Moore, 1992; Hunter Valley Research Foundation, 1993c; Young et al, 1993) having specific reference to tourism development or economic development. Within local government therefore there are a number of professionals/specialists advising councillors on particular tourism development proposals or ways of attracting tourism development, each professional or specialist with a differing perspective. Add to this the lack of formal and/or the low level of informal connection between many of the professionals and the potential for confusion and misunderstanding by councillors is greatly enhanced.

Local government typically obtains community feedback for tourism development through public display of individual development proposals, strategy plans and development control plans in which local residents are invited to view the plans and make any comments regarding them (Clark, 1988). Many local governments also have public meetings prior to the formal display of the proposals in which a number of individuals or community groups will attend. Frequently these meetings do not gain the opinion of the silent majority and this is of concern to local government (Clark, 1988; Richins, 1997).

In regard to the silent majority, Porteous (1988), when studying the death of Howendyke, a village in Yorkshire, noted the inability of a wholly working class population to organise an informed, effective defense against local politicians, planners and developers to protect their town against unwanted development. This

particular example illustrates the potential links between local government, their advisers and developers, which can occur and be used to overcome resident opposition.

Another aspect of this dichotomy between residents and local leaders is the "little correlation between decision-makers' assumptions about popular preferences and people's actual feelings and thoughts" (Australian Government Publishing Service, 1994, 11), which is well recognised (Buttimer, 1980; Hubbard, 1996). Richins captures this difference in attitudes in his study (1997) on influences on local government councillor decision making for tourism developments in which he concludes that the key factors influencing their decisions are "the future of their communities and the potential positive or negative impacts as a result of their decisions regarding tourism developments" and "structural factors such as land use regulations and statutory procedures" (327). On the other hand, Richins (1997, 72) identifies local residents as having a "poor image and lack of trust", a "perception of corruption, resentment, vested interests and suspicion", and a "limited understanding of local government".

The role of local government, the distrust that residents can have of their government and the assumptions of decision makers and professionals about what residents will like are the reasons for including in this thesis the image of a third group, the local leaders.

#### **1.4.3 Definition**

For the purposes of this study the definition of a tourist identified by the World Tourism Organisation (1997, 5) is used, see below:

"Tourist - visitor staying at least one night in a collective or private accommodation in the place visited."

The definition also includes those tourists who were winter residents, that is, tourists who migrate north for periods up to six months to escape the southern winter and whose permanent address is in a southern city or town.

A resident is defined as a person whose permanent residence is in the town being studied no matter the length of the permanent residence. So someone who has been in the town for two months as a permanent resident is a resident but someone who is staying for six months but has a permanent home somewhere else is not a resident.

A local leader is someone who holds a position of responsibility, leadership or is in a position to influence decisions in the town. They may be state or federal parliamentarians, media representatives, the local mayor or aldermen, heads of technical departments in councils, such as planners and engineers, or community leaders involved in the regional development boards or tourist associations, Parents and Citizens association, the arts or environment.

## 1.5 CONCLUSIONS

This chapter has examined the problems and issues facing towns in Australia today. The role of tourism in towns today was also discussed, particularly, the importance of image of the tourism destination and the emerging specialisation of urban tourism with its focus on city marketing which is largely concerned with the city image. It has also examined the problems and issues between tourist and resident, and resident and local leaders in order to demonstrate the importance of obtaining the image that these three groups have of their town. In each of these sections the lack of a dominant research tradition from any discipline was highlighted a number of times.

In the section on Australian towns, the various methods of defining towns were identified and a definition identified for these studies. Next the six study towns were identified: Cardwell, Hughenden; Innisfail, Charters Towers; Port Douglas, Mareeba. The history of towns in Australia was identified through a number of periods, and the problems and issues facing towns during these periods identified and discussed. From their growth in the first period through agricultural and transport industries, the slow decline of the majority of towns in the 1970's and 1980's due to international economic imperatives and the economic rationalism of Australia's federal and state governments, to the growth of some of these towns through the development of specialised industries including tourism and the "uncoupling thesis" of Stayner and Reeve (1990) the history of the Australian town was outlined. Finally the importance, from an economic viewpoint, of making a town an attractive place to live or visit is discussed as well as the importance of finding the right level of tourism development and promotion for each individual town. Within this section the fragmented nature of research of towns was noted.

The importance of images in society was discussed next with particular reference to the nexus of image and marketing. Images studies were examined from the point of view of destination image and urban tourism. Destination image studies were

categorised into those studies dealing with countries, states, regions cities and towns and it was clear that the study of town images was a neglected area of research. Urban tourism was examined as a recent specialisation of tourism studies which at this time deals with the marketing of cities, place marketing as it is defined. Within place marketing it was found that the promotion of an attractive image of a city was a major element of the process. It was suggested that the interest in towns and tourism was a spill over effect from the growing tourism numbers to and through cities and that this study could well fit into the specialisation of urban tourism.

Various methods of improving a town's image were described, including the Main Street program, the Better Cities program, the Keep Australia Beautiful program and the Placemaking programs. These programs identified the physical, personal, cultural, symbolic, biological and unique factors needed to create a pleasant and attractive town, city or place. The lack of empirical research into the image factors which produce these pleasant and attractive images of towns, cities or places was identified.

The concept of community and sense of community were discussed and defined in the next section and the potential negative impacts of tourism on the sense of community outlined. It was noted that three of the components of sense of community, community vision, community commitment and community empowerment are actually the components used to involve community in tourism planning and decision-making. The strength and importance of a shared image is discussed from the internal (old residents versus new residents) and external (tourists versus residents) perspective.

Finally, the importance of local government in planning and guiding tourism development was examined along with the influence of internal and external professionals and specialists. The gap between what local government and



professionals think residents want and what they really want was explored and justified the inclusion of the third respondent (local leaders) group in the study.

The chapter identified that the study of towns in Australia is a neglected area of research in all disciplines including tourism. It argued that tourism is already a contributor to the economic well-being of many towns in Australia and has the potential to contribute to many other towns and that the marketing of a town particularly its image is becoming an increasingly important aspect of the economic development for all towns in Australia. The lack of empirical studies of factors that make up a town's image was identified and the stakeholders (tourist, resident, local leaders) were identified and defined.

The next chapter (chapter 2) will look at a number of methodologies which can be used to identify and analyse a city or destination image. These methods derive principally from the tourism and environmental design study area. The combining of these methodologies into an integrated approach which can identify town images will be discussed.

## CHAPTER 2

### METHODOLOGIES FOR MEASURING THE IMAGE OF A TOWN

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#### OUTLINE OF CHAPTER

##### 2.1 INTRODUCTION.

**2.2 PURPOSE AND AIMS OF THE SEVEN STUDIES OF TOWN IMAGES** - *The purpose of the studies, the aims of the studies, the research design and the research summary.*

**2.3 IMAGE OF CITIES AND TOWNS USING A COGNITIVE MAPPING METHODOLOGY OR LYNCH'S METHODOLOGY**- *What is a cognitive mapping methodology or Lynch's methodology? Lynch's studies of city images, other city studies using Lynch's methodology, the use of Lynch's methodology in tourism image studies, shortcomings of this methodology.*

**2.4 IMAGE STUDIES IN TOURISM** - *Image studies in tourism, various methodologies used in destination image studies, the focus of these methodologies.*

**2.5 THE DEFINITION OF IMAGE FOR THE PURPOSE OF THIS THESIS** - *The development of the BASIC, SUPPLEMENTARY and UNIQUE components of town image.*

**2.6 THE METHODOLOGY PROPOSED FOR THIS THESIS** - *the methodological needs of the thesis, the multimethod approach, the multimethod approach in tourism studies, the multimethod approach proposed for this thesis.*

##### 2.7 CONCLUSION

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### 2.1 INTRODUCTION

The purpose of this chapter is to outline the purpose and aims of the thesis. It then examines a number of methodologies from tourism and other disciplines which have been used to assess destination or town images and the importance of multimethod approaches noted. From the methodology literature a concept of the basic, supplementary and unique town image is developed which form the basis of the town image definition. The development of a multimethod approach and selection of specific methodologies to be used in this thesis is then discussed.

## 2.2 THE PURPOSE AND AIMS OF THE SEVEN STUDIES OF TOWN IMAGES

### 2.2.1 Purpose

The image of towns from the perspective of tourists, residents and local leaders is explored in this thesis through the six studies nominated in the research design (fig. 2.1). Methodologies, the location and size of towns and the sample size varied throughout the thesis (studies 2, 3, 4, 5 shared the same methodology) and the image factors determined and compared in detail. Table 2.1 briefly describes the purpose of the studies followed by a description of the aims of the studies.

**TABLE 2.1**  
**Purpose of the Seven Studies**

STUDY	NAME OF STUDY	PURPOSE OF STUDY	CHAPTER IN THESIS
1	An exploratory study of the Image of Cardwell	To develop a list of image factors which tourists and residents consider important (ie. an emic perspective) To determine the image of the town To test the questionnaire design and data collection method	3
2, 3, 4, 5, 6	Specific images of the five towns	To develop a list of image factors which tourists and residents consider important (ie. an emic perspective) To determine the image of each town Compare town images and identify the unique image of each town	4
1, 2, 3, 4, 5, 6	General images of an "general" town from six studies	Develop a model of an "general" town Identify and compare the tourist, resident and local leader images produced from all towns combined	5

### 2.2.2 Aims of Study One - An Exploratory Study of the Image of Cardwell

The aims of the exploratory study of the image of Cardwell were to determine:

1. The images: (a) tourists, (b) residents, (c) both groups combined had of Cardwell
2. The similarities/differences between the tourist and resident images.
3. The differences which were statistically significant.
4. The usefulness of the information collected in the written part of the questionnaire.
5. The most useful questions in measuring the "supplementary" image factors.

6. The similarities/differences between maps drawn on ruled paper and maps drawn on blank paper.
7. The usefulness of the data collection method with regard to response rates and image attributes collected.

### **2.2.3 Aims of Studies 2, 3, 4, 5, 6 - Specific Images of Five Towns**

The aims of the studies of the specific image of five towns in North Queensland were to:

1. Identify the existing image that tourists, residents and local leaders and the combined groups have of their town.
2. Identify and analyse those image factors of a town (basic, supplementary and unique) which tourists, residents, and local leaders use to form their image.
3. Understand more fully the differences/similarities in town image as perceived by tourists, residents, and local leaders within each town and across all towns surveyed.

### **2.2.4 Aims of Studies 1, 2, 3, 4, 5, 6 - General Images of Six Towns**

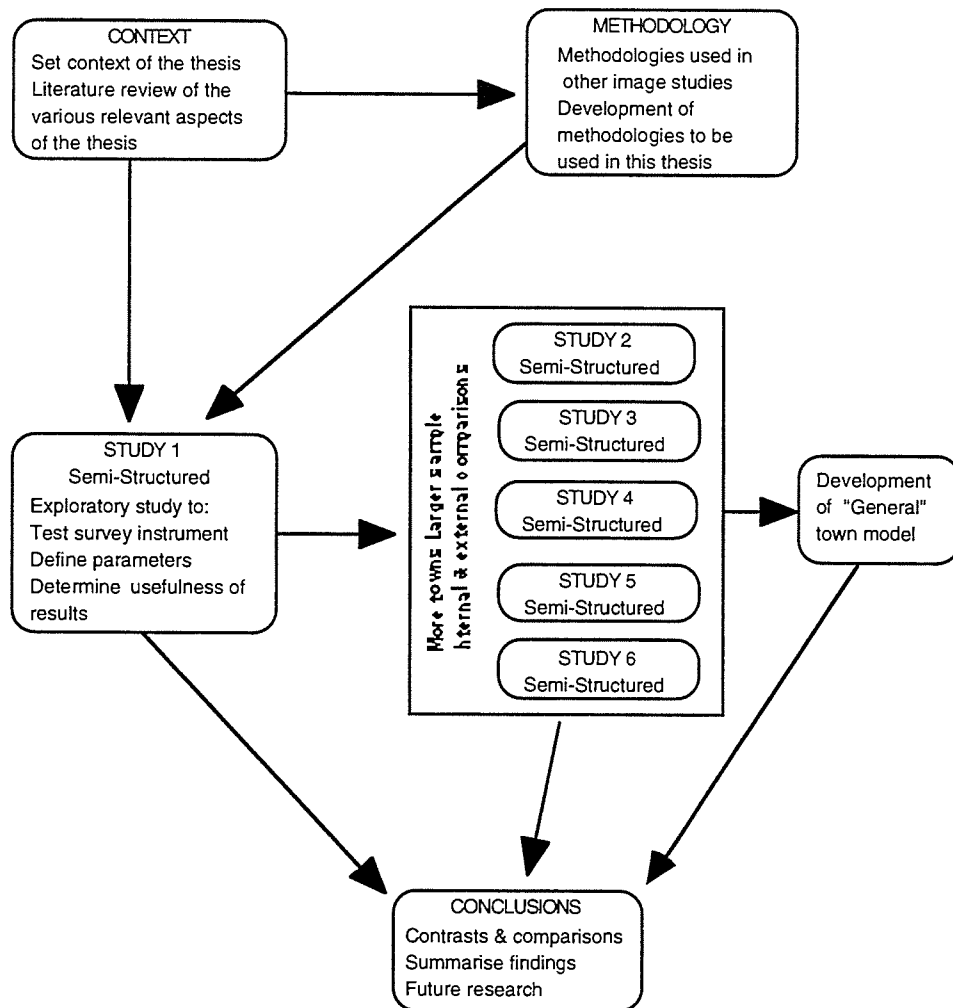
The aims of the studies of the general image of six towns in North Queensland were to:

1. Develop tourist, resident and local leader images from the combined data base of all six towns.
2. Compare the combined tourist, resident and local leader images.
3. Develop an "general" town model.

### **2.2.5 The Research Design**

Figure 2.1 shows this design in detail. The research design follows the needs of the thesis research. It follows a logical progression starting with the need to test the survey instrument in an exploratory study, this is followed by five studies of individual towns using the corrected survey instrument from study one. Finally, the results of the six studies are combined to produce a "general" town model.

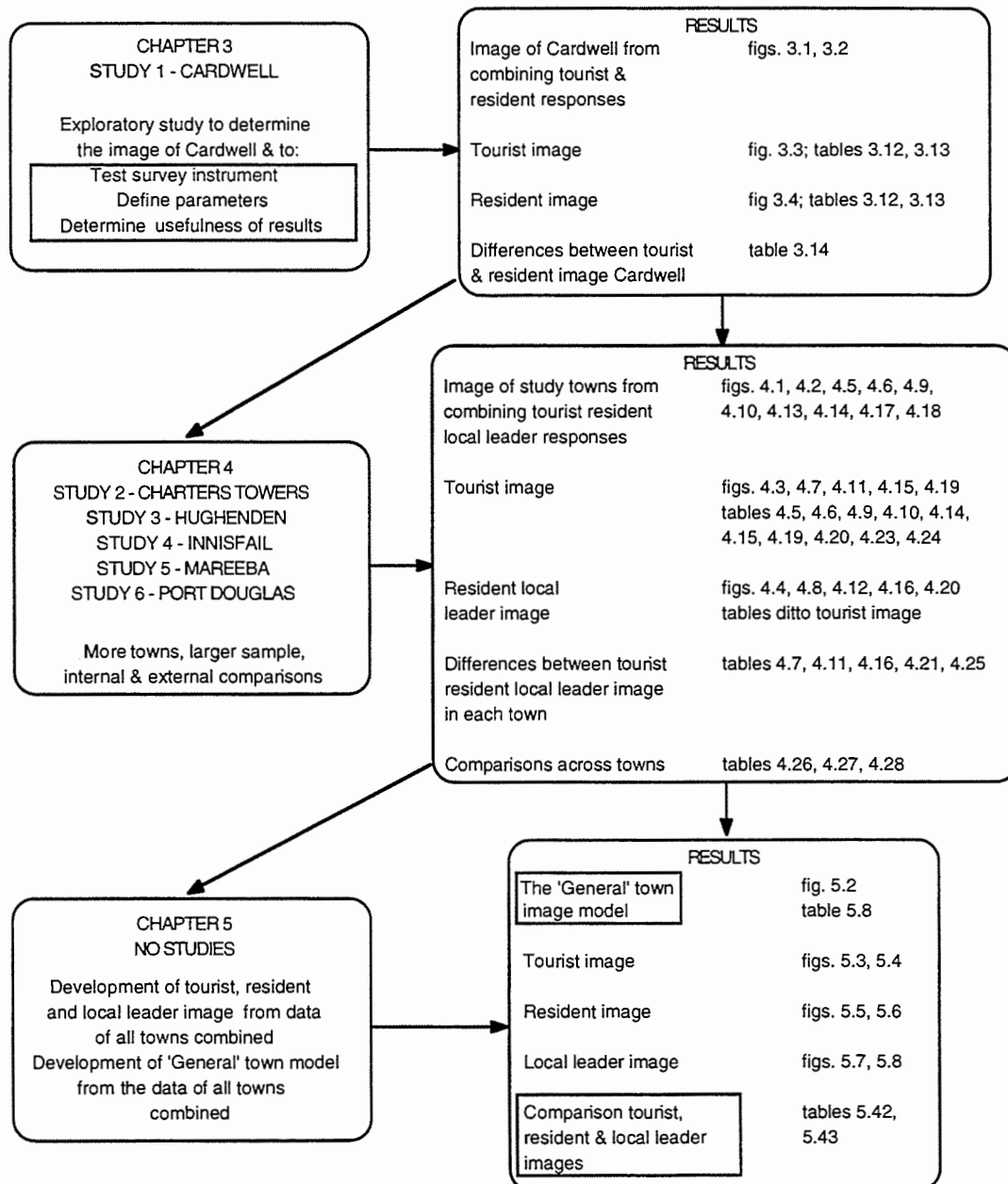
**FIGURE 2.1**  
**Research Design of Thesis**



## 2.2.6 The Research Summary

Figure 2.2 indicates the locations of the specific results of the studies as they relate to chapters in the thesis. It also shows the relevant tables and figures in each chapter.

**Figure 2.2**  
**Research Summary**



## **2.3 IMAGE OF CITIES AND TOWNS USING A COGNITIVE MAPPING METHODOLOGY OR LYNCH'S METHODOLOGY**

### **2.3.1 What is a Cognitive Mapping Methodology or Lynch's Methodology?**

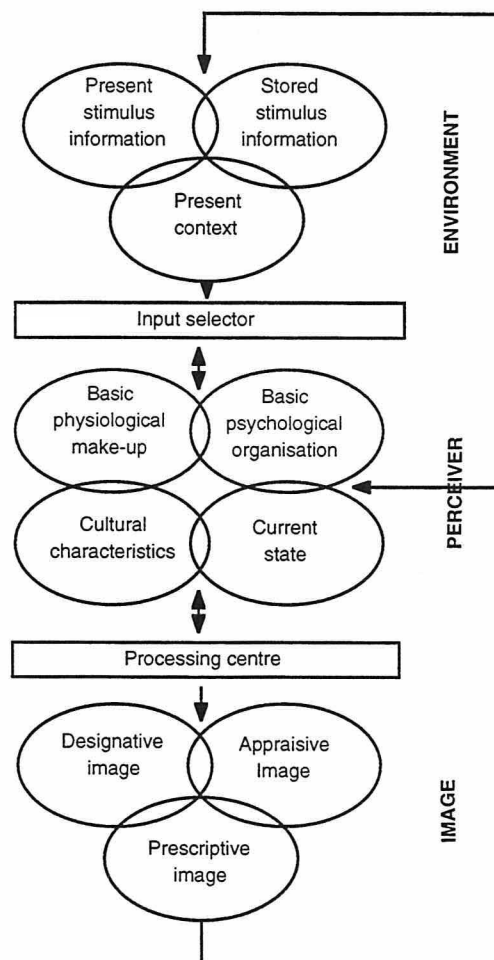
The idea of maps in minds can be traced back to the early part of this century when researchers such as Gulliver (1908), Trowbridge (1913) and McKenzie (1921) asked respondents to draw maps in order to test, in the cases of Gulliver and Trowbridge, children and adult methods of orientation and in the case of McKenzie to explore neighbourhood life in an American city. It was not until the 1960's, however, that the method gained popularity, when Kevin Lynch produced his book, "The Image of the City" in which respondents drew maps to understand their city image.

The 1960's and 70's also saw the growth of a new multi-disciplinary specialism in Environmental Behaviour Studies (EBS) in which architects, eg. Rappoport (1990), planners, eg. Lynch (1960), landscape architects, eg. Zube (1990), geographers, eg. Walmsley & Lewis (1993), psychologists, eg. Craik (1973), and others became concerned with the way maps in minds influenced behaviour (Walmsley & Lewis, 1993; Pocock & Hudson, 1978).

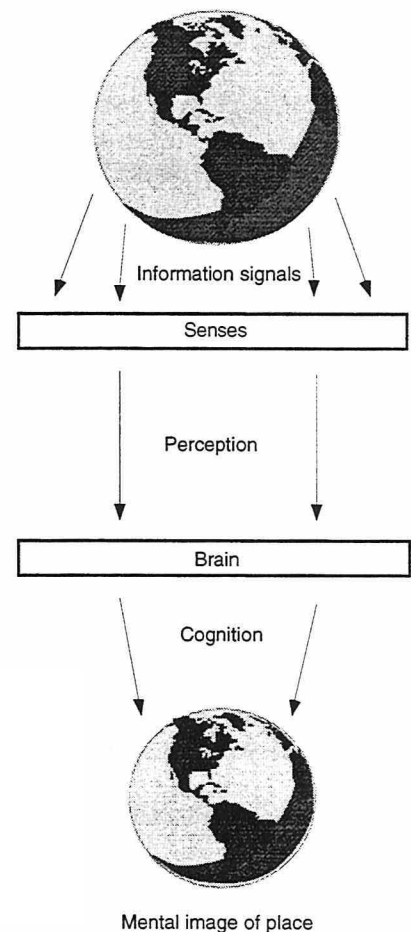
Pocock and Hudson (1978) were concerned with the nature of environmental perception and the image and developed a conceptual model of environmental perception (see Figure 2.3). The Figure shows three aspects of the concept: environment, perceiver and image. The environment refers to the three external information stimuli, present, stored and present context which influence the perception process. The present stimulus information is made up of specific stimuli derived from past stimuli relevant to the present situation. The stored stimulus information is made up of past experience and the present context stimulus is the spatial setting which is being considered.

The perception process is the response to the three environmental stimuli and can be influenced by the basic physiological make-up of each respondent which is unique to each individual. They are the basic psychological organisational make-up in which individuals tend towards order, simplicity and clearness rather than chaos; the cultural characteristics which include personality, attitudes and demographic characteristics; and the current state of the individual, that is the needs and mood of the individual, such as hungry, tired, or angry.

**FIGURE 2.3**  
**Conceptual Model of Environmental Perception for Image Studies**  
 (Source: Pocock & Hudson, 1978, 252)



**The Process of Tourism Perception and Cognition and its Role in Forming an Urban Place Image**  
 (Source: Page, 1995, 224)



The perception process produces the image which is made up of three components, a designative, appraisive and prescriptive image. Pocock and Hudson describe the designative image as one that is concerned with the whatness and whereness of an



individual's image, that is, properties such as distance, orientation and location. Their appraisive image is made up of feelings and evaluation or an appraisal of how they feel about the image. Finally, the prescriptive image gives the "depth, continuity, pattern or meaning beyond that justified by a particular scene alone" (Pocock & Hudson, 1978, 30) is formed from the descriptive and appraisive images.

A simpler form of this process has recently been developed by Page (1995, 225) to show "the process of tourism perception and cognition and its role in forming an image of an urban place". It is reproduced alongside Pocock and Hudson's concept to allow comparisons to be made. Note that the world maps shown are the same as per Page's diagram but show different continents than Page's world maps. In Page's concept the real world is the environment while the information signals form the three information stimuli of Pocock and Hudson's concept. The senses and the present context/situation form the input selector of Pocock and Hudson's framework while the perception area of Page is not split into the four components of perception as identified by Pocock and Hudson. Finally, according to Page, the brain or processing centre gives us a cognitive or mental picture of a place, while Pocock and Hudson again try to define more clearly the image of the place. Note that Page's representation of the process conveys the impression that the mental map is the same as the original.

The interchange of the terms cognition and mental in Page's concept highlight the misunderstandings and misuse of these terms and others since Lynch's original work. In his original study Lynch referred to his respondents' maps as sketch maps (Lynch, 1960), simply maps sketched by the respondents from their memory of the cities in question.

By 1977 Downs and Stea (1977) were defining the environment and perception components of Pocock and Hudson's concept as cognitive mapping or "those cognitive or mental abilities that enable us to collect, organize store, recall, and manipulate

information about the spatial environment" (6) and the cognition/mental image produced from those processes as cognitive maps, that is "a person's organized representation of some part of the spatial environment" (6). Walmsley and Lewis (1993) disagree with this description of how an individual stores information in their head arguing that the use of the word 'map' is at best a metaphor used to describe a process that is not known, they prefer to use the metaphors mental map or mental mapping.

In the tourism literature Pearce (1988) identifies other terms such as 'cognitive plans' and 'route maps' which have confused researchers and readers even more (Pearce, 1988). In Pearce's opinion "sketch maps" should be used to describe the maps which respondents draw to describe their spatial image of a place, and the process used to obtain the "sketch maps" from respondents should be described as a "cognitive mapping methodology".

The term cognitive mapping comes from the environmental behaviour literature and although Lynch has been called an environmental design theorist (Banerjee & Southworth, 1990) his original mapping methodology came before the Environmental Behaviour specialism; therefore to simplify matters the mapping methodology used in this thesis will be called Lynch's methodology while the term "sketch maps" will be used in the same context as Lynch and Pearce.

### **2.3.2 Lynch's Methodology**

Lynch pioneered his methodology in 1960 when he published his study of three American cities Boston, Jersey City and Los Angeles. In this study Lynch was concerned with his concept of imageability of the cities, that is, "that quality in a physical object which gives a high probability of evoking a strong image in any given observer" (Lynch, 1960, 9). As the definition shows he was concerned at this stage of the study with the physical objects seen by the observer. Lynch used two methods to

obtain this image. First, a small number of residents were interviewed and asked a number of questions including a sketch map question and a giving directions question. The second method was a systematic examination of the city image by trained observers in the field. From the surveys Lynch developed a "tapestry of embellishing characteristics, which altogether constitute the personality of the city" (Spreiregen, 1965, 51), and which could be illustrated through the use of five elements. The five elements form the basis of the Lynch methodology for measuring a city's image and are identified and defined as:

1. Landmarks - single, prominent points on the landscape;
2. Regions or District - a distinct district or area homogeneous in character;
3. Paths - The network of habitual or potential lines of movement through an urban complex;
4. Edges - a boundary which clearly joins two different regions; and
5. Nodes - conceptual anchor points usually related to a concentration of activity, usually a distinct unforgettable place (Lynch, 1960, 46-78).

The original interview process took about one and a half hours per person and required the presence of a trained interviewer. Lynch was concerned about this aspect of the method, and in 1970, developed a series of questions representing a "verbal analogue of the mapping procedure" (Banerjee & Southworth, 1990, 282). These questions, devised and used by Lynch in at least one study, form the basis for the additional questions used in the exploratory study in Chapter 3 of this thesis and are listed here:

Could you give me a list of the most important places of this area?....  
In which of these places do you best like to be?  
Which are most beautiful to you? Why?  
Which are most unpleasant? Why?  
Are there any pleasant or unpleasant places you forgot to list?  
How has the look of this area changed in the past?  
How is it changing now? Is this for better or for worse?  
(Banerjee & Southworth, 1990, 282).

This thesis is concerned with the emic perspective or the image of towns from the perspective of tourists, residents and local leaders. The second methodology used by Lynch, that which involves the use of trained field observers, will therefore not be used in the thesis.

In the past, a number of tourism researchers have expressed their concern over the lack of tourism studies which consider the emic perspective (the point of view of the participants) when forming their constructs for their study (Cohen, 1979; Dann et al., 1988; Pearce, 1982). More recent destination image studies have attempted to provide this input through the use of focus groups and exploratory interviews and open-ended questions (Echtner & Ritchie, 1991, 1993; Dann, 1996; Kearsley et al., 1998; Walmsley & Jenkins, 1993). At best these studies could be said to use a mixture of emic and etic (the point of view of the experts) approaches to generate their constructs.

While not immediately employed by planners at the time, Lynch's methodology was widely used throughout the 1970's and 1980's (Goodey, 1973) and by researchers in other disciplines (including tourism) to determine the image that people have of their urban environment or city. A short discussion of some of the more important and interesting studies follows.

### **2.3.3 Other City Studies Using Lynch's Methodology**

Lynch's methodology was widely used in the years immediately following the publication of his book. Table 2.2 lists some of the more immediate studies after 1960.

Beyond the methodology, the concepts of image elements and imageability first produced in Lynch's book influenced many different disciplines from the 1960's until the present. Table 2.3 which is reproduced partly from Pearce and Fagence (1996)

shows the range of journals citing "The Image of the City" between 1976 and mid 1993 and the key number of citations of the book. Pearce and Fagence note that the list is not exhaustive. References to Lynch's methodology can still be found in journals today (Fagence, 1993; Flannigan, 1995; Krampen, 1991; O'Neil, 1991; Pearce & Fagence, 1996).

**TABLE 2.2**  
**Some Lynch Type Studies (1962-1979)**

AUTHOR & PUBLICATION DATE	STUDY	CITY & COUNTRY
De Jonge, 1962	Images of urban areas	Amsterdam, Rotterdam, The Hague, Utrecht, Leyden, Delft Netherlands
Gulick, 1963	Images of Arab city	Tripoli, Libya
Eyles, 1968	Images of Highgate village	Highgate, London, UK
Appleyard, 1970	Styles & methods of structuring a city	Ciudad Guayana, Venezuela
Harrison & Howard, 1972	The role of meaning in the urban image	Denver, Colorado, USA
Jackson & Johnson, 1972	Structuring the image	Christchurch, New Zealand
Donnelly et al, 1973	Perception survey for local activities	Sunderland, UK
Francescato & Mebane, 1973	The image of two cities	Rome & Milan, Italy
Nasar, 1979	The evaluative image of a city	Knoxville, Tennessee, USA

The researchers listed in Table 2.2 have replicated and externally validated Lynch's methodology for analysing urban form (Evans et al., 1982) and Table 2.3 has identified his contribution to many disciplines. Pearce and Fagence (1996) have noted the decline of citations of Lynch's work after the 1970's and attribute this to the "decline of planning and urban design schools to teach those methods" (20), however, they point out that the continued printing of a number of Lynch's books demonstrates a continuing demand for his methods and suggest that perhaps his concepts and methods are now being read, taught and absorbed in "less overt ways". They point out the continued use of his methodology in small country town studies (Winchell in Pearce and Fagence, 1996; Fagence, 1983), which are "recorded in low profile journals and conference proceedings" (21).

**TABLE 2.3**  
**Journals & Citations of the Image of the City**

JOURNALS	NUMBER OF CITATIONS	YEAR OF CITATIONS
American Cartographer	4	1976
Annals of Association of American Geographers	19	1977
Annals of Tourism Research	28	1978
Artificial Intelligence	35	1979
Australian Journal of Psychology	32	1980
British Journal of Developmental Psychology	42	1981
British Journal of Psychology	28	1982
Canadian Geographer	31	1983
Cognition	31	1984
Cognitive Psychology	25	1985
Cognitive Science	23	1986
Current Anthropology	17	1987
Developmental Psychology	20	1988
Ekistics	19	1989
Environment and Behavior	24	1990
Environmental Planner	16	1991
Geoforum	16	1992
Habitat International	6	1993 (Jan-April)
International Social Science		
Irish Journal of Psychology		
Journal of American Planner		
Journal of Architectural & Planning Research		
Journal of Architecture & Planning		
Journal of Environmental Management		
Journal of Environmental Psychology		
Journal of Environmental Systems		
Journal of Leisure		
Journal of Social Planning History		
Journal of Leisure Sciences		
Organizational Dynamics		
Professional Geographer		
Public Administration Research		
Social Work		
Sociological Inquiry		
Town Planning Research		
Urban Affairs		
Urban Geographer		

Source: Pearce and Fagence, 1996.

#### **2.3.4 The Use of Lynch's Methodology in Tourism Image Studies**

An argument currently being put forward in tourism image research is that the opportunity to improve the validity of certain types of research through the visual presentation of environmental settings is not being taken (Pearce and Black, 1996). Walmsley and Jenkins (1992) have suggested two reasons for investigating the image that tourists have of areas they visit. First, the need to understand how tourists assimilate and find their way in new and unfamiliar locations. Second, the importance of this understanding to the promotion and marketing of resorts, cities, towns and attractions.

In this respect, a small group of tourism researchers in Australia has been looking at the perceptions and images that tourists hold of a variety of settings and how tourists assimilate and find their way in new and unfamiliar settings, using Lynch's mapping methodology. These researchers and their studies are listed in Table 2.4.

Pearce (1977) was the first researcher to use Lynch's methodology in tourism studies. In his study of Oxford he was concerned with the different maps produced by male and female tourists, by each respondent's length of stay in the city (two days and six days) and by accommodation location (those staying in the inner city and those staying outside the inner city). He found that while females reported their image differently, that is they reported more landmarks than paths, both male and female respondents reported an equally accurate image. He found that the city image became stronger with a longer length of stay and some evidence to support the fact that those respondents on the outside of the city had a better image of the inner city.

**TABLE 2.4**  
**Tourist Image Studies Using Lynch's Methodology**

STUDY	PURPOSE	STUDY AREA	SAMPLE SIZE & TYPE
Pearce, 1977	Image of Oxford	Oxford, UK	72 visitors
Pearce, 1981	Travellers' perceptions of a section of countryside	Cairns - Townsville, Australia	262 travellers
Fagence, 1983	An experiment in small town analysis	Longreach, Australia	Trained observer
Pearce & Black, 1984	Dimensions of national park maps	Study 1 - Hypothetical national park	56 students
		Study 2 - Mt Elliot national park	48 students
Fagence, 1989	Assessment of towns in a regional framework	Croydon, Australia	Trained observers
Guy et al., 1990	Rate & degree of environmental learning of first-time visitors	Wurzburg, Germany	47 tour members
Walmsley & Jenkins, 1991	Images held by visitors to Coffs Harbour	Coffs Harbour, Australia	69 short term visitors
Walmsley & Jenkins, 1992	Cognitive mapping of unfamiliar environments	Coffs Harbour, Australia	115 tourists
Fagence, 1993	The image of Boonah	Boonah, Australia	Unknown

In his next study, Pearce (1981, 142) was interested in the "social, experiential side of leisure driving" and Lynch's methodology was used to elicit respondents' route maps of a stretch of Australian highway between Cairns and Townsville. An important aspect of this study was the use of two additional elements in an attempt to capture the less

physical aspects of respondents' sketch maps. These elements, texture and social, were designed to capture the general commentary that respondents make on maps. In the case of texture it was those comments dealing with landscape without any locational significance. In the case of the social element it was those general comments referring to a social activity. The study found greater discrepancy scores and lower reliability scores for these elements, reflecting the ambiguity of many comments.

Generally the three studies by Fagence (1983, 1989, 1993) have involved the use of a trained observer to determine the image of the towns concerned in the studies. Fagence's concern has been to develop a method of inventorying a town's image as part of the overall planning for town improvement and ultimately increased tourist visits.

The studies of Guy et al. (1990) and Walmsley and Jenkins (1991, 1992) were concerned with environmental learning of first time visitors in cities, while Pearce and Black (1984) were interested in wayfinding using maps.

Most of the above studies have been concerned with the validity of Lynch's methodology, the duplication of the five elements of Lynch's methodology, the different maps that different demographic groups produce and the effects of length of stay on people's image of a place. Only Fagence is concerned with the actual image of the town or place which is produced using the methodology and this image is produced by a trained observer, an etic perspective.

Pearce and Fagence (1996) note that Lynch was concerned with improving the physical places in which people live and that his methodology was a system which allowed people's images of these places to be recorded and coded. This thesis will build on these earlier studies by using Lynch's methodology and other methodologies to examine the image that tourists, residents and local leaders have of a number of towns in North Queensland.



### **2.3.5 Shortcomings of The Methodology**

Later studies of the cognitive mapping methodology made the implicit assumption that the nature of the cognitive map in people's minds influenced their behaviour and that behaviour could be influenced by altering or changing that environment. In 1977 Boyle & Robinson (in Walmsley and Lewis 1993) argued that cognitive maps only play a minor role in influencing behaviour.

The marketing of countries, states, cities, towns, resorts, attractions relies on the projection of an attractive image to would be travellers (Fesenmaier et al., 1996; Law, 1993; Selwyn, 1996). Downs and Stea (1977) commenting on the importance of cognitive mapping refer to the tourism advertising industry, which is geared to manipulating and influencing our image of places in order to attract visitors. No studies refute the importance of image in the tourism industry.

Other criticisms of Lynch's methodology are: time taken to gather information; the concentration on the visual aspects of the image to the exclusion of sound, smell and other emotional or psychological aspects of image; the validity of the maps drawn, that is, how much the image presented by a respondent's map relies on aptitude, education, and training; and reliability, that is, the ability to replicate the results (Walmsley & Lewis, 1993). These criticisms will be addressed in section 2.4.3 of this Chapter.

## **2.4 IMAGE STUDIES IN TOURISM**

### **2.4.1 Image Studies in Tourism**

As identified in Chapter 1, image studies in tourism have focussed, in the main, on destination image and more recently on urban tourism . It was noted that the studies of destination image focussed on the questions of destination choice and destination marketing (Pearce & Fagence, 1996), particularly images of countries, states or regions, with the occasional focus on cities. On the other hand, urban tourism as a new specialism in tourism, is focussed on the phenomenon of city tourism, identifying its many elements, and the packaging, promotion and marketing of these elements.

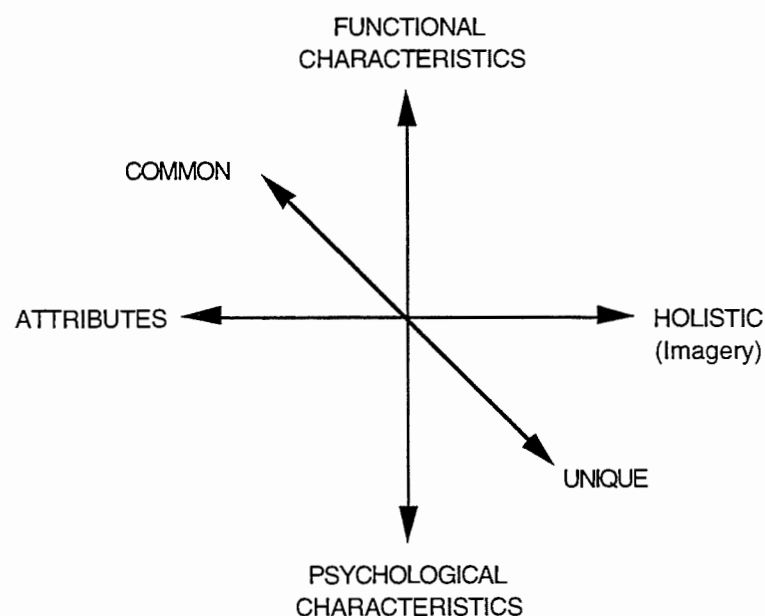
The importance of marketing is shared by both specialisms but the question of destination choice is ignored in urban tourism studies for two main reasons. First, urban tourism currently focuses on a phenomenon which has always been with us (city tourism), but which has received little attention. Therefore, at this early stage there is no need to focus on questions of choice as people have always visited cities. Second, a number of methods of improving cities and making them more exciting places to live and visit are already being used in cities throughout the world. These methods, which include urban renewal, creating monumental public places on waterfronts, convention centres, casinos, special events, major sporting events and festivals to name a few, appear to have been successful for a number of cities (see 1.3.3). It is understandable therefore that the focus is on a question of marketing these methods not finding new ones.

As a result of this focus there are very few studies of city image in the urban tourism literature, only three (Ahmed, 1991; Bramwell & Rawling, 1996; Ritchie & Smith, 1991) being listed in Chapter 1, Table 1.3. As the bulk of image studies in tourism have come from destination studies it is appropriate that this thesis turns to these studies to develop a method for assessing the image of towns in Australia.

### 2.4.2 Various Methodologies Used in Destination Image Studies

In their 1991 review of destination image research, Echtner and Ritchie documented the various methodologies used by researchers to assess destination image and proposed a concept of destination image. This concept identified two components of destination image, those that are "functional" based (observable, measurable, for example, prices) and those that are "psychological" based (not directly measurable, for example, friendliness). Each of these two components were further defined into "attributes" (perceptions of individual characteristics, dimensions, and attributes of image) and "holistic" (total impressions, auras and feelings) characteristics. Finally, they identified a "common" and "unique" aspect to image which relates "common" functional or psychological traits to those based on "unique" features, events, feelings or auras. Figure 2.4 illustrates this concept.

**FIGURE 2.4**  
**The Components of Destination Image**



Source: Echtner & Ritchie, 1991, 6.

Echtner and Ritchie emphasise that the components of destination image as shown in Figure 2.4 should be viewed as three dimensional and that it should be recognised that

there is overlap between the parts, particularly the dividing line between functional and psychological characteristics and between attributes and holistic impressions.

By comparing other studies (see table 2.5 for studies reviewed by Echtner and Ritchie) with their concept, Echtner and Ritchie found several weaknesses in the then current research. The first was that the majority of destination images studies had concentrated on destination attribute characteristics which were functional with only one, friendliness, that could be classified as a psychological attribute. The second was that many of the studies relied on secondary information sources or expert opinion in determining the attributes, and not on the opinions of tourists. Finally, they noted that all but one of the studies relied on a "structured" questionnaires using Likert type scales to assess the selected attributes; the one exception (Reilly, 1990) using an "unstructured" open-ended question format. Echtner and Ritchie (1991, 11) concluded that "In order to capture all of these components, a combination of structured and unstructured methodologies should be used to measure destination image".

**TABLE 2.5**  
**Destination Image Research Identified by Echtner & Ritchie, 1991**

AUTHOR(S) & PUBLICATION DATE		
Hunt, 1975	Haathi & Yavas, 1983	Gartner & Hunt, 1987
Crompton, 1977	Crompton & Duray, 1985	Richardson & Crompton, 1988
Goodrich, 1977	Kale & Weir, 1986	Gartner, 1989
Crompton, 1979	Phelps, 1986	Calantone et al., 1989
Pearce, 1982	Tourism Canada, 1986-1989	Reilly, 1990

The term "unstructured" is one defined by Echtner and Ritchie in their study. It would be a "semi-structured" study as defined by this study, see section 2.6.1.

In a recent (1993) study Echtner and Ritchie have used a multimethod approach using a structured (Likert type scales) and unstructured questions (semi-structured) (open-ended) questions to measure the destination image of four countries, Jamaica,

Japan, Kenya and Switzerland. The attributes to be used in the structured part of their questionnaire were developed from a literature search and then the use of 12 focus groups with an average of eight participants (96 participants). Content analysis and categorising defined 40 categories which were then passed to a panel (N=6) of expert judges for final selection. The open-ended questions were derived from a literature search of previous studies in this area and after development were handed to the same expert judges mentioned above. Three open-ended questions were developed from this process, and as the first two of these questions formed the base for the development of a number of the open-ended questions in the exploratory study (Chapter 3, section 3.2.2), they are included here:

1. What images or characteristics come to mind when you think of XXX as a vacation destination? (functional holistic component)
2. How would you describe the atmosphere or mood that you would expect to experience while visiting XXX? (psychological holistic component)
3. Please list any distinctive or unique tourist attractions that you can think of in XXX. (unique component) (Echtner & Ritchie, 1993, 5).

The questionnaire was administered to 600 students at four education units in the same metropolitan area and the authors report that the results were particularly useful in providing positional and promotional strategies, developing advertising images and pinpointing competitive advantage.

In Echtner and Ritchie's work quoted above, it is the destination image of countries or states which form the main focus. Very little work has been done on particular towns or cities (see Table 1.4). It should also be noted that all the studies reviewed by Echtner and Ritchie relied on a text based or verbal (telephone) survey instrument.

A recent study in New Zealand (Kearsley et al., 1998) has used Echtner and Ritchie's methodology to investigate the image of 20 cities and towns in New Zealand. In this study Kearsley et al. (1998), developed 18 functional common and uncommon attributes based on a literature review and focus groups. The questionnaire also included one open-ended question derived from the first open-ended question developed by Echtner and Ritchie to derive the unique/holistic image of respondents. The completed questionnaires were then administered to a sample of 320 domestic and 207 international tourists. The researchers list a large and detailed image for each town or city in the study.

Since Echtner and Ritchie's (1991) original work the number of destination image studies continues to grow using the structured methodologies as defined by Echtner and Ritchie. Table 2.6 lists some of these studies.

**TABLE 2.6**  
**Some Destination Image Research Not Identified**  
**by Echtner & Ritchie, 1991**

AUTHOR(S) & PUBLICATION DATE		
Gartner, 1986	Ross, 1991	Klinkers et al., 1994
Ross, 1988	Chon, 1992	Dadostar & Isotalo, 1995
Embacher & Buttle, 1989	Dadgostar & Isotalo, 1992	Milman & Pizam, 1995
Um & Crompton, 1990	Um & Crompton, 1992	Alhemoud & Armstrong, 1996
Chon, 1991	Ross, 1993	Oppermann, 1996
Chon & Olsen, 1991	Driscoll et al., 1994	Baloglu & Brinberg, 1997
Bojanic, 1991	Ritchie, 1994	Court & Lupton, 1997

At the same time a number of other studies have focussed on the complexity of the image formation process (Fakeye & Crompton, 1991; Gartner, 1993) and methods to capture this complex image (Dann, 1996; Tapachai et al., 1996; Walmsley & Jenkins, 1993).

Fakeye and Crompton (1991) built on Gunn's (1988) original concept of destination image evolution of "organic" image formed from exposure to general nontourist information such as newspapers, magazines or television, to the "induced" image

formed by exposure to specific tourism information such as travel brochures and agent advice. Fakeye and Crompton added a further "complex" image, which they felt formed as a result of tourists' actual exposure to the destination.

The objectives of the study were to compare the images of a sample across the three concepts, to investigate the conflicting findings of the impact of length of stay on destination image and to investigate the impact of distance on destination image. To achieve the objectives and test the concepts "Data were analyzed from a sample of 568 prospective, first time, and repeat long-stay winter visitors to the lower Rio Grande Valley in Texas" (Fakeye & Crompton, 1991, 10). The authors considered that the three-way split of the sample represented the three concepts identified above, that is, organic, induced, complex.

Thirty two attributes were identified through literature search, tourism business experts and tourism professionals. Respondents asked to rate them on a seven point scale. Means and standard deviations were calculated from responses and factor analysis used for further analysis. Fakeye and Crompton found substantial evidence for their concept, some proof of the impact of length of stay on image change, and little support for the impact of distance from the destination.

In 1993 Gartner attempted "to develop a theoretical basis for the touristic image formation process" (Gartner, 1993, 191), and identified cognitive, affective and conative components of destination image. The cognitive component was defined as "the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes" (Gartner, 1993, 193). Gartner argues that Gunn's organic and induced images are ways in which this cognitive image is formed. The affective component is defined as "the motives one has for destination selection" (Gartner, 1993, 196), and this component becomes active when the evaluation of a destination begins. The conative component "is the action component" (Gartner, 1993, 196), whereby the

destination is selected based on the images developed from the cognitive and affective stages.

Dann (1996) has used Gartner's components in a recent study of 535 tourists visiting Barbados. His concern for obtaining the emic perspective of tourists led to an innovative questionnaire which amongst other things asked two open-ended questions about what sort of image they had of Barbados "a. prior to their having visited it, and b. now that they were here" (Dann, 1996, 44-45). The questions were asked first, without any stimulus and then again after showing the respondents four pictures selected by the researcher. Dann found that the image of the destination could be understood in terms of their cognitive, affective and conative components, but found that the "subjective reality itself is often much more intricate than the analytical constructs used to describe it" (Dann, 1996, 52). In particular, he found that there is an amalgam of components which do not act in a linear manner and which interact randomly and not rationally in three dimensional space. He also observed that respondents can also interpret pictures at a literal or symbolic level which adds to the rich imagery gained from the open-ended questions but which complicates respondent's answers. These findings strengthen the three dimensional concept of image identified by Echtner and Ritchie.

Tapachai et al., (1996) have developed a beneficial image concept which relies on the marketing literature, particularly that concerned with the exchange value of a product offered by a company. The beneficial image of a destination is conceptualised and defined as:

perception or impressions of a destination held by tourists in terms of expected benefit or consumption values including functional, social, emotional, epistemic and conditional values of destination. The perception/impression of these values or benefits would be considered by a tourist in any decision to visit a country as a vacation destination (Tapachai et al., 1996, np).



An exploratory study was used to generate and select benefit attributes, create proxy benefit prototypes in five value dimensions, develop open-ended questions and five statements reflecting five dimensions of beneficial images of each country studied, that is, Thailand and the US. The final questionnaire was administered to 400 potential Australian tourists interested in visiting the two countries. The study identified a rich and colourful image of the two destination countries studied and confirmed the usefulness of the beneficial image concept.

The difference between the designative images and appraisive images are discussed in Walmsley and Jenkins study (1993) of tourists visiting the North Coast of New South Wales. Designative images are described as the summary of "what is where in the environment and are usually studied by eliciting sketch maps of given areas from the people under study" (24). Appraisive images are "concerned with how individuals feel about various places in the environment and with how they evaluate places and differentiate between them" (24). Walmsley and Jenkins used personal construct theory to investigate a number of tourist destinations along the coast. The elements (destinations) were selected by expert judgement and a sample of 40 respondents used to produce the constructs. The final questionnaire was administered to 80 tourists and 16 travel industry workers in the town of Coffs Harbour.

The researchers found that personal construct theory could be used to investigate the appraisive images held by tourists, and identified two components "bustling - peaceful; pleasant - dull" (Walmsley & Jenkins, 1993, 11). They concluded that further research needed to be undertaken in order to answer a number of questions raised by the study, including the need to sample other tourists in other towns and the need to determine the applicability of the study Australia wide.

### 2.4.3 Focus of These Methodologies

Table 2.7 summarises a number of aspects of the studies discussed above in order to explore their focus. As Table 1.2 in Chapter 1 showed the bulk of destination image studies deal with the image of countries, states or regions. Very few focus on the image of cities or towns. Table 2.7 also identifies this focus with only two of the six studies focussing on cities and towns.

**TABLE 2.7**  
**Summary of Image Studies**

STUDY	METHODOLOGY	STUDY AREA	SAMPLE SIZE	SAMPLE TYPE	METHOD OF GENERATING ATTRIBUTES	IMAGE COMPONENTS
Echtner & Ritchie, 1993	Multimethod approach Likert scale Open-ended questions	Four countries	600	Students	Literature review Focus groups Expert opinion	Functional Psychological Attributes Holistic Common Unique
Kearsley et al., 1998	Multimethod approach Likert scale Open-ended question	Twenty cities & towns	320 domestic 207 international	Random sample	Literature review Focus groups Expert opinion	Common & uncommon functional attributes Holistic/unique images
Fakeye & Crompton, 1991	Single Method Likert scale	Single region	568 domestic	Married Over 50	Literature review Interview of Industry personal Expert opinion	Organic Induced Complex
Dann, 1996	Multimethod approach Open-ended questions Unknown	One country	535 tourists	Unknown	Not relevant	Cognitive Affective Conative
Tapachai et al., 1996	Multimethod approach Open-ended questions	Two countries	400 potential tourists	Unknown	Unknown	Functional Social Emotional Epistemic Conditional
Walmsley & Jenkins, 1993	Single method Personal Construct Theory	Forty towns	80 tourists 16 industry personal	40 male 40 female Other criteria unknown	20 male 20 female non-tourists interview	Designative Appraisive was the focus of the study

For the four studies where the method of generating attributes is known attempts have been made to include the emic perspective of tourists through the use of focus groups or through interviewing a small sample of respondents. Generally, though, the attributes are still generated through a mixed method of literature review, focus

groups and expert opinion. Dann's study is the exception in this case using only open-ended questions to find the emic perspective of his sample.

Of the four studies where sample type is known, only one, Kearsley et al., (1998), does claim a random sample, two are highly segmented into students or a sample in which 90% of respondents are married and over 50 years of age. The other study uses a small sample size (96 respondents).

The studies above illustrate the growing use of multimethod approaches and image components to capture the full range of images which tourists have of a destination but the main shortcoming which is not identified in Table 2.7 is the fact that the semi-structured method of cognitive mapping or Lynch's methodology is not identified in any of these studies. Pearce and Fagence (1996) also point out the "inherently visual" concept of image which "appears to be poorly served by existing methodologies" and the need for more diverse multimethod approaches to destination image research.

## **2.5 THE DEFINITION OF IMAGE FOR THE PURPOSES OF THIS THESIS**

The methodology developed by Lynch (1960) (see section 2.3) was concerned mainly with the visual image that respondents had of their city and most of the studies after 1960 which used Lynch's methodology were also concerned with the visual image. This does not mean that Lynch was not concerned with the other aspects of image and this can be clearly seen in later works of his (Chapter 1, section 1.3.3). Walmsley and Jenkins (1993, 24) describe the images obtained through this method of Lynch's as "designative images".

All but one of the tourism researchers using Lynch's methodology were also concerned with the visual quality of the image. The exception being Fagence who in his 1993 paper discusses the "Genius Loci" of small towns which is described as "the aesthetic and environmental qualities of the town" (45). He refers to three generations of experiments, the first which used a rustic, aesthetic, even romantic approach to determining genius loci of place; the second, which uses townscape analysis to give more systematic and urban approaches; while the third is concerned with the "sounds, smells, conversations, patterns, vistas, and emotions" (52).

Echtner and Ritchie (1991) first identified the need for destination image studies to capture the full range of image components and Table 2.8 lists Echtner and Ritchie's image components along with their descriptions of these components as well as the image components identified in other destination studies.

This concern to capture the emotional, psychological, or aesthetic side of a person's image is also apparent in studies by urban geographers and planners such as Pocock and Hudson (1978) and Walmsley & Jenkins (1993).

**TABLE 2.8**  
**Image Components of Destination Studies**

STUDY	IMAGE COMPONENTS	COMPONENT DESCRIPTION
Echtner & Ritchie, 1993	Functional Psychological Attributes Holistic  Common  Unique	observable, measurable (prices, climate) not directly measurable (friendliness, atmosphere) individual characteristics &/or dimensions total impressions, auras feelings (psychological holistic = impressions or feelings about atmosphere; functional holistic = mental picture of town layout) common functional & psychological traits (comparative price levels, transportation, level of friendliness, fame) unique functional & psychological traits (features or events or auras)
Kearsley et al., 1998	Functional common & uncommon attributes Unique/holistic	Similar to the functional common and functional unique components of Echtner & Ritchie but also including the psychological component  Similar to the unique and holistic components of Echtner & Ritchie's components
Fakeye & Crompton, 1991	Organic Induced Complex	image formed from exposure to general non-tourism information exposure to specific tourism information exposure to actual tourism destination
Dann, 1996	Cognitive Affective Conative	sum of beliefs & attitudes leading to picture of attributes motives for destination selection decision/action component destination selected on images developed from cognitive and affective component
Tapachai et al., 1996	Functional Social Emotional Epistemic Conditional	landmarks, scenery age, status diverse, fun, dynamic different culture, novel experience, variety good & cheap transport, see special sporting events
Walmsley & Jenkins, 1993	Designative Appraisive the focus of the study	the basic "whatness" and "whereness" provided by Lynch's methodology feelings, value and meaning
Pocock & Hudson, 1978	Designative Appraisive Prescriptive	similar to Walmsley & Jenkins above similar to Walmsley & Jenkins above predictions & inference from other two giving more complete image

In their book 'Images of the Urban Environment' Pocock and Hudson (1978, 3) defined environmental images as "learned and stable mental conceptions that summarize an individual's environmental knowledge, evaluations, and preferences", and ascribed 'designative', 'appraisive' and 'prescriptive' components to the image. The 'designative' component refers to "the basic 'whatness' and 'whereness' of the image" (30), that is, description and classification. The 'appraisive' component refers to "the emotional response concerned with feeling, value and meaning" (30) that is, appraisal or assessment. The 'prescriptive' component relates "to predictions and inference of both a designative and appraisive nature giving to the image a depth, continuity, pattern or meaning beyond that justified by a particular scene alone"

(30). Walmsley & Jenkins' (1993) study is concerned with the appraisive image described above.

Fakeye and Crompton (1991) are concerned with the destination choice process and only one of their components (complex) deals with the image that their sample has of the destination. Dann (1996) has used Gartner's (1993) theory of cognitive, affective and conative components to find respondent's image of a destination before and during their visit. The components used by Dann and Crompton are similar to those described by Pocock and Hudson, and Walmsley and Jenkins.

Tapachai et al (1996) have created a new range of components, which appear to be similar to those of Echtner and Ritchie's, that is, functional = functional, social and emotional = psychological, epistemic = holistic or unique, and conditional = functional or psychological.

Echtner and Ritchie's (1993) image components interact in a three dimensional and complex manner. In their final analysis three charts are produced (see Appendix A) which illustrate their findings for Jamaica. A close look at these charts show that many of the image factors shown actually repeat themselves in the succeeding chart. For example, functional attributes and common functional characteristics for Jamaica are identical: climate, nightlife, scenery and costs. Echtner and Ritchie admit to some overlap but feel it is justified if the entire destination image is captured. Kearsley et al's (1998) study has reduced the number of components from six to three: a common functional characteristic, an uncommon functional characteristic and a unique/holistic component.

This thesis shares the concerns of previous research to capture the image that respondents have but because of its unique and original perspectives and priorities will develop a different type of image component to identify the full range of image

factors associated with a town's image. Specifically, there are a number of differences between this thesis and the image studies discussed above:

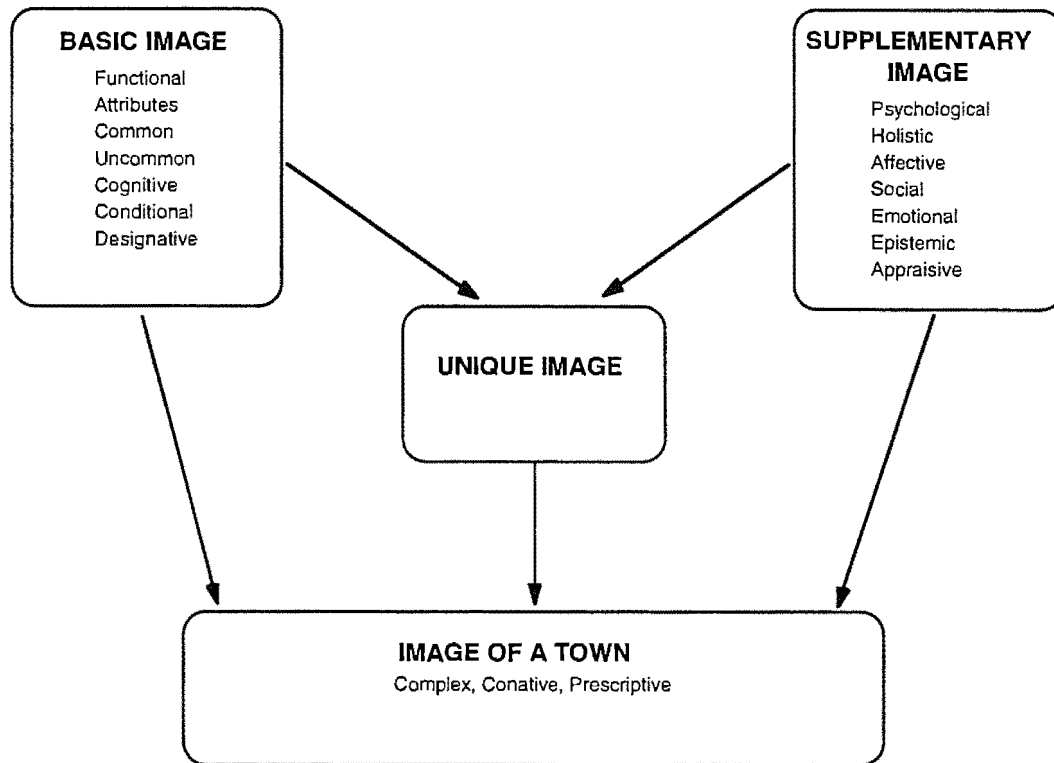
1. The focus is on Australian towns not countries, states and regions or cities;
2. The study is not concerned with pre-trip images of towns but with the image that people stopping in the town have of the town;
3. The study is concerned with what people see, hear, smell, taste, and feel about the town that makes them happy to stop for a cup of tea, lunch or overnight.

With these goals it was decided that three image components would be sufficient to describe the image of a town from an emic perspective. Figure 2.5 illustrates the components of town image, their relationship with one another and with other researcher's components.

Figure 2.5 shows that first a "Basic" image would be elicited from respondents. The "Basic" component would consist of the visual image factors identified from the sketch maps produced using Lynch's methodology plus the comments that respondents make on these maps. The basic image would compare closely to the functional, attribute, common, uncommon, cognitive, conditional and designative components identified in Lynch's methodology and destination image studies.

The next component would be the "Supplementary" image and would consist of the psychological, holistic, affective, social, emotional, epistemic and appraisive components of image identified by previous researchers. It would be elicited from respondent's through a series of open-ended questions based partially on Echtner and Ritchie's three open-ended questions.

**FIGURE 2.5**  
**Components of Town Image**



Finally, a "Unique" image would be made up of those "Basic" and "Supplementary" images which when compared across towns are found to be unique to a single town. The "Basic", "Supplementary" and "Unique" images together form the "Image of a Town" and therefore the main structure for the thesis and the main method of categorising and analysing the image of towns surveyed in this thesis.

The image of a town is therefore defined as: The "Basic", "Supplementary" and "Unique" images of a town as identified by tourists, residents and local leaders.



## **2.6 THE METHODOLOGY PROPOSED FOR THIS THESIS**

### **2.6.1 The Methodological Needs of This Thesis**

In the studies of destination image discussed above four characteristics were identified:

1. Destination image studies focus in the main on countries, states and regions,
2. Destination image studies demonstrate researcher's inability to obtain a truly emic perspective in attribute generation,
3. The size and type of sample obtained is generally not representative,
4. The greater number of studies have used multimethod approaches to capture the full range of image components.

The methodological needs of the thesis are drawn from these characteristics:

**Need 1.** This thesis is concerned with the images that tourists, residents and local leaders have of their town, therefore characteristic one is the focus of this thesis. The social, economic, environmental and political problems facing towns in Australia today and the lack of research into these problems were discussed in Chapter 1.

**Need 2.** The methodology of this thesis is designed to generate a list of constructs provided by the respondents (an emic perspective) which can be analysed, compared and combined to provide a complete picture of separate, combined and "general" town images.

**Need 3.** Chapters 3, 4, and 5 will provide details of sample size and type. Throughout the thesis the emphasis will be on obtaining a representative sample of the population.

**Need 4.** The development of multimethod approaches to capture the full range of image components is also a major consideration of the thesis. The use of multimethod

approaches generally and in tourism research and the development of the multimethod approach to be used in the thesis is discussed next.

### **2.6.2 The Multimethod Approach**

Within the social sciences, multimethod research has been an acceptable approach to research for some time now (Brannen, 1992; Brewer & Hunter, 1989). Brewer and Hunter (1989, 48-54) identify the following reasons for, or advantages of, the multimethod approach in research:

1. Some theories do not respect conventional methodological boundaries.
2. A different methodology avoids the specific sources of error associated with a single methodology.
3. Advantage of combining methods which have different but complementary strengths.
4. Relatively strong methods can be aided by relatively weak methods and vice versa.
5. Low feasibility or credibility of any one method in studying a particular research problem.
6. Progression of a particular study (exploratory, finer definition) can demand different methodologies.
7. Guards against and corrects inherent methodological biases.

In this thesis the use of one methodology will not produce the full range of image factors required nor will the use of the first methodology be appropriate in the later stages of the thesis when a much larger sample of town images is required. Advantages five and six outlined above are therefore the main reasons for using a multimethod approach in this thesis, others reasons such as one, two, three and seven have a secondary importance to the thesis.

Within the multimethod approach triangulation has been defined as measurement which "tries to pinpoint the values of a phenomenon more accurately by sighting in on it from different methodological viewpoints" (Brewer & Hunter, 1989, 17) and comparing the results. The advantages of triangulation largely follow those outlined above for the multimethod approach (Richins, 1997), while disadvantages of triangulation include time and cost constraints of conducting a number of studies using different methodologies, determining congruence and validity and the difficulty of replication (Jick in Richins, 1997).

One of the purposes of this thesis is to identify specific image factors which form respondent's image of a town (the emic perspective). The other purpose is to determine the importance of these factors across a number of towns in Australia. Different methodologies are required to measure these variables but no comparison is proposed between the two data sets, therefore no triangulation, as defined above, will be utilised in this thesis.

The qualitative and quantitative debate in social science studies is endless (Brannen, 1992; Bryman, 1992). Bryman has developed a table (see table 2.9) which he considers captures the distinctions between qualitative and quantitative research methods and data.

Bryman suggests that cells 1 and 4 represent types which we readily recognise as quantitative or qualitative research with each generating its respective data. He suggests that combination of these two cells is "what is typically meant by the integration of quantitative and qualitative research" (71). Cells 2 and 3 represent qualitative and quantitative data collected by a single research method. Bryman suggests that these two cells cannot be considered combinations of qualitative and quantitative research as they do not integrate the methodologies associated with the two

types of research and therefore they cannot reflect the relative strengths of the two research styles.

**TABLE 2.9**  
**Linking Quantitative and Qualitative Research and Data**

		Type of Method	
		<i>Predominantly Quantitative</i>	<i>Predominantly Qualitative</i>
Type of Data	<i>Predominantly Quantitative</i>	<b>1. Congruent</b>	<b>2. Incongruent</b> eg. quantification of answers to semi- or unstructured interviews or observations in participant observation
	<i>Predominantly Qualitative</i>	<b>3. Incongruent</b> eg. answers to open-ended questions in a structured interview schedule	<b>4. Congruent</b>

(Reproduced from Bryman, 1992, 71).

The methodology used in this thesis uses a semi-structured instrument with a map drawing exercise and a number of open-ended questions with most of the data being coded quantitatively. This methodology fits best into cells 2 and 3.

### 2.6.3 The Multimethod Approach in Tourism Studies

The unique nature of tourism, made up as it is of many industries and specialities (Gunn, 1994), means that contributions to tourism research have come from many professional disciplines such as: environmental sciences, psychology, geography, anthropology, recreation management, town planning and landscape architecture. Tourism is also a young discipline, in fact, some have argued that it is more "properly classified as a specialism rather than a discipline" (Pearce & Sofield, 1990, 5), while others have compared its level of professional development to that of business departments thirty years ago (Goeldner in Pearce & Fagence, 1996).

Tourism research is essentially multi-disciplinary in nature with much attention being focussed on adapting methodologies from other disciplines to its particular needs (Gunn, 1994; Graburn & Jafari, 1991; Hawkins & Hunt, 1988). In order to capture the full extent of the problems being studied the use of multimethod approaches has also become common in tourism studies.

#### **2.6.4 The Multimethod Approach Proposed for this Thesis**

The study proposes to build on the work of the Australian researchers mentioned above plus the work of Reilly (1990), and Echtner & Ritchie (1991, 1993) using a combination of semi-structured and structured survey instruments. First, the cognitive mapping methodology of Lynch will be used to elicit the visual factors of peoples' images of a number of North Queensland towns, while a series of open ended questions derived from Lynch's (1960) and Echtner and Ritchie's (1991, 1993) studies will be used to: a). check the validity of the sketch maps, and b) determine the supplementary factors of people's image.

In taking into account the criticisms of the Lynch methodology, this thesis intends to utilise several innovative methods in questionnaire design and distribution. First, a new method of gathering respondent's maps in order to reduce the time taken for data collection will be tested in the exploratory study. Second, the study will recognise the visual nature of the methodology but attempt to get the supplementary factors of respondents' images by careful wording of the map drawing question. Third, to cater for differences in aptitude, education and training extra attention will be paid to the wording of the map drawing question (Pearce, 1977, 1981). Finally, duplicating the data across six towns will allow meaningful comparisons between towns.

#### **2.7 CONCLUSION**

This chapter has explained the purpose and aims of the thesis and then outlined a number of methodologies from tourism and other disciplines which have been used to

assess destination or town and city images. The use of multimethod approaches in the determination of images, particularly in the destination image literature, was identified and the general importance of multimethod approaches in capturing the full range of respondent images was discussed. A concept of town image was developed from the image studies and the definition of town image explained. Various aspects of multimethod approaches were explored and it was noted that this study did not make use of these aspects, however, the importance and use of the multimethod approach in this thesis was explained.

The methodology of Kevin Lynch was examined in the first part of the Chapter. Lynch's mapping methodology was explained and his five elements for scoring the maps identified. A number of questions which Lynch developed to obtain the same response verbally rather than through the mapping technique were also identified. The application of Lynch's methodology through a large number of different disciplines was noted, including its use in tourism image studies. Finally, a number of shortcomings of the Lynch's methodology were identified and discussed.

The importance of destination image studies in the tourism literature was explained and various methodologies identified and discussed. The concepts and multimethod approach of Echtner and Ritchie (1991, 1993) were singled out as particularly important advances in destination image studies. Other recent destination image studies using a multimethod approaches were also identified and discussed. Shortcomings related to sample size and type, age, focus on countries, states or cities and the level of emic representation were identified, particularly the failure to identify Lynch's methodology as a potential semi-structured methodology useful for identifying an emic perspective.

The next section of the Chapter noted the concern of recent tourism researchers to capture the complete image of a country, state or city and the numerous components of

image developed to identify the full image. The differences between this thesis and other studies was identified and the need for different types of image components explained. Three components, the basic, the supplementary and the unique were identified and their connection to other studies illustrated. The three components are the core of the definition of town image for this thesis.

From the literature review of methodologies and their focus four methodological needs of this thesis were identified: the lack of studies in any field of towns and the lack of methodologies to determine town image, the etic perspective of many tourism image studies, the lack of representative sample and the importance of multimethod approaches in image research.

The acceptance of the multimethod approach in the social sciences is reviewed next and it is explained that while a multimethod approach was used in the thesis with no triangulation of results. Finally, the meanings of structured, unstructured, semi-structured were explored and defined. The multimethod approach proposed for this thesis was explained and its connection to the methods of Lynch, Echtner and Ritchie and other Australian researchers noted. Methods used to overcome criticisms of Lynch's methods were also discussed.

The next Chapter (Chapter 3) presents the methodology and findings of an exploratory study of the town of Cardwell. It will refine the multimethod design of the questionnaire, explain the selection of the six study towns and determine the image of Cardwell.

## CHAPTER 3

### AN EXPLORATORY STUDY OF THE IMAGE OF CARDWELL

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#### OUTLINE OF CHAPTER 3

**3.1 INTRODUCTION** - *The purpose of the Chapter*

**3.2 METHODOLOGY** - *Aims of exploratory study; questionnaire design, data collection; scoring, reliability checks; response rates, presentation techniques; selection of Cardwell for the exploratory study.*

**3.3 RESPONDENT PROFILE** - *Compares the age, gender, and occupation, of the Cardwell respondents.*

**3.4 ANALYSIS OF QUESTIONNAIRE** - *The tourist and resident responses analysed and selection of final questions for the questionnaire made*

**3.5 THE IMAGES OF CARDWELL** - *Town Description; the BASIC and SUPPLEMENTARY combined images of Cardwell; a summary of the combined image; the BASIC and SUPPLEMENTARY tourist and resident images of Cardwell and a comparison of them; a summary of the similarities and differences between tourist and resident images.*

**3.6 CONCLUSION**

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#### 3.1 INTRODUCTION

The purpose of this chapter is to present the methodology and findings of an exploratory image study of the town of Cardwell. The exploratory study used the mapping methodology of Lynch (1960) combined with the open ended question methodology of Reilly (1990) and Echtner and Ritchie (1993) to elicit the features considered important by participants in determining the image of Cardwell. The main purpose of the study was to collect data from two groups within the town, local residents and tourists, in order to determine their image of it. The secondary purpose of the study was to test the questionnaire design and data collection method.

#### 3.2 METHODOLOGY

The use of descriptive statistics in social science research has been recognised for many years (e.g. Edwards, 1974; McCall, 1975; Pagano, 1981). Babbie (1990, 284) describes how "much scientific analysis involves the reduction of data from unmanageable details to manageable summaries" and explains that "descriptive



statistics is a method for presenting quantitative description in manageable form" (283). Other social science researchers such as Keppel and Saufley (1980, 148) claim that descriptive studies have two important functions. "First, they inform others about the outcome of an experiment in a concise manner. Second, they provide the researchers performing the study with as much information as possible about the nature of the phenomenon under study". Keppel and Saufley (1980) also refer to the formation of research hypotheses from the questions posed from descriptive studies.

Tourism researchers such as Gunn (1994) have mentioned the short history of tourism research and referred to the worthwhile data being collected by exploratory and descriptive studies, while Cohen (1979, 32) comments on the lack of an "explicit comparative perspective" of tourism studies. While some progress has been made with comparative studies, Cohen's comments still remain pertinent.

This thesis is essentially exploratory in nature. Its purpose is to identify the complex and varied nature of respondent's image of a town. Descriptive statistics are used throughout this thesis to present in a manageable way the rich pattern of images identified by respondents and to compare them across towns in order to gain as much information as possible about the phenomenon under study from which further questions can be asked and answered. The thesis builds on the work of other tourism and planning researchers to add to the tourism database.

### **3.2.1 Aims of the Exploratory Study**

The specific aims of the study evolved from the primary and secondary purposes mentioned in Chapter 2 and are designed to answer the following questions:

1. What images do: (a) tourists, (b) residents, (c) both groups combined have of Cardwell?
2. What are the similarities/differences between tourists' and residents' images?

3. Which of these differences are statistically significant?
4. How useful is the information collected in the written part of the questionnaire? In other words, does this information add to or detract from the image obtained from the map drawing exercise?
5. Which questions in the questionnaire are most useful in measuring the "supplementary" image factors (see Chapter 2 for definition)?
6. What are the similarities/differences between maps drawn on ruled paper and maps drawn on blank paper?
7. Was the data collection method successful with regard to response rates and image factors collected?

### **3.2.2 Questionnaire Design**

The mixed methodologies meant that the questionnaire was split into three sections. Section A contained the map drawing question designed to elicit the "basic" image factors or respondent's image. Section B contained eight open ended questions designed to: (a) give detail to the map drawing responses (that is, a verbal analogue) and, (b) draw out the "supplementary" attributes of the town. Section C requested demographic data about the respondent (complete tourist and resident questionnaires are attached in Appendix B and C).

Section A contained question 1 which was the map drawing question. The wording of this question followed closely that used by Pearce (1977) in his study of tourists' sketch maps of Oxford, with minor changes being made to cater for the fact that the researcher is dealing with towns not cities. In Pearce's (1977) study, as for this study, the wording was carefully chosen in an attempt to deal with some past criticisms of the mapping methodology: that some respondents spent too much time trying to produce a cartographic masterpiece rather than providing the personal and subjective data required (Gould & White in Pearce, 1977); that some respondents didn't have the aptitude, education, and training to translate their mental images to

paper (Walmsley & Lewis, 1993); that the maps produced concentrated on the visual aspects of the image to the exclusion of other senses such as, the supplementary image factors defined earlier in Chapter 2.

Sections a, b, c and d of question 1 were intended to emphasise to the respondent the need for a personal and subjective map, and not a cartographic masterpiece. The provision of a practice sheet, an example of a sketch map of another town, and a list of the type of detail which a respondent might use were methods utilised to alleviate the second criticism. Finally, to deal with the last criticism, respondents were told to feel free to add any comments or observations to their maps.

In section B questions 2, 3, 4, 5, 6 and 7 were based on Lynch's suggestions for questions to use in a community visual survey which he called a "verbal analogue of the mapping procedure" (Banerjee & Southworth, 1990, 282) and which he claimed would "catch places difficult to draw" (Banerjee & Southworth, 1990, 282). These questions were included in the questionnaire to test Lynch's assumptions made above. Questions 8 and 9 were based on questions 1 and 2 of Echtner and Ritchie's (1993) study. These questions were designed to illicit the functional holistic and psychological holistic components of respondents' destination images (the supplementary image as defined for this study).

Section C was designed to capture the demographic data considered important for the study. This involved five common questions for both tourists and residents related to age, gender, occupation, usual means of travel around Cardwell, and years lived in Cardwell (residents) or nights stayed in Cardwell (tourists). A further eleven specific questions for the tourists were designed to add detail to our understanding of this group. A final question (question 25) was added to the tourist questionnaire to capture general tourist information to add to the general data base at James Cook University. This question did not form part of the present study.

Four types of questionnaire were produced. First, the questionnaire was split into tourist and resident questionnaires the difference between each questionnaire reflecting the level of demographic information (section C) required, that for the tourists being more extensive. Second, each of these tourist and resident questionnaires were split with half of each having plain paper and the other half squared paper for the respondent to draw their maps. The four types of questionnaire were given a different coloured front cover to differentiate them. Finally, each questionnaire had inside its cover a loose leaf section comprising the practice sheet and the example map.

### **3.2.3 Data Collection**

Data collection for Cardwell was carried out by the researcher between the 6 and 11 November, 1995. Map drawing methodologies in the past have used a personal interview approach, which is time consuming and therefore expensive. In this case, a new approach was piloted. The questionnaire was hand delivered and left with the respondent for 24 hours. At the time of delivery, the respondent's desire to participate in the survey was ascertained. If willing, the respondent was given verbal instructions on filling out the questionnaire, particularly the map drawing exercise. They were also offered a pencil at this point to encourage them to complete the questionnaire. The questionnaire was collected 24 hours later. It was hoped that this methodology would reduce the time needed to collect data.

For the resident survey, every second street in each of the four distinct residential areas of Cardwell were selected and the second house on each side of the street approached during business hours. If the resident was not home on the first visit the interviewer came back the next day; if the resident was not home on the second visit no further approach was made. During the course of this survey it was noticed that a large number of elderly people were being interviewed. To get responses from a more balanced age group it was decided to approach all the various businesses in the main

street of Cardwell (as there was only a small number of businesses in Cardwell, it was practical to approach all). It was assumed that business people would be a different age. This was the case and a more even distribution of ages was collected.

Initially it was decided that the tourists would be approached at their accommodation. This decision was based on the fact that the questionnaires were to be left for 24 hours and then picked up and therefore some form of temporary address was necessary. Permission from each accommodation manager was sought to approach tourists staying in their accommodation. All agreed and in fact, all the managers expressed an interest in the project and were willing to help by providing names and locations of new arrivals in the caravan parks. After some experimenting with different times, the early evening turned out to be the best time to approach tourists. Therefore all the accommodation facilities in Cardwell were approached every evening, a list of overnight tourists obtained, and these tourists approached and asked if they would participate in the survey. If the tourist said yes the questionnaire was explained to them and left with them overnight with a request to hand it into the accommodation manager in the morning. Refusals were rare with most non responses coming from people leaving the next day.

#### **3.2.4 Response Rates**

The response rate was considered adequate, tourists  $N_t = 43$  out of 68 (63%) and residents  $N_r = 53$  out of 80 (66%). The total number distributed to the tourists 68 compared to 80 for residents was due to the lack of tourist activity in the town at this time of the year, November being the end of the tourist season. The overall result  $N_o = 96$  out of 148 (65%) was sufficient for analysis (see Appendix L and M for examples of respondent maps). This section partially answers question 7 of the study: "how successful was the data collection method with regard to response rates"?

### **3.2.5 Scoring**

In scoring the mapping component of the survey use has been made of four of Lynch's elements, the fifth element 'nodes' was not utilised for two reasons. First, there has been confusion in the past as to what is a node; for example, a church can be a node (a centre of activity) to some people and a landmark (a reference point in their journey) to others (Walmsley & Lewis, 1993). Secondly, it was felt that the use of additional elements to capture textural and social attributes (Pearce, 1981) would effectively capture any activity points or places. The use of Lynch's elements for describing and presenting the results was found to be unsatisfactory as the four elements were too broad, that is, they did not give the level of detail required for the analysis. For example, all buildings were designated as landmarks including post offices, schools and libraries as when analysing the image of a town these variables needed to be identified individually because that is how the respondents had seen them. The final elements used in the scoring and their definitions follow:

**LANDMARKS:** Defined as a named singular site, building, facility or monument with suggested location. Split into two major categories: Natural Landmarks and Man Made Landmarks. Natural Landmarks refer to natural features of the area, such as Islands, Waterfalls and National Parks. Man Made features are further categorised into eight sub categories: three dealing with buildings (public, private, commercial); two dealing with facilities (private and public). Of the other three, two deal with accommodation and monuments, while the third, other, deals with anything outside of the other seven categories. Examples of Man Made landmarks are: post office, school, shops, sports ground, jetty and caravan parks.

**DISTRICTS:** Defined as a named area of some size with a suggested location, eg., a landscaped area or park, a business area, a town centre, industrial area or residential area.

PATHS: Defined as the road system only. Split into two categories: Pathtype and Path Number. Pathtype was split into six sub categories in order to measure the respondents knowledge of the system. The six categories are:

- Main highway (MH) (not named)
- MH plus some streets (5 or less), not named
- MH plus many streets (6 or more), not named
- MH (named)
- MH plus some streets (5 or less), partially named
- MH plus many streets (6 or more), partially named

Path number was a count of the number of roads drawn on the map and includes the main highway (it was not used in the final analysis of Cardwell). The named and not named categories were absolute categories, either every road on the map was named or every road on the map was not named. The partially named category was used where the respondent indicated some knowledge of local road names (usually some naming of local roads).

In the final analysis of the Cardwell data it was found that nearly all respondents had indicated the main highway in one or another of the pathtype categories. It was decided to capture the importance of the main highway by creating another variable which captured the number of each mention of the main highway no matter which pathtype category it was in. At the same time the pathtype variable became only a measure of the local street system, that is, if a respondent mentioned or drew the main highway and five local streets on their map but did not name them, the 'main highway' variable was scored one and the 'main highway plus some streets, not named' variable scored one.

EDGES (BOUNDARIES): Defined as that image factor which clearly joins or splits two regions. Lynch (1960) identified several features of an edge: it must have continuity

of form, it must be laterally visible, and it must mark a change in area character. Two edges were identified in the exploratory study of Cardwell: the foreshore/beach area joining water and land and the railway line splitting the commercial and older residential district of the town from a newer residential district.

All the above elements form part of the basic image as defined in Chapter 2. The variables identified under these headings are nominated as "Physical Image Factors" for the purposes of this study.

TEXTURE: Borrowed from a previous study by Pearce, (1981, 145) and defined as "items which form a general commentary on the landscape without having any specific locational significance" has been changed in this study to include comments which have a locational significance.

SOCIAL: Defined by Pearce (1981) but altered slightly to allow for the different focus of the study. While the category still takes into account that definition used by Pearce, (a social activity with fellow travellers or the local people, such as, eating, drinking, chatting, swimming, taking photos), it has been broadened to take into account comments of an historic nature, such as, many descendants lived here, site of old national parks building.

In the final analysis of Cardwell the use of the social and textural elements was found to be problematic as the difference between one or the other type of variable was difficult to define. As this part of the analysis was dealing with comments made by respondents on their maps it was decided to call them "comments". Comment variables were therefore created wherever a specific comment was made about a specific place or building, such as, beach, caravan parks, surrounding area or town park. Positive and negative variables were created for positive and negative comments As part of the



basic image defined by the physical image factors above the comment variables were nominated as "Comment Image Factors".

MAP ORIENTATION: A map orientation score was also included to capture which way respondents drew their maps, that is, with north to the top of the page or some other direction.

Respondents maps were scored by creating a variable for every item mentioned on their map keeping the variable within the categories listed above. A variable not mentioned by a respondent received a zero score, a mention received a one score.

### 3.2.6 Reliability Check

All scoring for this study was done by the researcher. Reliability checks were carried out by requesting three post graduate students to fully score eight randomly selected questionnaires. As some twelve months had elapsed since the researcher had carried out the original scoring he also rescored the same eight questionnaires. Table 3.1 gives the test-retest reliability's based on the proportional reduction in errors (PRE) measures (Reynolds, 1977). The base score used was the original score of the researcher.

**TABLE 3.1**  
**Reliability of Scoring**

MAP No	JUDGE 1	JUDGE 2	JUDGE 3	JUDGE 4
1	.64	.85	.76	.59
2	.62	.60	.62	.47
3	.94	.88	.67	.45
4	.80	.67	.48	.48
5	.83	.64	.94	.52
6	.56	.44	.56	.35
7	.84	.76	.70	.25
8	.79	.62	.38	.48
AVERAGE	.75	.68	.64	.45

Including the low score from judge 4 the average PRE is .63, low for this type of scoring (Pearce, 1981). As judge 4 was an international student with English as his second language it was thought that this factor led to his low score. Questioning of the Judge revealed that he had experienced some difficulties interpreting variables and comments on respondents maps. Therefore, Judge 4's score was not used for averaging. The PRE's for judges 1, 2 and 3 together give an average PRE of .69, this is within a range noted in similar studies (Pearce, 1981).

### **3.2.7 Presentation Techniques**

Frequencies of each variable were calculated and the results tabled. Those variables with scores less than 20% were dropped from further calculation. The small number of respondents in each sample ( $N_t = 43$  and  $N_r = 53$ ) meant that numbers below 20% were small (that is, 8.6 and 10.6 respondents, respectively), and therefore the strength of variables as a measure of image was also small. Validation for this approach lies in the stereotype and public image literature (Katz & Braly, 1933; Berry, 1969; Pearce et al, 1981).

In this chapter the use of the basic and supplementary image as developed in Chapter 2 is used. The unique image of each town is developed in Chapter 4. The schematic figures represent only the basic image as defined by the physical image factors found on respondents' maps (question 1). Initially it was decided that all physical image factors greater than 20% should be tabled and illustrated on the schematic figures. In practice this led to quite complicated schematics on which it was difficult to decipher which factor was which. For example, in the case of Cardwell, there were 20 physical image factors over 20% for the tourist respondents and 39 over 20% for the residents. It was finally decided to illustrate only the top ten physical image factors on each figure, and for this chapter only, table the total number of factors for each of the images addressed (combined, tourist, resident). In Chapter 4, which will address the other five towns, the top ten physical image factors are illustrated and tabled, with the

full tables of factors located in the appendices. For the balance of the image factors (comment, change, descriptive) of all towns, all factors over 20% will be tabled because of the small numbers involved.

The method used in the text to determine the similarities and differences between the basic and supplementary images of the tourist and resident groups relies on the level of difference in rank for each image factor between tourist and resident respondents, that is:

a difference of 0 to 2 ranks = "similar",

a difference of 3 or more ranks = "difference".

Using the above method, the number and type of differences which occur for each of the basic and supplementary images for the tourist and resident groups can be identified. By using this method some measure of differences and similarities is possible.

In summarising the basic and supplementary images an overlay method similar to that used by Gunn (1994a) is utilised to develop the separate images. On all schematic figures of towns the colour coding and symbols used follow UBD or US cartographic practice, however some departure from these practices is apparent because of the unique nature of the illustration being presented. All the schematics and figures produced in this and subsequent chapters are not to scale.

### **3.2.8 Selection of Cardwell for the Exploratory Study**

Cardwell was selected for the study because of its closeness to James Cook University which reduced travel costs and survey time. Only local residents and tourists were approached for this study because: (a) the centre of government was at Tully, 44 kms to the north of Cardwell, and (b) the exploratory nature of the survey.

### 3.3 RESPONDENT PROFILE

A heterogeneous subject sample was sought, representing a diverse background of ages, occupation, length of stay, as well as equal numbers of each gender. An initial target of one hundred useable responses was set, fifty for residents and fifty for tourists. A total of 96 useable responses was collected, 43 from tourists and 53 from residents.

The combined sample distribution for age was good with a skewed spread at the younger 14-34 ,35% and older 60+ 13% levels and 52% middle age 35-59 range. The age split between tourists and residents was not so even with the tourist group having larger proportion (48% v's 25%) of the 14-34 age categories and lower proportion (43% v's 59%) of the 35-59 age categories. Chi-Square analysis of age by the tourist and resident groups show no significant differences.

The combined gender distribution of tourist and resident respondents was 51% male and 49% female. Tourists were split 65% male and 35% female, while residents were split 40% male and 60% female. A significant difference between the gender of the tourist and resident groups was identified ( $X^2 = 6.17$ ,  $DF = 1$ ,  $p = 0.01$ ). In this pilot study it was noted with the first few questionnaires collected that some husbands and wives were together filling out the questionnaire. The questionnaires which were identified (3) were not used in the final Cardwell analysis. Instructions always were given to the person receiving and accepting the questionnaire to fill it out. After this problem occurred, these instructions were emphasized for the remainder of the Cardwell and other 5 town studies. However, in case these instructions were ignored, and because previous studies have shown (Pearce, 1977, Francescato & Mebane, 1973) that the gender of the respondents does not influence the accuracy of the respondent's image no further inference relating to gender will be attempted in the thesis.

All occupations were well represented in the sample. Occupation categories were: professional, technical, clerical/sales/semi-skilled, self employed/manager/executive, retired and home duties/student/not employed/other. No significant differences were found in the sample between tourist and resident occupation. Tourists appeared to be better represented in the professional, technical and home duties categories while residents had a greater proportion of clerical, self employed and retired occupations.

Nearly half of the tourists (42%) stayed only one or two nights in Cardwell, 30% of stayed from three to seven nights and the balance (28%) stayed eight days or longer. Nearly half (45%) of the resident sample had lived in Cardwell under 5 years, another 42% had lived there over 10 years and the remaining 13% had lived there between 6 and 10 years.

Comparison of the age tourist data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster 2: the older low-activity passing -through group. As Cluster 2 has the "second-highest visitation rate for North West Qld/South West Qld/Central West Qld" (Morrison et al., 1995) (Morrison et al., 1995) it is considered that a representative sample of tourists has been obtained.

The resident age was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data (Australian Bureau of Statistics, 1993). Each age cohort of the Australian Bureau of Statistics data is well represented by the survey.

### 3.4 ANALYSIS OF QUESTIONNAIRE

#### 3.4.1 Map Orientation

Table 3.2 lists the map orientation scores. The scores for residents and tourists are the same, about two-thirds placing their maps with north to the top of the page and one-third of each group placing south to the top of the page. Only one person placed west to the top of the page. There were no discernible differences between maps with different orientations therefore, the scoring of this variable will be not be continued in the main study.

**TABLE 3.2**  
**Map Orientation**

MAP ORIENTATION	TOURIST		RESIDENT		OVERALL	
	Count	%	Count	%	Count	%
North to top of page	26	61	33	62	59	61
South to top of page	16	37	20	38	36	38
West to top of page	1	2	0	0	1	1

#### 3.4 2 Analysis of Section B of the Questionnaire

This section of the chapter deals with the results of section B of the questionnaire. It addresses aims 4, 5 and 6 of the exploratory study and is consequently divided into three sections, the first dealing with aim 4, the second dealing with aim 5, and the third dealing with aim 6.

##### **Aim 4**

*"What is the usefulness of the information collected in the written part of the questionnaire, that is, does this information add to or detract to the image obtained from the map drawing exercise?"*

Aim 4 can be related to several questions in section B which were designed to back up and add detail to the data collected from the map drawing question, question 1 in section A. An analysis of data produced from these questions will be used to determine their usefulness in terms of aim 4. The questions were:

Question 2: Can you give me a list of distinctive places in the town?

Question 3: In which of these places do you prefer to be?

Question 4A: Which places are most beautiful to you?

Question 5A: Which are most unpleasant to you?

Question 6A & B: Are there any other pleasant or unpleasant places in this town that you forgot to list?

### **Tourist Responses**

Cross tabulation of all variables/elements against the two groups produced the tourist and resident responses. In keeping with the original work on question 1 only those variables in questions 2 to 6 which had a response rate greater than 20% for each of the groups (tourists and residents) were considered.

For tourists, a total of sixteen image factors over the six questions, ten for question 2, one for question 3, four for question 4A & 6A, and one for question 5A & 6B were generated, of which thirteen (81%) were the same as those chosen in question 1. All the factors fall within the range of the first twenty image factors from the map drawing question. Table 3.3 shows responses are low to the questions. Maximum percentage for any question was 51% and minimum was 21%. A large proportion of the responses (62.5%) were in the 20-29 percentile range.

**TABLE 3.3**  
**Range of Tourist Response Rates**

PERCENTILE RANGE OF TOURIST RESPONSES	NUMBER OF IMAGE FACTORS IN THIS RANGE	NUMBER OF IMAGE FACTORS AS A PERCENTAGE
20-29	10	62.5
30-39	2	12.5
40-49	2	12.5
50-59	2	12.5
TOTAL	16	100.0

Actual responses to question 6 were incorporated into questions 4 and 5 depending on their positive or negative response. Table 3.4 shows the responses to this question.

From the table it is clear the majority of tourists (81%) felt they had covered everything earlier in the survey, 55% had nothing to add, 26% didn't answer, while only 19% responded. On the other hand, residents had a larger response to this question (56%), while 44% gave no answer or had nothing to add.

**TABLE 3.4**  
**Question Six Responses**

RESPONSE	TOURISTS		RESIDENTS	
	PERCENTAGE	NUMBER	PERCENTAGE	NUMBER
No answer	26	11	21	11
No other places	55	24	23	12
Forgotten				
Response	19	8	56	30

### **Resident's Responses**

Resident's responses generated twenty five image factors of which fourteen were by question 2, three by question 3, six by questions 4 and 6A, and two by questions 5 and 6B. Of these twenty five variables, twenty three were the same as those chosen in question 1, the other two were identified in question 1 but at a much lower level.

**TABLE 3.5**  
**Range of Resident Response Rates**

PERCENTILE RANGE OF RESIDENT RESPONSES	NUMBER OF IMAGE FACTORS IN THIS RANGE	NUMBER OF IMAGE FACTORS AS A PERCENTAGE
20-29	12	48
30-39	7	28
40-49	4	16
50-59	2	8
TOTAL	25	100

Again as for the tourist sample, all the image factors matched the thirty nine image factors identified from respondent's maps. The maximum and minimum response rates per variable were 55% and 21% respectively. Table 3.5 shows the percentile range for response rates. It is quite low, with 48% of responses in the 20-29 percentile range.



#### **Aim 4 Conclusion**

For the residents and tourists, the responses to Question's 2 to 6 of the questionnaire are similar when compared to respondent's maps. The response rate for these questions is also very low, producing a weak or watered down image to that produced by the maps. The questions do not add useful detail to the image given from the data in question 1. Based on the results above it is concluded that questions 2 to 6 should be dropped from the questionnaire.

#### **Aim 5**

*"Which questions in the questionnaire are most useful in measuring the "supplementary" image factors?"*

This aim can be related to several questions in section B which were designed to produce the supplementary responses. An analysis of data produced from these questions will be used to determine their usefulness in terms of aim 5. The questions were:

Question 4B: Why are the places you selected in 4A most beautiful to you?

Question 5B: Why are the places you selected most unpleasant to you?

Question 7: What would you like to change in this town to make it a more attractive place?

Question 8: What three words best describe Cardwell?

Question 9: What three words best describe the atmosphere or mood that you experience when in Cardwell?

Table 3.6 lists the supplementary image responses. Image factors with responses below 20% were not considered for the reasons explained in 3.2.7. From the table it can be seen that question's 4B, 8, and 9 generally identified the same attributes of image. Question 8 appears to have developed a more detailed picture than 4B and 9. From this result it is proposed to keep question 8 in the survey instrument but delete

question's 4B and 9. Question 5B has only one variable mentioned and although it gives information pertinent to the marina site this data is available from question 1. For question 7, the tourist's response rate is very low. At the same time question 7 reinforces the important elements already identified in question 1, the town centre, beach and park area, the marina site and shops, services and facilities. It was decided to retain question 7 as it is simple to answer and reinforces data from question 1.

**TABLE 3.6**  
**Supplementary Image Responses**

	DESCRIPTION	TOURIST %	RESIDENT %
QUESTION 4B:	Why most beautiful?		
	Peaceful, quiet	23	28
	Friendly, relaxed	21	26
	Beautiful, scenic	44	49
	Activities	14	25
QUESTION 5B:	Why most unpleasant?		
	Marina site-ugly, nature destroyed	19	30
QUESTION 7:	What would you change?		
	Build something at Oyster Point	7	45
	Upgrade town centre	19	23
	Enhancement of esplanade and beach area	7	23
	More shops, services, and facilities	21	36
QUESTION 8:	What 3 words best describe Cardwell?		
	Town by the sea, rest stop, long highway	35	19
	Quiet, calm, peaceful	49	62
	Friendly, relaxed	37	28
	Unspoiled paradise	19	25
	Views, scenery	21	43
	Boring, dead, dying	16	32
QUESTION 9:	Atmosphere or mood in Cardwell?		
	Quiet, peaceful	47	55
	Friendly, welcoming	65	59
	Boring, dead	16	28

### **Aim 5 Conclusion**

The image of Cardwell elicited by question 8 adds rich detail to the physical image furnished by question 1. It is described as having a quiet, calm, or peaceful atmosphere, which is friendly and relaxed with views and scenery of an unspoiled paradise. Others feel that it is boring, dead, and dying. Question 7 tells us that the respondents want to upgrade the existing town centre and add more shops, services, and facilities as well as improve the overall landscaping of the area particularly the esplanade and beach area. A particular mention of residents was the desire to see something done at Oyster Point; as one respondent put it, "do something with the site even revegetate would help."

To determine the usefulness of questions 2 through 9, the question must be asked, which of these questions has contributed to the understanding of the image of Cardwell beyond that already established by question 1. The answer is definitely question 8 and probably question 7 as it adds detail to the picture emerging from question 1. The questionnaire could therefore be simplified by retaining only questions 7 and 8.

### **Aim 6**

*"What are the similarities/differences between maps drawn on ruled paper and maps drawn on blank paper?"*

Half of each group sampled were given plain paper to draw their maps on and the other half were given ruled paper. It was hypothesised that ruled paper may give map drawers an advantage over plain paper map drawers. It was expected that this would show up in the frequency of responses to the image factors scored. Cross tabulations and Chi-square analysis of all variables of respondents with plain paper and respondents with ruled paper show no significant relationship to paper type at p 0.05 level. The use of ruled paper was therefore dropped from the questionnaires.

### **3.5 THE IMAGES OF CARDWELL**

The following section addresses aims 1, 2 and 3 of study one namely, to determine:

1. *The images that (a) tourists, (b) residents, (c) both groups combined have of Cardwell.*
2. *The similarities/differences between the tourist and resident images.*
3. *Which of these differences are statistically significant.*

The image of Cardwell resulting from combining the tourist and resident responses is first analysed then the separate tourist and resident images identified and their similarities and differences discussed. A summary of the Cardwell images closes this section.

#### **3.5.1 Town Description**

With a population of 1,300 (Australian Bureau of Statistics, 1993) Cardwell is located on the Bruce Highway approximately midway between Townsville and Cairns (175 kms or two hours driving time north of Townsville, see Figure 1.1). It is the only point between Cairns and Townsville where the Bruce Highway practically touches the sea. Between the highway and the sea is an almost continuous line of public parks and this view of parks and water is a surprising and pleasant change from the regularity of the landscape before and after the town. Cardwell is well known as the gateway to Hinchinbrook Island, a large national park just off the coast. It is a popular food stop for truck drivers and overnight stop for travellers.

Linear in shape, the town spreads along the Bruce highway for about three kms and is bounded to the east by the sea and by mountains to the west. The highway turns inland away from the sea at the southern and northern end of the town creating a distinct feeling of entry and exit.

The north-south railway line parallels the highway but is not generally visible from the highway or town centre. The main shopping centre is roughly in the middle of the three km strip on the western side of the Bruce highway and spreads for about three blocks.

Opposite the shopping centre a long pier has been constructed to cater for Hinchinbrook Island ferries. There are four residential areas in the town, the older area fronts the Bruce Highway and extends mainly to the north of the town with a small projection to the south, the second area is located between the Bruce highway and the sea, just north of the town, it has older housing as well as several garages, mini-markets, and caravan parks within its boundaries, the third area is to the west of the town across the railway line and incorporates another caravan park and is adjacent to the sports complex. The newest area is further north of the town and lies between the Bruce Highway and the sea.

### **3.5.2 The Basic Combined Image of Cardwell**

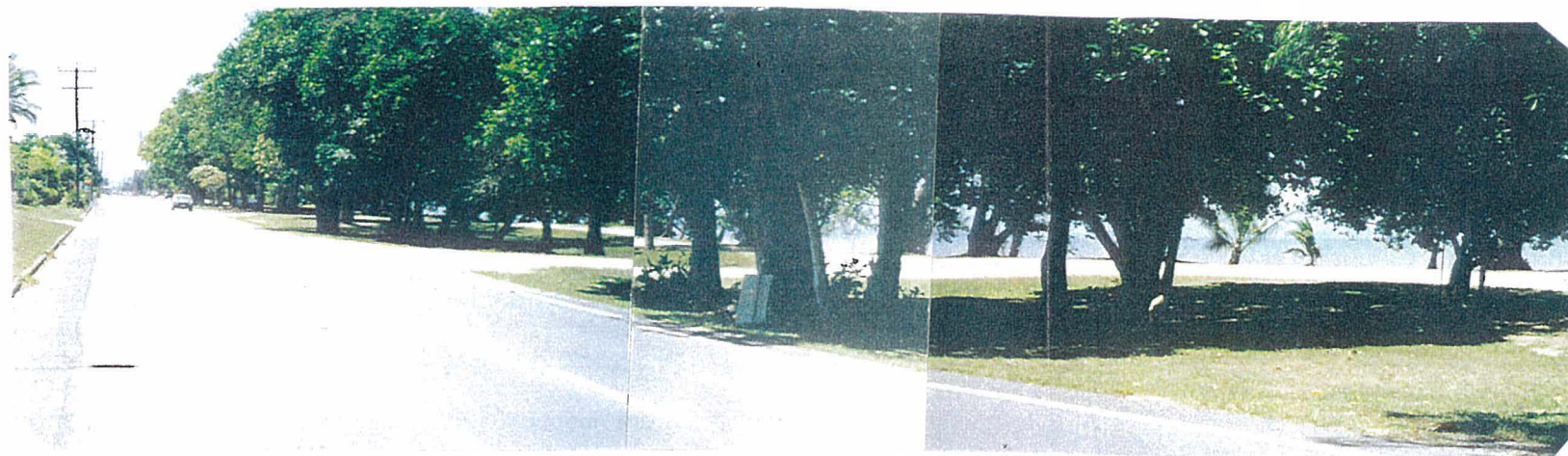
Figure 3.1 shows the basic combined image of Cardwell produced from the top ten physical image factors. It can be seen that the image is dominated by the main highway running through the town, the seashore parallelling the highway and the pier. Other important physical image factors are: the town park, shops in the main street and the islands. These particular factors ranked fourth, fifth and sixth in tourist and resident combined image. The railway, service stations, eating places, particularly Muddies Restaurant, and the hotel ranked seventh, eighth, ninth and tenth.

Table 3.7 lists all the combined physical image factors which have a response rate greater than 20%. Fourteen additional factors beyond the top ten shown in Figure 3.8 are identified by respondents. The addition of these factors adds more detail to the respondent's image of Cardwell.

**TABLE 3.7**  
**Basic Combined Image from Physical Image Factors - Cardwell**

PHYSICAL IMAGE FACTORS	COMBINED		
	%	RANK	
Main Highway	99	1	These factors are identified in Figure 3.2
Seashore	90	2	
Pier	78	3	
Town Park	67	4	
Shops	55	5	
Islands	47	6	
Railway	46	7	
Service Stations	44	8	
Eating Places	41	9	
Hotel	38	10	
Council Pool	36	11	
Caravan Park	31	12	
Some Sts, not named	31	12	
Town Centre	29	14	
School	28	15	
Muddies Restaurant	25	16	
Information Centre	24	17	
Lookout	23	18	
Boat Ramp	23	18	
Many Sts, not named	23	18	
Police	22	21	
Houses	22	21	
Library	21	23	
Motels	21	23	





Main Highway and Town Park (1, 4) - Looking North



Main Highway and Shops (1, 5) - Looking South



Islands (6) - Looking East



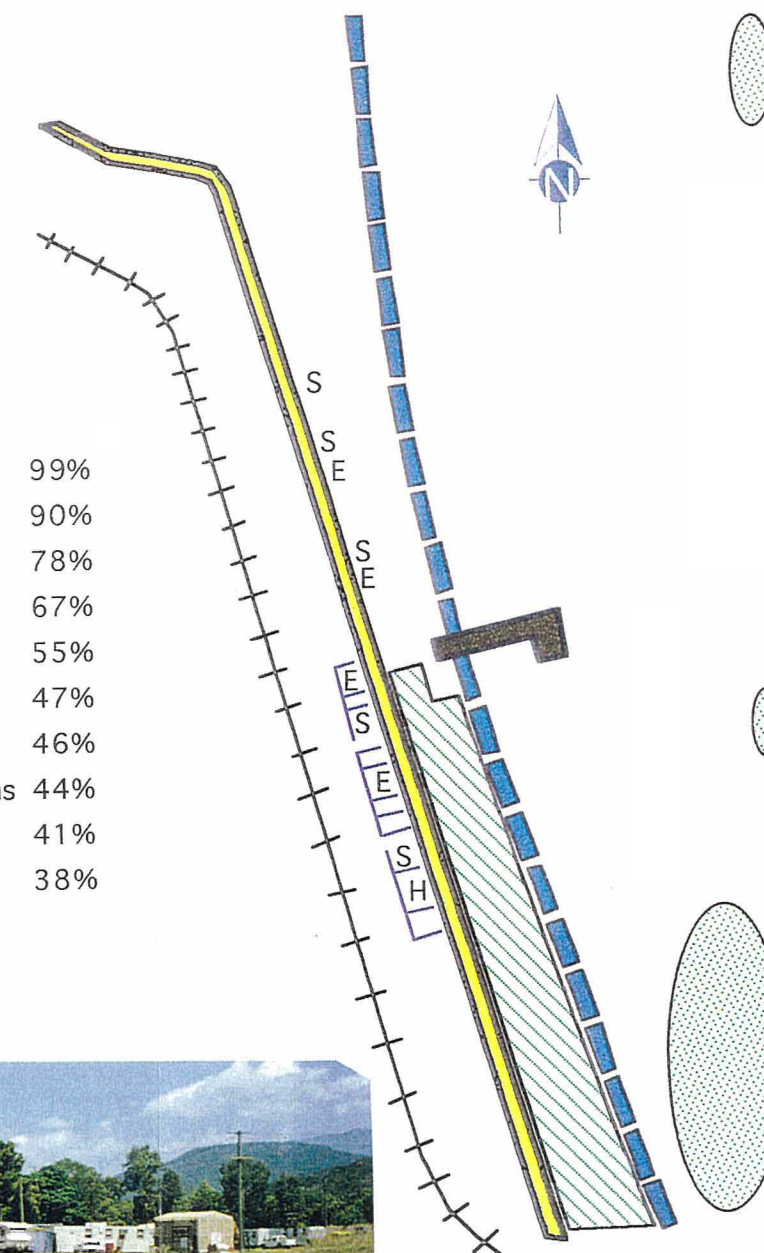
Railway (7) - Looking South



Seashore, Pier, Town Park and Shops (2, 3, 4, 5) - Looking West

FIGURE 3.1  
Basic Combined Image of Cardwell

1		Main Highway	99%
2		Seashore	90%
3		Pier	78%
4		Town Park	67%
5		Shops	55%
6		Islands	47%
7		Railway	46%
8		Service Stations	44%
9		Eating Places	41%
10		Hotels	38%





More streets are identified, the school, library, police station, council pool and hotel all lie on the main street of the town. A town centre is identified and some recognition of the surrounding area beyond the islands is identified with the nomination of the lookout to the west of the town and the boat ramp on the northern side of town. Muddies Restaurant is listed here although it is a subset of eating places; eg., it forms 25% of the 41% of eating places nominated by respondents. Lying on the main highway north of the town centre it has a reputation as a good eating place but is also easily and clearly recognised by a giant crab mounted on a pole out in front.

There was only one comment image factor identified, this was the tourist drive (25 %) which circles around to the west of the town and connects with the lookout. The comment factor adds further detail to the combined basic image of Cardwell particularly detail of the surrounding area.

### 3.5.3 The Supplementary Combined Image of Cardwell

The change and descriptive image factors were developed from respondent's answers to questions 7 and 8 of the Cardwell survey (questions 2 and 3 of the later surveys). Sorting and categorising of the numerous answers to questions 7 and 8 resulted in the development of eight change image factors and nine descriptive image factors being identified. These categories are listed below in Table 3.8.

**TABLE 3.8**  
**Change and Descriptive Image Factor Categorisation**

CHANGE IMAGE FACTOR	DESCRIPTIVE IMAGE FACTOR
More Attractions	Quiet
Upgrade Entrances	Clean
Upgrade Landscaping	Town Type
Upgrade Streets	Friendly
Upgrade Houses & Businesses	Homely
Town Pride	Spatial Descriptions
Water	Positive Descriptions
Miscellaneous	Negative Descriptions
	Climatic Descriptions



Frequencies of these variables were then calculated resulting in the identification of two change image factors and three descriptive image factors with a response rate greater than 20%, they are listed in Table 3.9.

The change image factors in Table 3.9 show that respondents want to see the houses and businesses upgraded with better shops and old buildings fixed up as well as a supermarket and Oyster Point completed (a resort and marina development by Keith Williams held up at the time by environmental issues, see Appendix D for details). Issues of town pride were: flies and mosquitoes, unemployment, council's attitude to the town (council was based in Tully), and quality and service in some of the eating places.

**TABLE 3.9**  
**Supplementary Combined Image - Cardwell**

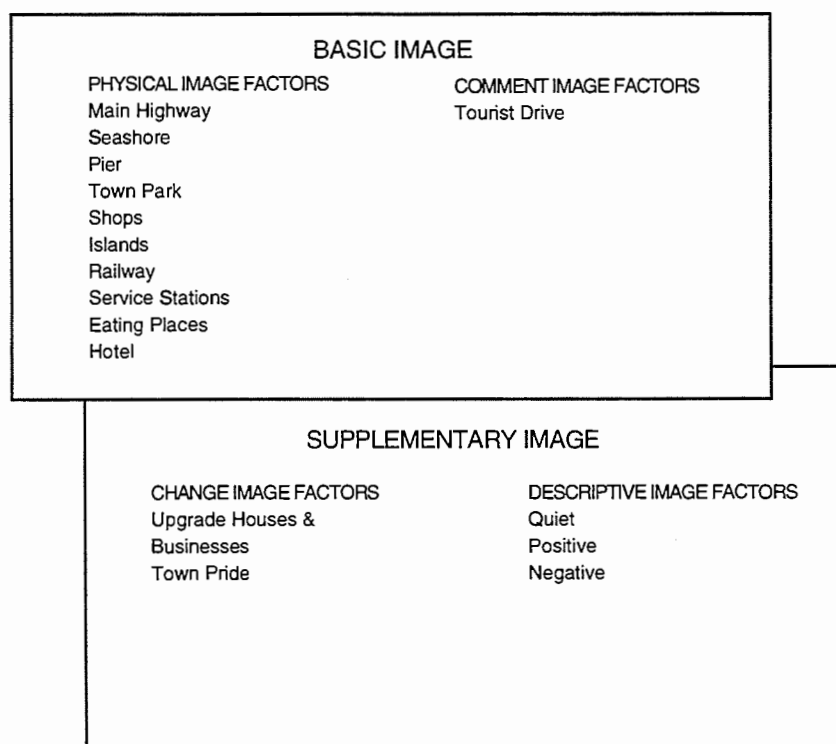
SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE HOUSES & BUSINESSES: Finish Oyster Pt, fix up old buildings, better shops, tidy up yards, supermarket	44	1
TOWN PRIDE: Eradicate flies & mosquitoes, unemployment, no littering, improve quality & service at eating places, council's attitude	21	2
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
QUIET: Quiet, peaceful, relaxing, slow, calm, sleepy, nostalgic	63	1
POSITIVE DESCRIPTIONS: Pleasant, unspoiled, pretty, picturesque, attractive, beautiful	54	2
NEGATIVE DESCRIPTIONS: Expensive, boring, insular, elderly, dull, dying, backwater, neglected, through town	31	3

The descriptive image factors describe Cardwell as a quiet, slow, sleepy town which is pleasant, unspoiled and beautiful. Other negative descriptions call it a boring, insular, dying, neglected backwater suitable only for the elderly.

### 3.5.4 Summary of the Basic and Supplementary Combined Images of Cardwell

The combined basic image of Cardwell, produced from tourist and resident responses, is dominated by the main highway passing through the town, the seashore, the pier and the town park. The other physical factors of respondent's image of the town are shops, the islands and the railway. Other important factors of respondent's image are the service stations, eating places particularly Muddies Restaurant and the hotel. Less important aspects of the image are the council pool, caravan parks, motels, other government buildings such as the police station, schools and the library. At this level the streets are more detailed in respondent's image as is the surrounding area, such as lookouts and the boat ramp. The tourist drive was the only factor which more than 20% of respondents identified in their comments.

**FIGURE 3.2**  
**The Basic and Supplementary Combined Image of Cardwell**



The combined supplementary images of Cardwell add further detail to our image of Cardwell placing strong emphasis on upgrading the houses and businesses of the town

as well as improving town pride. Many respondents recognise Cardwell's quiet and pleasant nature but conversely many others find it boring, dull and insular.

### 3.5.5 The Basic Tourist and Resident Images of Cardwell and a Comparison of Them

#### The Basic Tourist Image

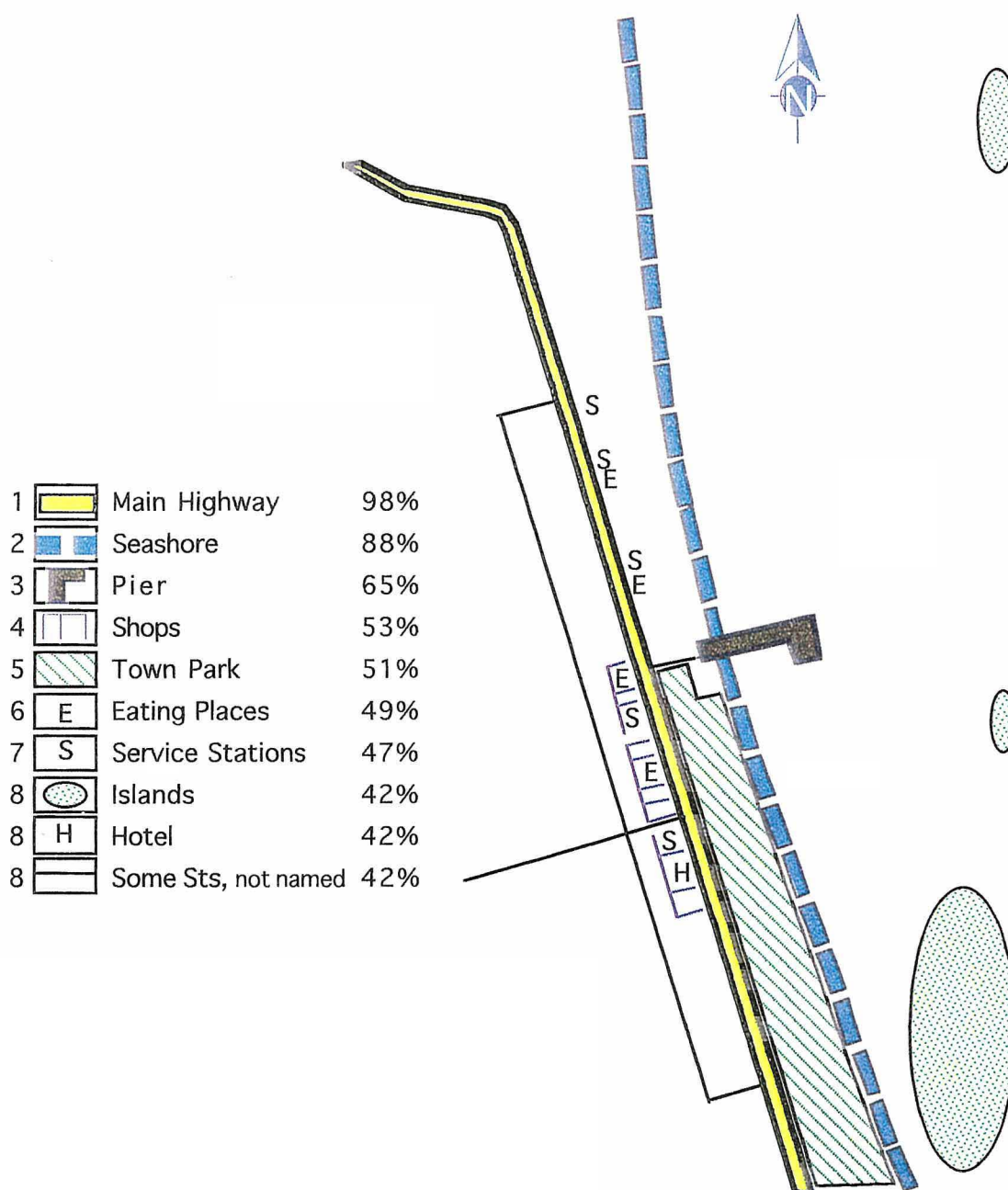
The basic tourist image made up of the top ten physical image factors identified by respondents on their maps, can be seen at Figure 3.3. The most important image factors for the tourist respondents were the main highway, the seashore and the Pier. Shops were ranked third with the town park, eating places and service stations ranked next as fourth, fifth, sixth and seventh respectively. The islands, the hotel and some streets, not named ranked eighth, ninth and tenth respectively.

Table 3.10 lists the total tourist responses over 20%. An additional ten image factors are identified by tourists beyond the top ten.

**TABLE 3.10**  
**Basic Tourist Image from Physical Image Factors - Cardwell**

PHYSICAL IMAGE FACTORS	TOURIST		
	%	RANK	
Main Highway	98	1	These factors are identified in Figure 3.4
Seashore	88	2	
Pier	65	3	
Shops	53	4	
Town Park	51	5	
Eating Places	49	6	
Service Stations	47	7	
Islands	42	8	
Hotel	42	8	
Some Streets, not named	42	8	
Railway	37	11	
Caravan Parks	35	12	
Backpacker	35	13	
Council Pool	30	14	
Muddies Restaurant	28	15	
Houses	28	15	
Food	26	17	
Mountains	23	18	
Motels	21	19	
Many Sts, not named	21	19	

**FIGURE 3.3**  
**Basic Tourist Image of Cardwell**

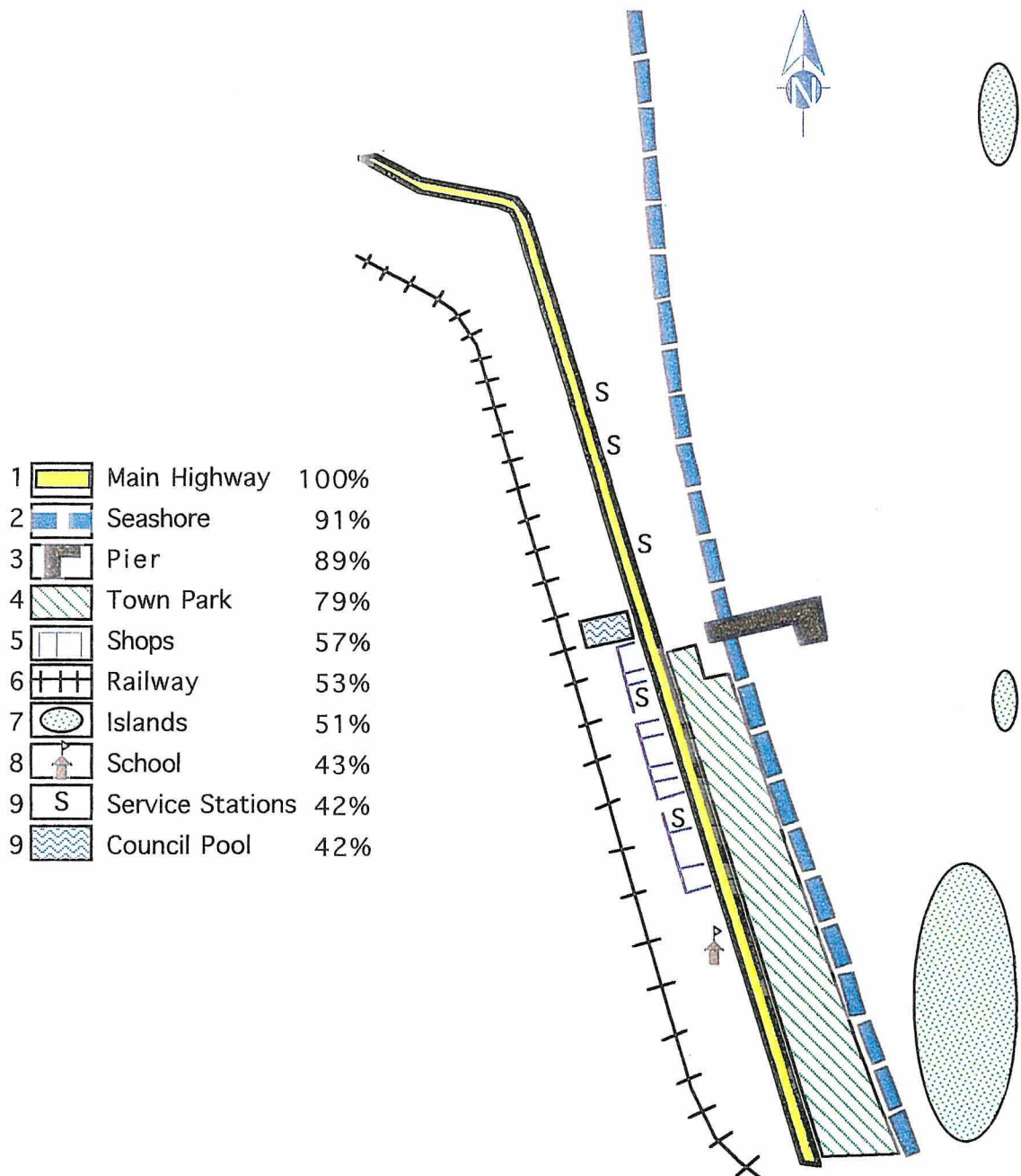


Accommodation appears to be important at this level of tourist's image with caravan parks, backpacker and motels identified as are places where food and drink can be bought with food shops and Muddies Restaurant mentioned. Some knowledge of the immediate area around the town centre is identified with local streets, houses, council pool and the railway line being identified. Finally the mountains to the west of the town are mentioned as part of some tourist's image.

## The Basic Resident Image

Figure 3.4 shows the top ten image factors of the basic resident's image with the main highway predominant and the seashore and the pier ranking second and third.

**FIGURE 3.4**  
**Basic Resident Image of Cardwell**



The town park, shops, and railway follow ranked fourth, fifth and sixth respectively. The islands and school are then ranked seventh and eighth, respectively, while service stations and

the council pool share equal ninth place in resident's basic image of the city. Twenty five additional physical image factors are listed in Table 3.11. The additional factors provide a very detailed image of Cardwell from resident's perspective.

**TABLE 3.11**  
**Basic Resident Image from Physical Image Factors - Cardwell**

PHYSICAL IMAGE FACTORS	RESIDENT		
	%	RANK	
Main Highway	100	1	These factors are identified in Figure 3.5
Seashore	91	2	
Pier	89	3	
Town Park	79	4	
Shops	57	5	
Railway	53	6	
Islands	51	7	
School	43	8	
Service Stations	42	9	
Council Pool	42	9	
Information Centre	40	11	
Town Centre	40	11	
Eating Places	34	13	
Hotel	34	13	
Lookout	32	15	
Library	32	15	
Golf Course	32	15	
Boat ramp	32	15	
Many Sts, partially named	32	15	
Police	30	20	
Oyster Point	28	21	
Clubs	28	21	
Caravan Parks	28	21	
Memorial Park	26	24	
Nursing Home	25	25	
Many Streets, not named	25	25	
Railway Station	23	27	
Muddies Restaurant	23	27	
Bowling Green	23	27	
Sports Oval	23	27	
Some Streets, not named	23	27	
Post Office	21	32	
Churches	21	32	
Motels	21	32	
Subdivisions	21	32	

Many streets are identified and partially named as are a number of subdivisions and the town centre. Sports facilities are identified, the sports oval, bowling green, boat ramp and golf course. A number of eating places are noted, including clubs, the hotel and Muddies Restaurant, as well as some accommodation places, such as motels and

caravan parks. Various other buildings are identified in the main street of Cardwell, these include; the information centre, the library, the police station, the post office and numerous churches. A nursing home and the railway station are factors identified which are not on the main street. Finally the surrounding area is recognised with the memorial park, Oyster Point and the lookout all being part of resident's image.

### **Comment Image factors**

A number of comment image factors are identified by tourists and residents, they are: the surrounding area (21%) listed by tourists and the tourist drive (40%) and town park (21%) listed by residents. The town park comment adds detail to our image of the town park already identified in the physical image factors. The other two comments add additional detail to the respective tourist and resident images which they represent.

### **Comparison of the Basic Tourist and Resident Images**

Table 3.12 compares the tourism and resident responses by ranking and using Chi Square analysis. It is clear from the table that seven of the top ten physical image factors of tourists and residents are similar, that is: main highway, seashore, pier, shops, town park, service stations and islands have a ranking difference between 0 and 2. However for two of these factors, pier and town park, there is a significant difference between the tourist and resident responses. This difference can be interpreted as a measure of the strength of the particular image factor, so in this case, the image that tourists have of the pier and town park is not as strong as the image that residents have of the same image factors even though they rank the pier 3 and the town park 5 and 4 respectively.

The balance of the top ten image factors for tourists are: eating places, hotel and some streets, not named, of these, under the ranking system mentioned earlier in the chapter, eating places, hotel and some streets not named would be classified as being

different. Some streets, not named has a significant difference with the tourist response being higher than expected and the resident response lower than expected.

**TABLE 3.12**  
**Comparison of Basic Tourist & Resident Images - Cardwell**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
PHYSICAL IMAGE FACTORS:							
Main Highway	98	100	7.712	.0054	1	1	0
Seashore	88	91			2	2	0
Pier	65	89			3	3	0
Shops	53	57			4	5	1
Town Park	51	79			5	4	1
Service Stations	47	42	8.424	.0037	7	9	2
Islands	42	51			8	7	1
Eating Places	49	34	4.081	.0433	6	13	7
Hotel	42	34			8	13	5
Some Streets, not named	42	23			8	27	19
Railway	37	53	13.650	.0002	11	6	5
School	9	43			34	8	26
Council Pool	30	42			14	9	5
Caravan Parks	35	28	14.162	.0001	12	21	9
Backpacker	35	0			13	0	13
Muddies Restaurant	28	23			15	27	12
Houses	28	17			15	36	21
Food	26	11			17	43	26
Mountains	23	11			18	43	25
Motels	21	21			19	32	13
Many Streets, not named	21	25			19	25	6
Information Centre	5	40	15.936	.0000	46	11	35
Town Centre	16	40	6.261	.0123	22	11	11
Lookout	12	32	5.618	.0177	26	15	11
Library	7	32	9.067	.0026	43	15	28
Golf Course	2	32	13.791	.0002	57	15	42
Boat Ramp	12	32	5.618	.0177	26	15	11
Many Streets, partially named	5	32	11.247	.0008	46	15	21
Police	12	30	4.785	.0287	26	20	6
Oyster Point	0	28	14.423	.0001	64	21	43
Clubs	5	28	9.112	.0025	46	21	25
Memorial Park	5	26	8.096	.0044	46	24	22
Nursing Home	0	25	12.199	.0004	64	25	39
Railway Station	9	23			34	27	7
Bowling green	0	23	11.126	.0008	64	27	37
Sports Oval	0	23	11.126	.0008	64	27	37
Post Office	16	21			22	32	10
Churches	5	21	5.258	.0218	46	32	14
Subdivisions	0	21	10.079	.0015	64	32	32
COMMENT IMAGE FACTORS:							
Surrounding Area	21	6	5.060	.0244	1	13	12
Tourist Drive	12	36	7.427	.0064	6	1	5
Town Park	0	21	7.371	.0066	23	2	21

For the residents the railway, school and council pool are the balance of the top ten physical image factors. The railway and council pool have differences (5) in their ranking while the school has a major difference (26). Only the school shows a significant difference with a very weak image for tourists represented by its low response rate.



Beyond the top ten physical image factors only one tourist image factor, backpackers, shows a significant difference but the remaining tourist image factors with a response rate greater than 20%, the caravan parks, Muddies Restaurant, houses, food, mountain, motels and many streets, not named, all show a difference when ranked. The balance of the physical image factors from information centre to subdivisions in the table are all resident generated and have very low responses from tourists, all have differences identified through their ranking, and all but the railway station and post office have significant differences.

The three comment image factors have significant differences between the tourist and resident responses. The only tourist comment image factor, surrounding area, also has a difference in ranking. The two resident image factors, tourist drive and town park have a ranking difference.

Overall there are 39 physical image factors identified by tourists and residents of which 21 have significant differences at the .050 level and 32 have a difference when their ranking is compared. The strength of the resident image is also stronger for most factors particularly for the pier and town park but also because the residents identify an additional 19 physical elements factors above the 20 percentile response rate. Comment image factors all show significant differences at the .050 level as well as differences between ranking.

### **3.5.6 The Supplementary Tourist and Resident Images of Cardwell and a Comparison of them**

Four change image factors and five descriptive image factors are listed in Table 3.13. Only two change image factors are above the 20 percentile mark for tourists in this category and they are upgrading the streets and upgrading houses and businesses. Residents rank three above the 20 percentile mark, upgrading houses and businesses, town pride and water.

Upgrading houses and businesses is ranked first by both tourists and residents but because of the very weak response by tourists there is a significant difference between the two groups. Upgrading streets and town pride can be ranked as different and also show a significant difference between them. The change image factor, water, shows no significant difference between the tourist and resident groups and are within one rank of each other, they are therefore considered similar.

**TABLE 3.13**  
**Comparison of Supplementary Tourist and Resident Images**  
**Cardwell**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
CHANGE IMAGE FACTORS:							
UPGRADE STREETS: Heavy vehicles out, street signs & lighting, better footpaths, by-pass	21	6	5.060	.0244	1	8	7
UPGRADE HOUSES & BUSINESS: Finish Oyster Point, fix up old buildings, better shops, tidy up yards	21	62	16.481	.0001	1	1	0
TOWN PRIDE: Eradicate flies and mosquitoes, unemployment, no littering, council's attitude, improve quality & service at eating places	7	32	9.067	.0026	6	2	4
WATER: Encourage use & improve foreshore park, clean beach, boardwalk & cycle path	12	21			4	3	1
DESCRIPTIVE IMAGE FACTORS:							
QUIET: Quiet, peaceful, relaxing, slow, calm, sleepy, nostalgic	56	68			1	1	0
POSITIVE DESCRIPTIONS: Pleasant, unspoiled, pretty, picturesque, attractive, beautiful	37	68	9.021	.0026	2	1	1
SPATIAL: Small, long, underdeveloped, old, isolated	30	9	6.740	.0094	3	5	2
NEGATIVE DESCRIPTIONS: Expensive, boring, insular, elderly, dull, dying, backwater, neglected, through town	26	36			4	3	1
FRIEND: Friendly	23	8	4.702	.0301	5	6	1

Five descriptive image factors are identified by tourists and three by residents. All the descriptive image factors are within 3 rankings of each other and therefore are classified as similar. However the positive descriptions factor which is ranked 2 by tourists and 1 by residents has a significant difference brought about by the very low response rate from the tourist group - it is not a strong factor in tourist's minds. The spatial and friendly factors have a significant difference between the two groups, this

is again brought about by the very low response by residents to these two change image factors.

### **3.5.7 Summary of Similarity, Differences and Strength Between Tourist and Resident Images**

Table 3.14 summarises the similarities and differences between the tourist and resident respondents. It also lists those image factors for which a significant difference was found between the two groups. The significant difference is a measure of the strength of each group's response to the same image factor and in the table the image factor is listed along with the group which has the stronger response (R or T in the table).

Tourists and residents rank seven of the thirty nine physical image factors, the main highway, the seashore, pier, shops, town park, service stations and the islands similarly in their images of Cardwell. Strong differences are apparent when the ranking of the other thirty seven physical image factors are compared. Two of the similar factors, pier and the town park have a much stronger image for the resident group. The balance of the nineteen image factors for which a difference in strength is defined are all ranked as being different between the two groups. Of these nineteen only two, some streets, not named and backpacker favour the tourist respondents, the other seventeen favouring the resident respondents.

The comment image factors all show a difference when ranked as well as a significant difference between their response rate. The surrounding area factor is rated strongly by the tourist respondents and the tourist drive and town park strongly by the resident respondents.

Two change image factors are ranked similarly and two are ranked as different. Three of the four change image factors have a significant difference, two, upgrade houses and

businesses and town pride favour the resident groups and one, upgrade streets favours the tourist group. No similarities are recorded for the change image factor.

**TABLE 3.14**  
**Summary of Similarities, Differences and Strength between Tourist**  
**and Resident Basic and Supplementary Images - Cardwell**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 3.13	Main Highway	Eating Places	R	Pier
	Seashore	Hotel	R	Town Park
	Pier	Some Streets, not named	T	Some Streets, not named
	Shops	Railway	R	School
	Town Park	School	T	Backpacker
	Service Stations	Council Pool	R	Information Centre
	Islands	Caravan Parks	R	Town Centre
		Backpacker	R	Lookout
		Muddies Restaurant	R	Library
		Houses	R	Golf Course
		Food	R	Boat Ramp
		Mountains	R	Many Streets, partially named
		Motels	R	Police
		Many Streets, not named	R	Oyster Point
		Information Centre	R	Clubs
		Town Centre	R	Memorial Park
		Lookout	R	Nursing Home
		Library	R	Bowling green
		Golf Course	R	Sports Oval
		Boat Ramp	R	Churches
		Many Streets, partially named	R	Subdivisions
		Police		
		Oyster Point		
		Clubs		
		Memorial Park		
		Nursing Home		
		Railway Station		
		Bowling green		
		Sports Oval		
		Post Office		
		Churches		
		Subdivisions		
Comments: Table 3.13		Surrounding Area	T	Surrounding Area
		Tourist Drive	R	Tourist Drive
		Town Park	R	Town Park
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 3.14	Upgrade Houses & Businesses	Upgrade Streets	R	Upgrade Houses & Businesses
	Water	Town Pride	R	Town Pride
			T	Upgrade Streets
Descriptive: Table 3.14	Quiet		R	Positive
	Positive		T	Spatial
	Spatial		T	Friend
	Negative			
	Friend			

All five descriptive image factors are similar between the tourist and resident respondents, however the positive factor has a stronger response from the resident group and the spatial and friend factors have a stronger response from the tourist group.

### **3.6 CONCLUSION**

The purpose of Chapter 3 was to present an exploratory study of the town of Cardwell. Two general objectives were defined at the beginning of the chapter, the main objective was to determine the images of Cardwell from the perspective of two groups, tourists and residents. The secondary objective was to test the questionnaire design and data collection method.

The survey was carried out in Cardwell between the 6 and 11 November, 1995. The main question in the survey used a sketch map drawing methodology to illicit responses from tourists and residents. An initial target of 50 tourist and 50 resident responses was set. Forty three tourist and fifty three resident useable responses were collected with a response rate of 65%.

The results for a number of questions in the survey (questions 2 to 9) were analysed. Generally the response rate for questions 2, 3, 4, 5, 6, 9 were very low, producing a weak image, while at the same time introducing very few new image factors (5 out of 41) beyond those already identified in the sketch map question (question 1). It was decided to drop these questions from the questionnaire. Questions 7 and 8 produced a number of new image factors (eight change and nine descriptive image factors) which added rich supplementary detail to the basic physical image obtained from the sketch map question. It was decided to retain these questions in the questionnaire.

Other aspects of the questionnaire such as map orientation and plain paper versus ruled paper were analysed and discussed. Map orientation was not found to affect respondent's maps so will not form part of the studies. No significant difference between the use of plain or ruled paper for drawing maps was found. Plain paper will be used for the rest of the surveys.

Twenty four physical image factors, one comment image factor, three change image factors and three descriptive image factors combined to produce a rich image of Cardwell. The successful response rate and the large amount of useful data collected fully answered aim 7 of the exploratory study; "How successful the data collection method was with regard to response rates and image factors collected"

The basic image of Cardwell was found to be focussed on the main highway through the town with the seashore and town park on one side and islands in the distance. On the other side of the highway shops, service stations, eating places and the hotel added more detail to this basic image. Behind the shops the railway formed another long boundary running parallel to the seashore and main highway. Other physical image factors added more detail to this basic image. The tourist drive to the west of the town was identified from comments respondents made on their maps and added another detail to the growing image. The change image factors supplemented the basic image adding texture to the physical image, that is, old buildings that need fixing up, untidy yards, the cleared undeveloped (at the time) space at Oyster point (see Appendix D). Social problems within the town such as the perceived bad council attitude to Cardwell, unemployment, quality and service at eating places were also identified in the change image factors. Finally the descriptive image factors showed Cardwell as a quiet, peaceful, slow, calm, sleepy, place which is unspoiled, pleasant, picturesque and attractive while more negative descriptions painted the town expensive, boring, insular, dying and neglected.

Of the fifty one image factors identified by tourist and resident respondents only fourteen were similar, however, these fourteen made up most of the highest ranked elements for both tourists and residents. At this level the image of Cardwell was the same for both groups, that is: a main highway running alongside an island dotted seashore. On the seashore side of the highway there was a park and a pier and on the other side were shops and service stations.

Generally both groups felt that houses and businesses need upgrading and that some improvement should be made to the seashore. Described as a long, small place both groups felt that the town has a quiet, relaxing quality and that it is a pleasant, unspoiled and friendly place. Both groups also had some negative comments to make about the town.

The resident image of Cardwell was much more detailed and generally stronger with many more image factors identified with response rates over 20%. At the same time the resident image had higher percentiles than the tourist responses.

This chapter has detailed the various findings of the exploratory study of Cardwell. It has confirmed that the questionnaire design and data collection method are sound and adequate data can be collected to determine the images of the selected towns from the perspective of tourists and residents.

The research findings from this chapter will be used in the next chapter for the study of the selected towns. In this study data will be collected from the five selected towns identified in chapter 1. The data from each town will be analysed and compared internally to determine the combined, tourist and resident images of each town. It will also be compared externally across towns in an attempt to identify a common process of image formation applicable to all towns.

## CHAPTER 4

### "SPECIFIC" IMAGES OF FIVE TOWNS - CHARTERS TOWERS, HUGHENDEN, INNISFAIL, MAREEBA, PORT DOUGLAS.

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#### OUTLINE OF CHAPTER 4

##### 4.1 INTRODUCTION

**4.2 METHODOLOGY** - Questionnaire design, scoring, response rates, presentation techniques.

**4.3 THE IMAGES OF CHARTERS TOWERS** - Town Description; Subject Profile; the BASIC and SUPPLEMENTARY combined images of Charters Towers; a summary of the combined image; the BASIC and SUPPLEMENTARY tourist and resident images of Charters Towers and a comparison of them; a summary of the similarities and differences between tourist and resident images.

**4.4 THE IMAGES OF HUGHENDEN** - Ditto Charters Towers above.

**4.5 THE IMAGES OF INNISFAIL** - Ditto Charters Towers above.

**4.6 THE IMAGES OF MAREEBA** - Ditto Charters Towers above.

**4.7 THE IMAGES OF PORT DOUGLAS** - Ditto Charters Towers above.

**4.8 COMPARISONS ACROSS TOWNS** - similarities and differences across towns - development of a unique image for each town; similarities/differences between tourists and residents across towns.

##### 4.9 CONCLUSION

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#### 4.1 INTRODUCTION

The purpose of this chapter is to present the "specific" findings of five surveys carried out in the towns of Charters Towers, Hughenden, Innisfail, Mareeba and Port Douglas during May, June, July, and August of 1996. The "specific" findings of this chapter relate to the original aims of the research, namely to:

1. Identify the existing image that tourists, residents and local leaders and the combined groups have of their town.
2. Identify and analyse those image factors of a town (basic, supplementary and unique) which tourists, residents, and local leaders use to form their image.



3. Understand more fully the differences/similarities in town image as perceived by tourists, residents, and local leaders within each town and across all towns surveyed.

The use of the word "specific" findings is deliberate in order to delineate this chapter from Chapter 5 which looks at the "general" findings of the surveys. The "general" findings will be discussed in Chapter 5.

## 4.2 METHODOLOGY

The questionnaire design for the surveys followed the recommendations from Chapter 3. Question 1 requires respondents to sketch a map of the town (physical image). Questions 2 and 3 require respondents to indicate what they would like to change in the town and what three words best describe the town (supplementary image). A number of questions request demographic information. The number of questions in the demographic section varied according to group, that is, tourists - 13, residents - 5, local leaders - 5 (see Appendices E & F).

The scoring procedure used was the same as that developed for Cardwell (see 3.2.4). Separate response rates for each town are listed in Table 4.1.

**TABLE 4.1**  
**Response Rates for Individual Towns**

TOWN	% RESPONSE RATE
Charters Towers	52
Hughenden	41
Innisfail	38
Mareeba	34
Port Douglas	47

Overall response rate for the combined studies (not including Cardwell) was 42%. For three of the towns, Hughenden, Mareeba and Innisfail the low response rate is attributed to low numbers of overnight tourists, while for Charters Towers and Port

Douglas residents were more reluctant than the others to fill out the questionnaire. No explanations were offered or requested as to why these residents didn't want to fill out the questionnaire.

An initial target of 100 useable responses per town was set (45 tourists, 45 residents and 10 local leaders). A total of 457 responses were collected from the five towns of which 203 were tourist responses, 224 resident responses and 30 local leader responses. Distribution of the responses between the three groups, tourist, resident and local leader are listed in Table 4.2.

A specific attempt to include the views of local leaders was made in each town as part of the total resident profile. This initiative was considered valuable as an act of support for the local leaders, who are the community decision makers and the potential research users (for a more detailed explanation for including local leaders see chapter 1, section 1.4.2). Their responses have been incorporated into the resident group for this chapter because the small number of responses precludes statistical analysis on a town by town basis. However, in Chapter 5 another level of analysis was undertaken by combining their data across towns. Scoring procedures were as per the revised method described in section 3.2.4, Chapter 3.

**TABLE 4.2**  
**Distribution of Responses for Tourist, Resident**  
**& Local Leader Groups in Each Town**

TOWN	TOURIST	RESIDENT	LOCAL LEADER	TOTAL/TOWN
Charters Towers	44	44	9	97
Hughenden	37	40	5	82
Innisfail	42	53	4	99
Mareeba	31	42	3	76
Port Douglas	49	45	9	103
<b>TOTAL/GROUP</b>	<b>203</b>	<b>224</b>	<b>30</b>	<b>457</b>

Three images of each town are produced in the chapter, a combined image using the total responses from the three groups interviewed, a tourist image using specific data,

and a resident image using resident and local leader data. Examples of respondent responses can be found in Appendix L, M, N.

The same image breakdown will be used when describing each town as per Chapter 3, that is, the Basic Image (made up of respondent's physical image factors and comment image factors) and the Supplementary Image (made up of respondents' descriptive image factors and change image factors). As for Cardwell there was a number of basic image factors for each group in each town whose frequency was above 20% (Katz & Braly, 1933; Berry 1969; Pearce et al., 1981). The Cardwell study showed that the resident group has a much stronger image of their town (Pearce, 1977; Walmsley & Jenkins, 1992), with a larger number of physical image factors rated above 20%. This is true for all towns studied, however, for the sake of clarity and brevity of presentation only the top ten physical image factors forming the individual group images (combined, tourist and resident) are documented in this chapter. Image factors which do not make the top ten but have a response rate greater than 20% are listed in Appendices G, H, I, J, K.

The same rule has also been applied to the sections dealing with supplementary images, that is, only those responses greater than 20% are listed. However, in some cases, for the tourist and resident responses, a lower percentage has been listed and the factor has been ranked, this has only been done to compare that particular response with the other group who have had a response greater than 20%.

Respondents were asked to make any comments on their sketches which they felt may be pertinent to their image of the town. In the main these comments were not highly ranked by respondents. Where they have been ranked above 20% they are identified in the text and their relative ranking and importance to the image discussed.

## **4.3 THE IMAGES OF CHARTERS TOWERS**

### **4.3.1 Town Description**

Charters Towers with a population of 8,900 (Australian Bureau of Statistics, 1993), (9,000 - Australian Bureau of Statistics, 1998c) lies on the Flinders Highway approximately 130 Kms west of Townsville. It is the regional centre of the Dalrymple Shire which is 67,782 square kilometres in size about the same size as the Australian state of Tasmania. The economy of the city and shire is built on the mining of gold, copper, lead and zinc. Gold mining has been carried out continuously since 1872. Other important industries are beef, education, and tourism. The surrounding shire has more cattle than any other shire in Queensland while the four private and one public high school cater for more than 2,000 students many of whom board in the private school system. Tourism is becoming increasingly important to the city as potential visitors become aware of its various attractions.

The original part of the city is laid out on a grid pattern with narrow streets and small lots and was clearly influenced by mining priorities (Menghetti, 1995). Later expansions show the same grid pattern but have wider streets and larger lots and do not match their grid direction to that of the old pattern so that the actual layout of the town is quite confusing. Passing through the city from Townsville to places further west of Charters Towers can be confusing for the first time traveller.

Accommodation consists of over sixteen hotels/motels and five caravan parks (UBD, 1993). As a city of 8,900 people most facilities are available to tourists, for example, banks, supermarkets, road, rail and air transport. Attractions of the town include restored heritage buildings, old mine workings and a number of major festivals (Country Music Festival & Goldfield Ashes Cricket Carnival). A large number of interesting natural sites such as the Great Basalt Wall at Red Falls are easily accessible from the city.

#### **4.3.2 Subject Profile**

The survey was carried out between the 8th and 12th of May, 1996. During this period local residents, local leaders, and tourists staying in town were approached and asked to fill out a questionnaire overnight. A total of 44 residents, 9 local leaders, and 44 tourists completed questionnaires. The local residents and local leaders responses were combined into one group, residents, making two groups consisting of 53 residents and 44 tourists, a total of 97 responses.

Subject profile was made up of age, occupation, nights stayed (tourists) and years lived in the town (residents). The over 60's represented 32% of the sample, with the 45-59 age group next at 25%, followed by the 25-34 and 35-44 age groups at 19% each. Over 26% of the sample were retired and 21% listed themselves as home duties, student, unemployed or other. Seventeen percent listed themselves as professionals and 16% said they were self employed or managers.

Other interesting aspects of the tourist profile were the large number of tourists over the age of 60, (36%) and retired, (34%). Length of stay varied from a high of 50% for one night, 27% for two nights and 18% for three to seven nights, the balance 5% stayed over seven nights.

The largest proportion of residents, 68% had lived in Charters Towers for over 10 years, 26% had lived under 5 years, and the balance 6% had lived in the city between 6 and 10 years.

Comparison of the tourist age data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster 2: the older low-activity passing-through group and Cluster 5; the older touring holiday and sightseeing group. As Cluster 2 has the "second-highest visitation rate for North West Qld/South West Qld/Central West Qld" (Morrison et al., 1995) and

Cluster 5 "highest visitation rate for Townsville/balance of Townsville/islands Northern" (Morrison et al., 1995) it is considered that a representative sample of tourist visitors has been obtained.

The resident age data was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for Charters Towers (Australian Bureau of Statistics, 1993). Each age cohort of the Australian Bureau of Statistics data is well represented by the survey.

#### **4.3.3 The Basic Combined Image of Charters Towers**

From Figure 4.4 it can be seen that the basic image of Charters Towers produced from the physical image factors is dominated by the main highway running through the city. Lissner Park (the Town park), the historic areas or buildings in town, and the town centre itself are ranked second, third and fourth, respectively, by respondents. Shops and some streets - not named share equal fifth ranking. Seventh, eighth, ninth and tenth rankings in the combined image are buildings such as hotels, the town hall, the post office and the stock exchange (see Appendix G1 for full list of physical image factors).

**TABLE 4.3**  
**Basic Combined Image from Comment Image Factors - Charters Towers**

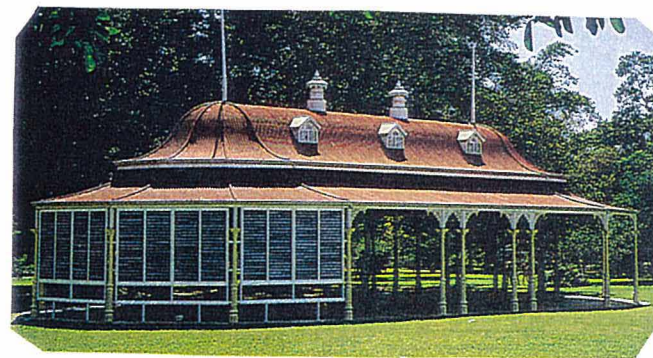
COMMENT IMAGE FACTORS	COMBINED	
	%	RANK
Historic Buildings	51	1
Town Park	35	2
The Town	31	3
Main Street	24	4

Four comment image factors had a response rate greater than 20%. Table 4.3 lists these factors along with their ranking. The large number of respondents making these comments reinforces the importance of the historic areas and their buildings as well as the high impact that Lissner Park has on respondents image of the city.





Main Highway, Historic Area and Town Hall (1, 3, 8) - Looking North-West



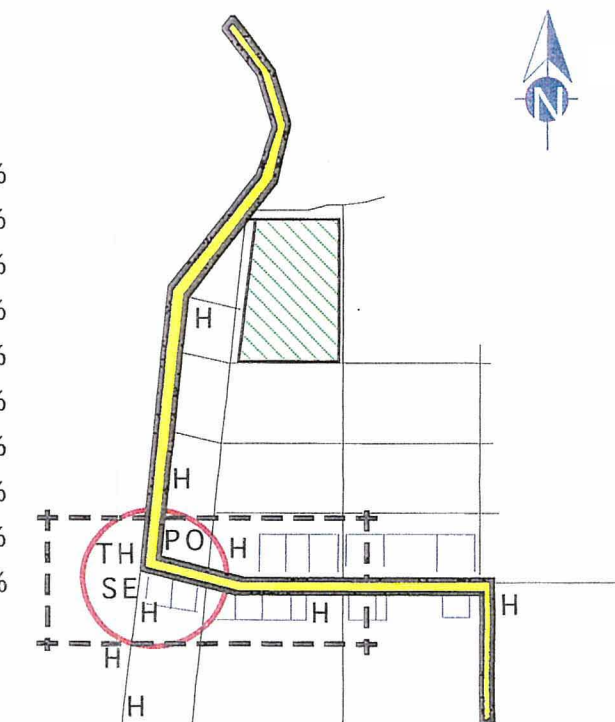
Town Park (2) - Looking North



Main Highway, Town Centre, Shops and Post Office (1, 4, 5, 9) - Looking East

FIGURE 4.1  
Basic Combined Image of Charters Towers

1	Main Highway	100%
2	Town Park	68%
3	Historic Area	56%
4	Town Centre	45%
5	Shops	43%
5	Some Sts, not named	43%
7	H Hotels	40%
8	TH Town Hall	37%
9	PO Post Office	35%
10	SE Stock Exchange	34%



#### 4.3.4 The Supplementary Combined Image of Charters Towers

In Table 4.4 three change image factors and four descriptive image factors are listed.

**TABLE 4.4**  
**Supplementary Combined Image - Charters Towers**

SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE STREETS: More and better signs, identify historical areas, seal streets	26	1
MORE ATTRACTIONS: Entertainment, activities, restore buildings	26	1
UPGRADE LANDSCAPING: More trees, flowers, shrubs in streets, cobblestone main st	20	3
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
TOWN TYPE: Outback, country, historical, gold mining city, heritage.	66	1
POSITIVE DESCRIPTIONS: Pleasant, unique, pretty, character, progressive	44	2
FRIENDLY: Friendly, easy going	36	3
QUIET: Quiet, peaceful, relaxing, slow, calm, sleepy, nostalgic	22	4

The change image factors show that respondents wanted to see the streets upgraded with more and better signs, more attractions and better landscaping in Charters towers. The descriptive image factors describe Charters Towers as a historical, outback town which is pleasant, friendly and quiet.

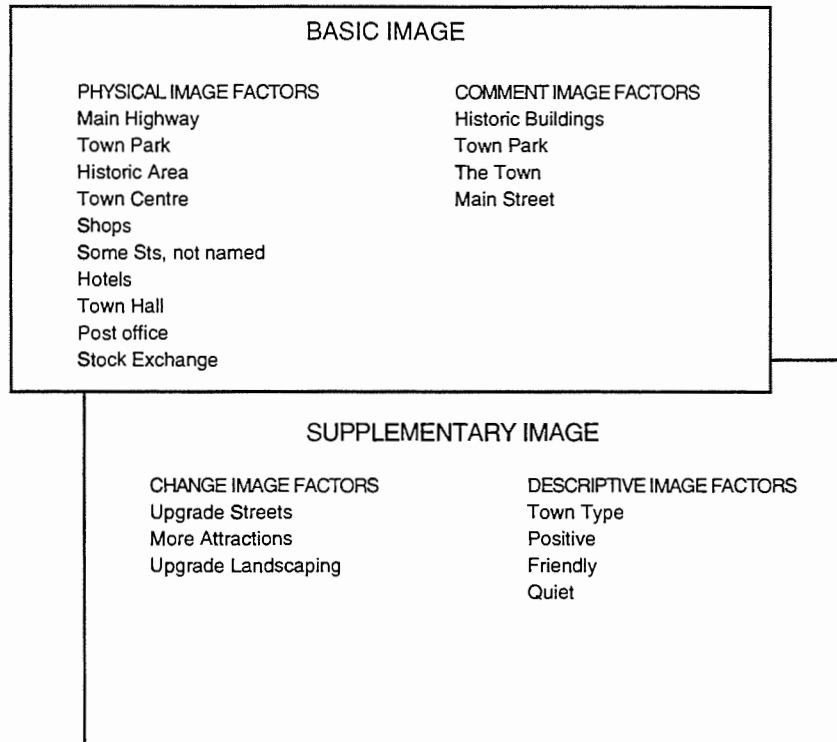
#### 4.3.5 Summary of the Basic and Supplementary Combined Images of Charters Towers

The combined basic image of Charters Towers, produced from tourist and resident responses, is dominated by streets and districts. The main highway passing through the town, the town park, historic areas and the town centre being the main four factors. A small number of streets in the town are also known but not by name. The other physical factors of respondent's image of the town centre are shops, hotels, town



hall, post office and the stock exchange. The comments made by respondents on their maps support the high value that they place on the first four physical image factors.

**FIGURE 4.2**  
**The Basic and Supplementary Combined Image of Charter Towers**



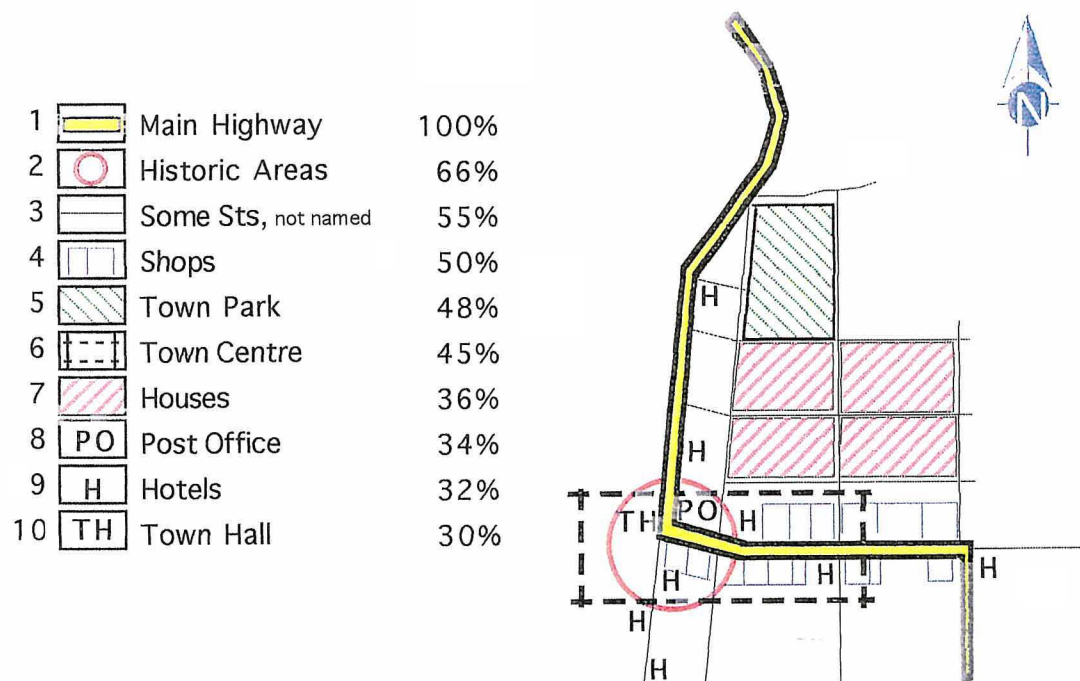
The combined supplementary images of Charters Towers show a very positive image of the city with the town type, positive descriptions, friendly, and quiet descriptions ranking very highly. Other supplementary images relating to changes to the town place strong emphasis on more attractions, upgrading streets and upgrading the landscaping around the town.

#### 4.3.6 The Basic Tourist and Resident Images of Charters Towers and a Comparison of Them

##### The Basic Tourist Image

The basic tourist image made up of the physical image factors identified by respondents on their maps, can be seen at Figure 4.3. The most important image factors for the tourist respondents were the main highway and the historic areas of the city. Some streets, not named was ranked third with shops, the town park, the town centre and houses ranked fourth, fifth, sixth and seventh, respectively. The post office, numerous hotels and the town hall rank eighth, ninth and tenth, respectively, (see Appendix G2 for list of other physical image factors).

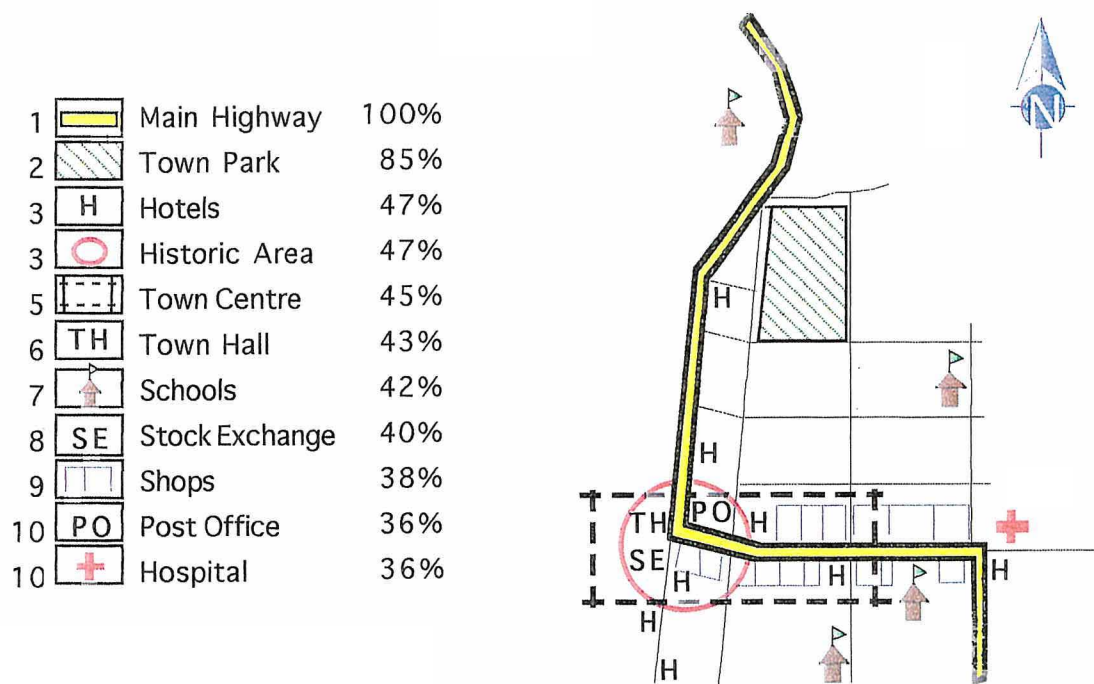
**FIGURE 4.3**  
**Basic Tourist Image of Charters Towers**



### The Basic Resident Image

Figure 4.4 shows the basic resident's image with the main highway predominant and Lissner Park and numerous hotels and historic areas ranking second and equal third. The town centre, town hall and schools follow ranked fifth, sixth and seventh, respectively. The stock exchange and unnamed shops are then ranked eighth and ninth, respectively, while the post office and hospital share tenth place in resident's basic image of the city (see Appendix G3 for list of other physical image factors).

**FIGURE 4.4**  
**Basic Resident Image of Charters Towers**



### Comparison of the Basic Tourist and Resident Images

Table 4.5 identifies four physical image factors which are within two ranks (similar) of each other, they are: main highway, town centre, historic areas and post office. The balance (9) of the physical image factors are different under the ranking system. Four of the different factors, some streets, not named, town park, schools and hospitals have a significant difference, some streets, not named having a stronger image for the tourist group while the other three have a stronger image for the resident group.

Generally, the relative strengths of tourist and resident responses is similar with most tourist responses trailing by up to 10%. The exception is the historic area (66%) ranked 2 by tourists and the town park (85%) ranked 2 by residents. Overall when comparing the top ten physical image factors, Charters Towers residents had a slightly stronger image than tourists.

**TABLE 4.5**  
**Comparison of Basic Tourist & Resident Images - Charters Towers**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK		
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT			
PHYSICAL IMAGE FACTORS:									
Main Highway	100	96	4.148	.0416	1	1	0		
Historic Areas	66	47			2	3	1		
Some Streets, not named	55	34			3	12	9		
Shops	50	38			4	9	5		
Town Park	48	85			5	2	3		
Town Centre	45	45	15.281	.0001	6	5	1		
Houses	36	26			7	16	9		
Post Office	34	36			8	10	2		
Hotels	32	47			9	3	6		
Town Hall	30	43			10	6	4		
Stock Exchange	27	40	12.878	.0003	11	8	3		
Schools	9	42			41	7	34		
Hospital	5	36			55	10	45		
COMMENT IMAGE FACTORS:									
Historic Buildings	61	42			5.660	.0173	1	1	0
The Town	43	21	2	3			1		
Town Park	30	40	3	2			1		
Main Street	27	21	4	3			1		
Houses	20	11	5	6			1		
Other Buildings	16	21	7	3			4		

The comments identified in the table reinforce the strength of tourist and resident images and show a marked similarity with five of the six comment image factors being similar. The sixth, other buildings, is different. A significant difference between tourist and resident responses to the town image factor shows that tourists have a stronger image of this factor than residents. All six comment image factors reinforce the respondents' physical image factors.

#### **4.3.7 The Supplementary Tourist and Resident Images of Charters Towers**

Four change image factors and four descriptive image factors are listed in Table 4.6. Only two factors are ranked by tourists in this category, upgrading the streets and more attractions.

Residents on the other hand regard more trees, flowers and shrubs in the streets as the most important while more attractions and cleaning up houses and businesses tie for second.

**TABLE 4.6**  
**Comparison of Supplementary Tourist and Resident Images**  
**Charters Towers**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	IN RANK
CHANGE IMAGE FACTORS:							
UPGRADE STREETS: More & better signs, identify historical areas, seal streets	34	19			1	4	3
MORE ATTRACTIONS: Entertainment, activities, restore buildings	30	23			2	2	0
UPGRADE LANDSCAPING: More trees, flowers, shrubs in streets, cobblestone main street	14	25			4	1	3
UPGRADE HOUSES & BUSINESSES: Clean up houses, yards & businesses	7	23	4.604	.0318	6	2	4
DESCRIPTIVE IMAGE FACTORS:							
TOWN TYPE: Outback, country, historical, gold mining city, heritage	64	68			1	1	0
POSITIVE DESCRIPTIONS: Pleasant, unique, pretty, character, progressive	34	53			2	2	0
FRIENDLY: Friendly, easy going	27	43			3	3	0
QUIET: Quiet, peaceful, relaxing, slow, calm, sleepy	25	19			4	4	0

The table shows that tourists and residents are generally not in agreement with the relative importance of the four changes which could be made to Charters Towers. The only area of close agreement was: more attractions. The remaining three change image factors are three or four rankings apart with upgrading houses and businesses showing a significant difference. From their answers to this question it appears that tourists and residents have quite different priorities when it comes to change to be made to Charters Towers.

Strong similarities are apparent when comparing the ranking of the tourist and resident descriptive image factors, all four of the image factors having the same ranking. No significant differences were obtained from the Chi Square analysis.

#### 4.3.8 Summary of Similarity, Differences and Strength Between Tourist and Resident Images

Table 4.7 shows that the physical images of Charters Towers held by tourists and residents are strongly different with nine of the thirteen image factors showing differences and only four, the main highway, historic areas, the town centre and post office, being similar. Of the nine image factors which are different, four, some streets, not named, town park, school and hospital are strongly different.

**TABLE 4.7**  
**Summary of Similarities, Differences and Strength between Tourist and Resident Basic and Supplementary Images - Charters Towers**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 4.5	Main Highway  Historic Areas Town Centre Post Office	Some Streets, not named  Shops Town Park Houses Hotels Town Hall Stock Exchange Schools Hospital	T  R R R	Some Streets, not named Town Park School Hospital
Comments: Table 4.5	Historic Buildings The Town Town Park Main Street Houses	Other Buildings	T	The Town
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 4.6	More Attractions	Upgrade Streets  Upgrade Landscaping Upgrade Houses & Businesses	R	Upgrade Houses & Businesses
Descriptive: Table 4.6	Town Type Positive Friendly Quiet			

Five of the six comments are similar between the two groups although comments about the town are generally stronger by the tourist respondents. The change image factors have one image factor similar and three different, one of them, upgrade houses and businesses being strongly different. A strong trend to similarities is apparent with the descriptive image factors, all four being similar.

## **4.4 THE IMAGES OF HUGHENDEN**

### **4.4.1 Town Description**

Hughenden with a population of 1,600 (Australian Bureau of Statistics, 1993) (1,400 - Australian Bureau of Statistics, 1998c) lies on the Flinders Highway approximately 386 kms west of Townsville and 507 kms east of Mt Isa. It is the regional centre for the Shire of Flinders whose economy relies predominantly on the beef and sheep industry. The town is bounded to the north by the Flinders river which is dry most of the year only filling in the wet season (December to March). The main part of the town including the town centre is located on the southern bank of the Flinders River with some residential areas and the golf course and airport located on the northern side. On its south side Hughenden is bounded by the Great Northern Railway which runs from Mt Isa to Townsville. At Hughenden there is a major junction of the Great Northern which goes to Winton. This junction has led to the development of a large railway goods yard at Hughenden and the railway is a major employer in the area (200 persons) (Flinders Shire Council, 1995).

When entering the town from the direction of Townsville, the Flinders Highway does a long loop to the south prior to the town, which means that you enter Hughenden from the south. Once in town the highway runs for several blocks in the northerly direction then turns left to resume its westerly direction to Mt Isa. Where it passes through the town the highway is divided by a landscaped strip. The town is laid out in a standard grid pattern with very wide streets.

Hughenden has two caravan parks (one private, one Council owned), three hotels, four motels, two small supermarkets and a number of service facilities such as banks and clubs (UBD, 1993). For visitors the town's principal attractions are: Porcupine Gorge 60 kms north of the town and the Dinosaur Display Centre where a life size replica of the first entire fossil skeleton of a dinosaur is displayed.

#### **4.4.2 Subject Profile**

The survey was carried out between the 22 and 27 May, 1996. Local residents, local leaders, and tourists staying in town were approached and asked to fill out a questionnaire overnight. A total of 40 residents, 5 local leaders, and 37 tourists completed questionnaires. Many of the tourist respondents (78%) were interviewed in the council owned caravan park and the rest (22%) were interviewed at two local motels. Interviews were not carried out at the privately owned caravan park and motel on the west side of town as the owner refused permission to interview guests. Combining residents and local leaders produced two groups consisting of 45 residents and 37 tourists, a total of 82 responses.

Subject profile was made up of age, occupation, nights stayed (tourists) and years lived in the town (residents). The 45-59 age group represented 32% of the sample. The over 60's were 28%, with the 35-44 and 25-34 age groups 20% and 16%, respectively. The main occupations were retired 27%, self employed 21%, and clerical/sales/semi-skilled and professional at 21% and 17%, respectively.

Interesting aspects of the tourist profile were the large number (72%) of tourists over the age of 50, and retired (50%). Length of stay was also interesting, with 83% of tourists staying one night, 14% staying two nights and 3% staying longer. Interesting aspects of the resident profile was that 44% of sample were 60+ and 61% had lived in Hughenden for over 10 years.

Comparison of the tourist age data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to Cluster 5; the older touring holiday and sightseeing group. As Cluster 5 has the "highest visitation rate for Townsville/balance of Townsville/islands Northern" (Morrison et al., 1995) it is considered that a representative sample of tourist visitors has been obtained.



The resident age data was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for Hughenden (Australian Bureau of Statistics, 1993). While the 14-24 age cohort is lower than the ABT cohort the balance are well represented by the survey.

#### **4.4.3 The Basic Combined Image of Hughenden**

The physical image factors identified by the combined resident and tourist respondents are shown in Figure 4.5. From the figure it can be seen that the basic image of Hughenden is dominated by the main highway and then bounded by the railway to the south and river to the north. Most respondents identified some streets but did not name them. Shops and landscaping in the streets are the next elements identified by respondents. Hotels, particularly the Grand Hotel, the Dinosaur Centre and the post office are ranked respectively seventh, eighth and ninth and are the main buildings identified by respondents. The council caravan park is ranked equally with the post office while the schools or school (usually the state school) ranked tenth in the image (see Appendix H1 for list of other physical image factors).

One comment image factor had a response rate greater than 20%. This was positive comments about the main street (28%). This comment generally supported the street landscaping and different buildings within the main street.

FIGURE 4.5  
The Basic Combined Image of Hughenden



River (3) - Looking East

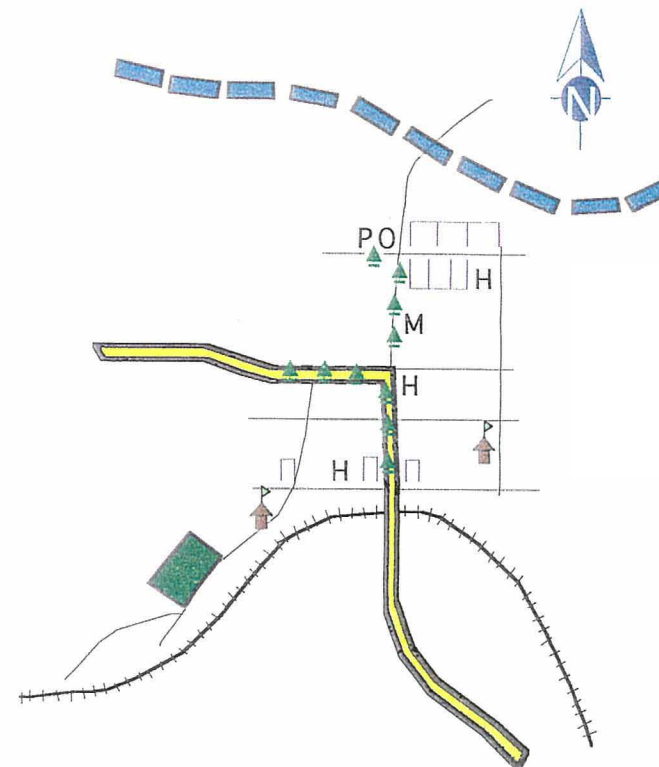


Shops (5) - Looking East



Post Office (9) - Looking North-West

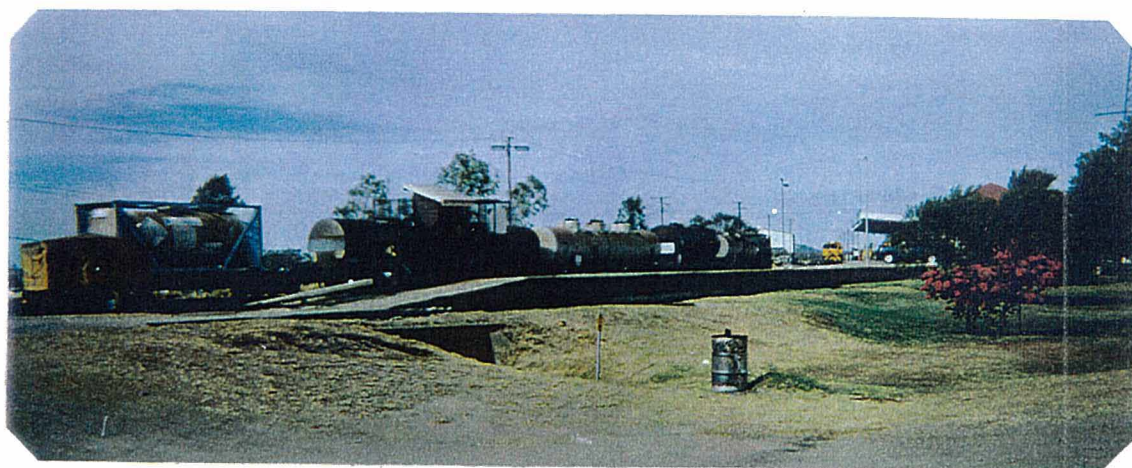
1		Main Highway	100%
2		Railway	60%
3		River	57%
4		Some Sts, not named	54%
5		Shops	51%
5		Landscaped Sts	51%
7		Hotels	46%
8		Dinosaur Museum	45%
9		Post Office	42%
9		Caravan Park	42%
10		Schools	39%



Dinosaur Museum (8) - Looking South-West



Hotel (7) - Looking South-East



Railway (2) - Looking South



Main Highway and Landscaped Streets (1, 5) - Looking North

#### 4.4.4 The Supplementary Combined Image of Hughenden

Three change image factors and seven descriptive image factors are listed in Table 4.8. The changes to Hughenden identified by the combined respondents are: cleaning up and sealing the streets and footpaths, more planting of vegetation as well as cleaning up, some yards, and increased town pride.

**TABLE 4.8**  
**Supplementary Combined Image - Hughenden**

SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE STREETS: More signs, seal roads, clean up footpaths	38	1
UPGRADE LANDSCAPING: More trees, flowers, shrubs in town	37	2
TOWN PRIDE: Needs a focal point, more facilities, nice shopping centre	24	3
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
FRIENDLY: Friendly, hospitable, sociable, easy-going	45	1
TOWN TYPE: Outback, western, rural, country	33	2
CLIMATIC DESCRIPTIONS: Dry, dusty, hot, shady	28	3
CLEAN: Clean, tidy, neat, nice	24	4
QUIET: Quiet, tranquil, peaceful, relaxing, laid-back	23	5
SPATIAL DESCRIPTIONS: Compact, dispersed, small, spreadout	21	6
NEGATIVE DESCRIPTIONS: Backward, uninteresting, stagnant, untidy	20	7

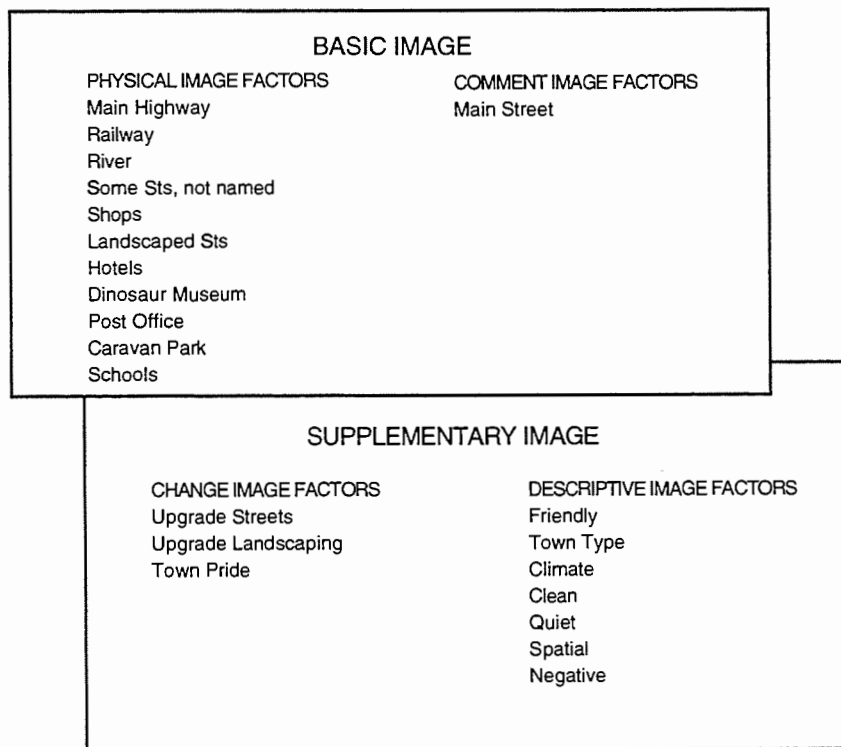
Hughenden was described by visitors and residents combined as a friendly, outback town, which is dry and clean and certainly quiet and tranquil. With lesser rated descriptions it is sometimes seen as a compact town or sometimes seen as a dispersed, town, which to some can be interesting or uninteresting to others.



#### 4.4.5 Summary of the Basic and Supplementary Combined Images of Hughenden

The combined basic image of Hughenden, produced from tourist and resident responses, is dominated the main highway passing through the town and the railway and river on its northern and southern boundaries. Other factors consisting of a some streets, not named form another strong image in respondent's image of the town. The landscaping in the main street forms another strong factor of people's image and possibly accounts for the strong ranking of the main street. The other factors of respondent's image of the town centre are shops and hotels, while the dinosaur centre, post office, caravan park and schools form an image of the town. These factors are supported by respondents comments about the town, the main street, individual buildings and the surrounding roads .

**FIGURE 4.6**  
**The Basic and Supplementary Combined Image of Hughenden**



The supplementary image of Hughenden are supported by the changes suggested by the combined respondents which reinforce the physical image factors identified originally in the basic image with its strong emphasis on upgrading streets and landscaping and issues of town pride. Upgrading houses and business, more attractions and issues about water are lower ranked but also add to the supplementary image

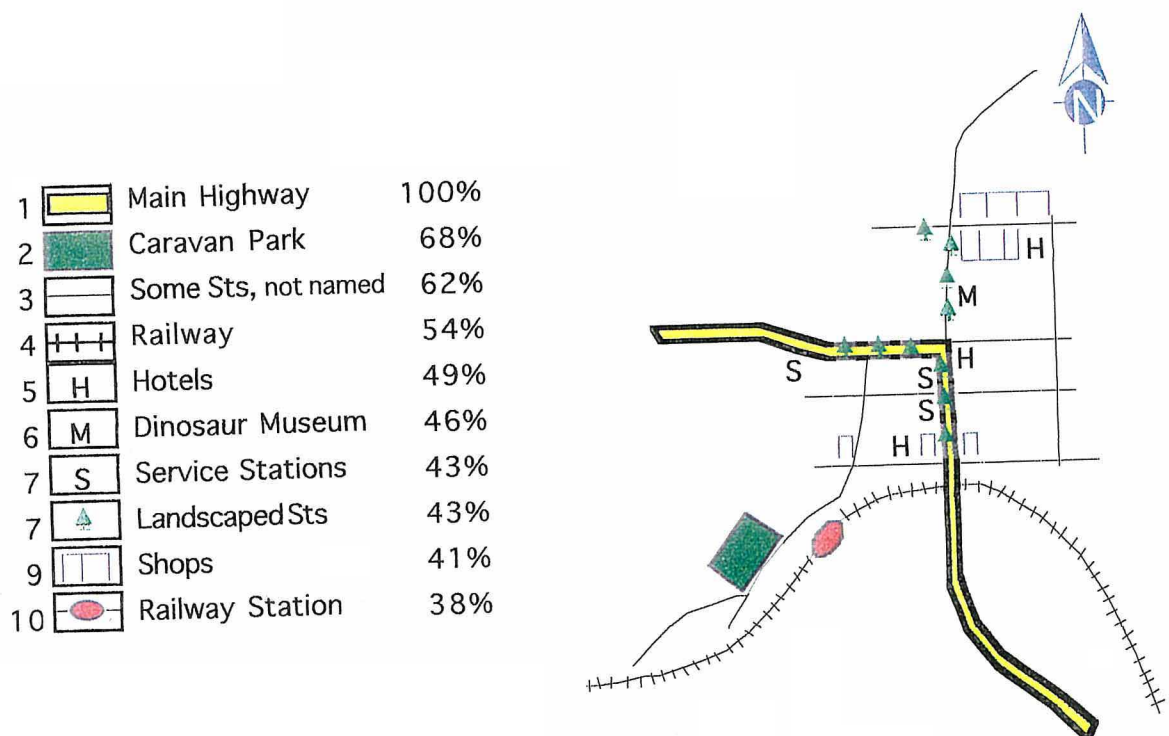
The combined descriptive image factors of Hughenden show a very positive image of Hughenden, with the friendly, town type climatic and clean descriptions highly ranked. Lesser ranked are the quiet, spatial, and negative descriptions. Finally, a small number of respondents, mainly residents, describe Hughenden as homely.

#### 4.4.6 The Basic Tourist and Resident Images of Hughenden

##### The Basic Tourist Image

The basic tourist image can be seen at Figure 4.7. In the figure the most important physical image factors for the tourist respondents were the main highway and the caravan park. Some local streets, not named was the next most important factor identified by respondents. The railway, hotels, dinosaur centre, service stations and landscaping in the streets are identified and rank as fourth, fifth, sixth, and equal seventh, respectively. Shops and the railway station are ranked ninth and tenth, respectively, by tourist respondents. The shop image factor identified by tourists does not refer to the shops in the town centre but to various groups of shops on the southern entrance into the town and close to the caravan park. The tourist image in Hughenden focuses on the caravan park and the immediate area around it. A possible explanation for this bias is the fact that for most of the tourists (83%), Hughenden was an overnight stop and therefore their interest in the town was limited (see Appendix H2 for list of other physical image factors).

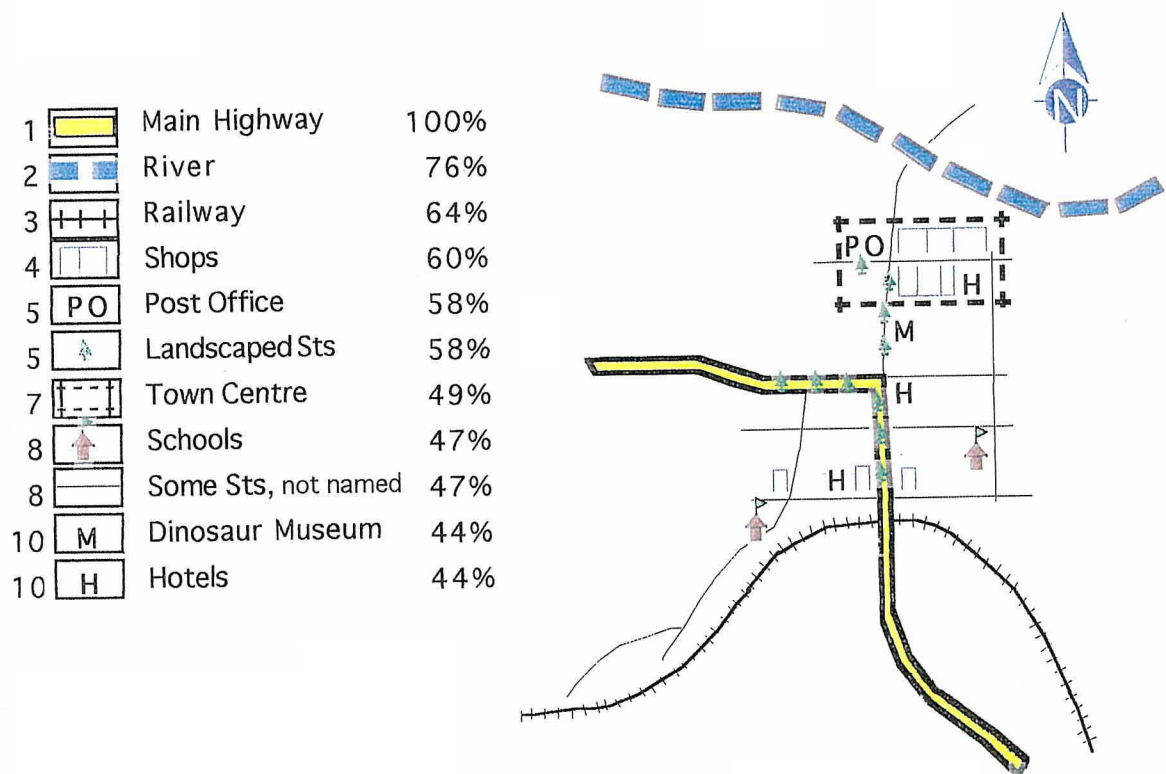
**FIGURE 4.7**  
**Basic Tourist Image of Hughenden**



### The Basic Resident Image

Figure 4.8 shows the resident's basic image with the main highway predominant and the boundaries of the river to the north and the railway to the south. Shops are ranked fourth by resident respondents, while the post office and landscaped streets share equal fifth ranking. The town centre is seventh and schools and some streets, not named together rank eighth while the dinosaur centre and hotels rank equal tenth. The ranking of the physical image factors shops and town centre are interesting as if combined they would be the strongest element in the resident image (100%), however they have been kept separate because shops deals with individual shops (landmarks) identified by the respondent while the town centre is identified as a distinct area (district) by the respondents. The resident image is more balanced than the tourist image with a roughly equal distribution of elements to the north and south of the town (see Appendix H3 for list of other physical image factors).

**FIGURE 4.8**  
**Basic Resident Image of Hughenden**



### Comparison of the Basic Tourist and Resident Images

In Table 4.9 the tourist and resident physical and comment image factors are compared by percentages and ranking. Looking at the physical image factors, only three factors were similar in ranking, the main highway, the railway, and landscaped streets. The other eleven factors are different when ranked being three to twenty seven rankings apart.

**TABLE 4.9**  
**Comparison of Basic Tourist & Resident Images - Hughenden**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK		
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT			
PHYSICAL IMAGE FACTORS:									
Main Highway	100	100	18.929	.0000	1	1	0		
Caravan Park	68	20			2	29	27		
Some Streets, not named	62	47			3	8	5		
Railway	54	64			4	3	1		
Hotels	49	44			5	10	5		
Dinosaur Centre	46	44	13.560	.0002	6	10	4		
Service Stations	43	27			7	22	15		
Landscaped Streets	43	58			7	5	2		
Shops	41	60			9	4	5		
Railway Station	38	24			10	28	18		
River	35	76			11	2	9		
Schools	30	47			12	8	4		
Post Office	22	58			17	5	12		
Town Centre	16	49			9.639	.0019	20	7	13
COMMENT IMAGE FACTORS:									
The Town	30	4	9.731	.0018	1	13	12		
Main Street	27	29	10.445	.0053	2	1	1		
Other Buildings	3	20			9	2	7		
Surrounding Roads	0	20	8.312	.0039	13	2	11		

Four of the physical image factors have a significant difference, caravan parks have a strong response from the tourists, while the river, post office and town centre have a strong response from the residents. Generally, comparing the response rates shows a fairly even response rate for factors with the same rating. For example, caravan park ranked 2 by tourists, with a response rate of 68%, is fairly closely matched with the river ranked 2 by residents, with a response rate of 76%, and so on for each factor. The basic tourist image of Hughenden is therefore almost as strong for the top ten factors as it is for the residents. However, as Appendix H3 shows, below the top ten level the residents still have more factors with response rates higher than 20% showing overall a stronger image of the town than that of the tourists.



Tourists ranked two comment image factors above 20%, they were the town and the main street, while residents ranked three, the main street, other buildings and surrounding roads. Only the main street was similar to the tourist rankings, the others showed differences when ranked. The differences are confirmed by Chi Square analysis. The comment by residents about the surrounding roads was a negative comment referring to the condition of the surrounding roads in the Shire. The other three comments reinforce the basic image produced by the physical image factors of respondents maps, particularly the town centre, landscaped streets and the various individual buildings named on the maps.

#### **4.4.7 The Supplementary Tourist and Resident Images of Hughenden**

Six changes are listed in Table 4.10. Tourists ranked only two change image factors above 20%, these were; upgrading the landscape and upgrading the streets. Residents gave the same priority to these factors but in reverse. So at this level tourists and residents responses are similar. Residents then ranked another four factors; town pride, upgrading houses and businesses, more attractions and water above 20%. A significant difference was found between tourists and residents for the upgrading of houses and businesses factor, with residents responses very strong.

Eight descriptions of Hughenden are identified in Table 4.10. In the case of the tourists, only four descriptive image factors had values greater than 20% they were town type, friendly, clean and quiet. When compared to the residents' response three of these factors share a similarity, town type, friendly and quiet. The other factor, tidy showed a difference. The residents also identified four other descriptive image factors these were climatic descriptions, negative descriptions, spatial descriptions and homely descriptions. The homely description shows a significant difference between tourist and resident respondents with residents showing the stronger response.

**TABLE 4.10**  
**Comparison of Supplementary Tourist and Resident Images**  
**Hughenden**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK		
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT			
<b>CHANGE IMAGE FACTORS:</b>									
UPGRADE LANDSCAPING: More trees, flowers, shrubs in streets	38	36	4.678	.0305	1	2	1		
UPGRADE STREETS: More & better signs, seal streets, clean up footpaths	27	47			2	1	1		
TOWN PRIDE: Needs a focal point, more facilities, nice shopping centre	16	31			4	3	1		
UPGRADE HOUSES & BUSINESSES: Clean up yards, paint houses & businesses	8	27			7	4	3		
MORE ATTRACTIONS: Build on Dino display, theatre, youth hall	11	22			5	5	0		
WATER: Dam river, use sand	5	20			8	6	2		
<b>DESCRIPTIVE IMAGE FACTORS:</b>									
TOWN TYPE: Outback, western, rural, country	43	24			5.673	.0172	1	3	2
FRIENDLY: Friendly, easy going, hospitable, sociable	38	51					2	1	1
CLEAN: Clean, tidy, neat, nice	32	18	3	8			5		
QUIET: Quiet, tranquil, peaceful, relaxing, laid-back	22	24	4	3			1		
CLIMATIC DESCRIPTIONS: Dry, dusty, hot, shady	19	36	5	2			3		
NEGATIVE DESCRIPTIONS: Backward, uninteresting, stagnant, untidy	14	24	8	3			5		
SPATIAL DESCRIPTIONS: Compact, dispersed, small, spreadout	19	22	5	6			1		
HOMELY DESCRIPTIONS: Homely, safe, close knit, caring, warm	3	20	9	7			2		

#### 4.4.8 Summary of Similarity, Differences and Strength Between Tourist and Resident Images

Table 4.11 shows that the physical images of Hughenden held by tourists and residents are strongly different, with eleven of the fourteen image factors showing differences and only three showing similarities. Tourists and residents rank the main highway, the railway and landscaped streets similarly in importance in their basic image of Hughenden. Strong differences are apparent with the caravan park, river, post office and the town centre.

The comments image factors follow the pattern for the physical image factors with one factor similar and three different. Of the three different one, the town is strongly

different from the tourist perspective while the other two, other buildings and surrounding roads are strongly different from the resident perspective.

**TABLE 4.11**  
**Summary of Similarities, Differences and Strengths between Tourist and Resident Basic and Supplementary Images - Hughenden**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 4.9	Main Highway Railway Landscaped Streets	Caravan Park Some Streets, not named Hotels Dinosaur Centre Service Stations Shops Railway Station River Schools Post Office Town Centre	T R R R	Caravan Park River Post Office Town Centre
Comments: Table 4.9	Main Street	The Town Other Buildings Surrounding Roads	T R R	The Town Other buildings Surrounding Roads
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 4.10	Upgrade Landscaping  Upgrade Streets Town Pride More Attractions Water	Upgrade Houses & Businesses	R	Upgrade Houses & Businesses
Descriptive: Table 4.10	Town Type Friendly Quiet Spatial Homely	Clean Climate Negative	R	Homely

A strong trend to similarities is apparent from both the change and descriptive image factors with five of the six change image factors and five of the eight descriptive image factors being similar. Strong differences favouring the resident respondents are apparent for one of the change image factors, upgrade houses and businesses, and one of the descriptive image factors, homely.

## **4.5 THE IMAGES OF INNISFAIL**

### **4.5.1 Town Description**

With a population of 8,500 (Australian Bureau of Statistics, 1993) (9,000 - Australian Bureau of Statistics, 1998c), Innisfail lies on the Bruce Highway approximately 280 kms north of Townsville and 90 kms south of Cairns. It is the regional centre of the Johnstone Shire whose economy relies primarily on the sugar industry. The town was established in 1882 along with its first sugar mill. Other primary products grown in the region are pawpaws, bananas, mangoes, tea and beef.

The city originally was laid out on a small hill located on the western side of the meeting place between the Johnstone and South Johnstone Rivers. It now crosses these two rivers and spreads out into the suburbs of East and South Innisfail and to Innisfail Estate north east to Flying Fish Point which is 16 kms north east of the city. The town centre is laid out in a grid pattern over a hilly terrain with views of the river from Rankin Street and Fitzgerald Esplanade. When travelling north the Bruce Highway turns left at King George Memorial Park and by-passes the town centre and river views.

Tourism is becoming increasingly important as low cost holiday accommodation becomes increasingly expensive in the Cairns, Port Douglas area. Accommodation in the city itself consists of over twelve hotels/motels, two backpacker motels, and four caravan parks (UBD, 1993). The city is well located to a variety of natural and man made attractions with Cairns 90 kms to the north, Mission Beach 50 kms to the south and the Atherton Tablelands, 100 kms to the west. National Parks, tropical islands and the Great Barrier Reef are all short distances from the city. Closer to the city tourists are able to visit a working tea plantation, a working sugar mill, a crocodile farm or an old ruined Spanish Castle. These are just some of the attractions accessible from the city (Royal Automobile Club of Queensland & Queensland Tourist & Travel Corporation, 1993).

#### **4.5.2 Subject Profile**

The survey was carried out between the 10 and 17 August 1996. During this period local residents, local leaders, and tourists staying in town were approached and asked to fill out a questionnaire overnight. A total of 53 residents, 4 local leaders, and 42 tourists completed questionnaires. The local residents and local leaders responses have been combined into one group, residents, making two groups consisting of 57 residents and 42 tourists, a total of 99 responses.

Subject profile was made up of age, occupation, nights stayed (tourists) and years lived (residents). The 45-59 age group was the largest age group interviewed in Innisfail, with 27% of the sample being in this group. The next highest were the 20-24 and 35-44 age groups with 20% each. The 60+ age group was low compared to other towns, being 11%. For occupations, 28% of the sample described their occupation as clerical/sales/semi-skilled and 24% described it as self employed/manager.

Other interesting aspects of the tourist profile was the large number 20% of tourists over the age of 60 and retired 32%. Over 34% of tourists stayed in Innisfail one or two nights, 42% stayed three to seven nights, and 24% stayed longer.

Over 24% of the resident respondents were under the age of 24, and 67% of respondents had lived in Innisfail for over 10 years.

Comparison of the tourist age data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster 2: the older low-activity passing-through group. As Cluster 2 has the "second-highest visitation rate for North West Qld/South West Qld/Central West Qld" (Morrison et al., 1995) (Morrison et al., 1995) it is considered that a representative sample of tourist visitors has been obtained.

The resident age data was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for Innisfail (Australian Bureau of Statistics, 1993). Apart from the 14-19 and 60+ cohort which were lower than the ABS cohorts the other age cohort are well represented by the survey.

#### **4.5.3 The Basic Combined Image of Innisfail**

From Figure 4.9 it can be seen that the basic image of Innisfail is dominated by the main highway, the river and town parks, (the river park and King George Park are included under town parks as both are equal distance from town centre and both received equal mention by respondents). Many streets, not named were drawn by a number of respondents which placed this factor in fourth place in the rankings. Shops and the two bridges ranked equal fifth while the town centre and some streets, not named were ranked seventh and eight, respectively. Lesser image factors were the churches, food shops (primarily the supermarkets), and the hotels which ranked ninth and equal tenth, respectively (see Appendix I1 for list of other physical image factors).

Three comment image factors had a response rate greater than 20%. Table 4.12 lists these factors with their ranking. The first two comments add strength to the corresponding physical image factors nominated on respondent's maps. The third factor is a new factor not brought up as a physical image factor, it relates to comments made by tourist respondents about things to do and see in the region around Innisfail.

**TABLE 4.12**  
**Basic Combined Image from Comment Image Factors - Innisfail**

COMMENT IMAGE FACTORS	COMBINED	
	%	RANK
Town Park	25	1
The River	23	2
Surrounding Area	20	3





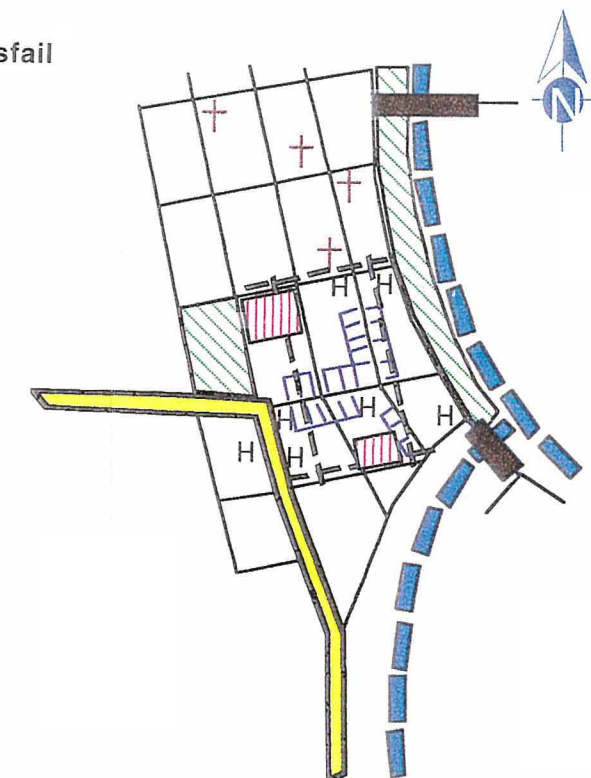
Main Highway and Hotel (1, 10) - Looking South



Shops and Town Centre (5, 7) - Looking South

FIGURE 4.9  
Basic Combined Image of Innisfail

1	Main Highway	100%
2	River	87%
3	Town Park	57%
4	Many Sts, not named	45%
5	Shops	43%
5	Bridges	43%
7	Town Centre	40%
8	Some Sts, not named	39%
9	Churches	36%
10	Food	35%
10	Hotels	35%



Bridge (5) - Looking East



River and Town Park (2, 3) - Looking East



Church (9) - Looking East



#### 4.5.4 The Supplementary Combined Images of Innisfail

Table 4.13 identifies two areas which tourists and residents combined would like to see changed in Innisfail. They were upgrading the landscaping, which included, more landscaping of the town, river banks and streets and upgrading the streets with more traffic lights, better parking and more signage specifically mentioned.

**TABLE 4.13**  
**Supplementary Combined Image - Innisfail**

SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE LANDSCAPING: More landscaping of town, river, streets, and vacant blocks (trees, flowers, shrubs), mall	36	1
UPGRADE STREETS: More traffic lights, clean up main st, more & better signage, footpaths, roundabouts, by-pass road, more parking, no centre parking	28	2
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
POSITIVE DESCRIPTIONS: Wild, exotic, attractive, pretty, scenic, beautiful, lovely, picturesque, colourful, pleasant, unique, lively, busy, growing, prosperous, cosmopolitan, multicultural	71	1
CLIMATIC DESCRIPTIONS: Wet, sunny, hot, tropical, agricultural, river, nature	40	2
QUIET: Quiet, peaceful, relaxing, slow, sleepy, lazy, content	27	3
TOWN TYPE: Country, historical, old, continental, typical river town	27	4
FRIENDLY: Friendly, easy going, casual	24	5

Together tourists and residents describe Innisfail as a wild, exotic and unique place which is wet, hot, green, and tropical, a typical river town retaining its quiet, peaceful, friendly, easy going atmosphere.

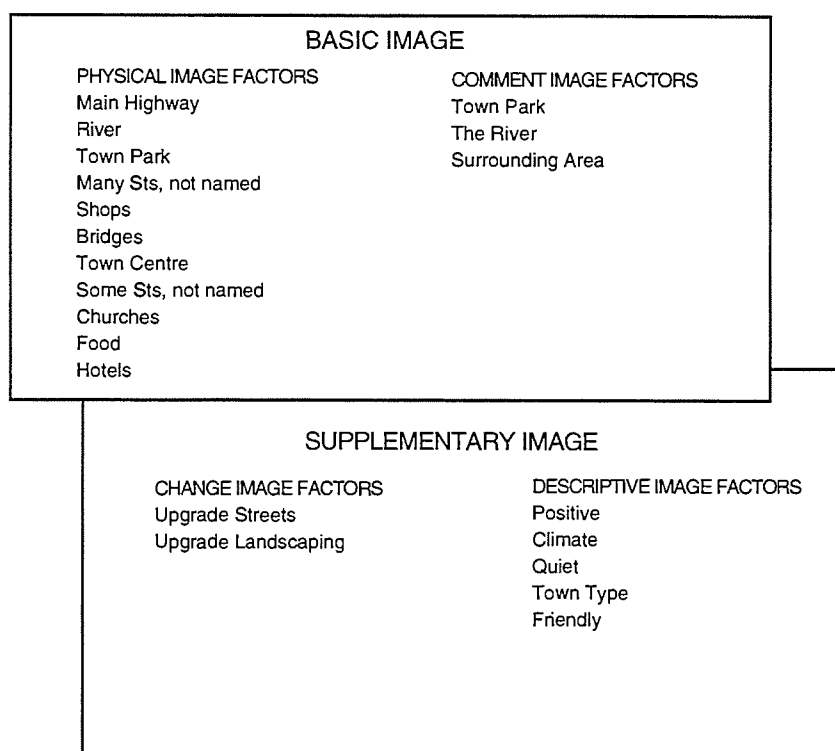
#### 4.5.5 Summary of the Combined Basic and Supplementary Images of Innisfail

The combined basic image of Innisfail, produced from tourist and resident responses, is dominated by the main highway by-passing the town, the river and the town parks.



Other factors consisting of a some streets, not named and a many streets, not named form another strong image in respondent's image of the town. The town centre is a lower ranked district identified by respondents. The other factors of respondent's image within the town centre are shops and hotels, with bridges, churches and food outlets adding to the image of the town. Two of the comment image factors (parks and the river) strengthen the image of the town held by many of the respondents, the comment about the surrounding area adds detail to the basic image of the town.

**FIGURE 4.10**  
**The Basic and Supplementary Combined Image of Innisfail**



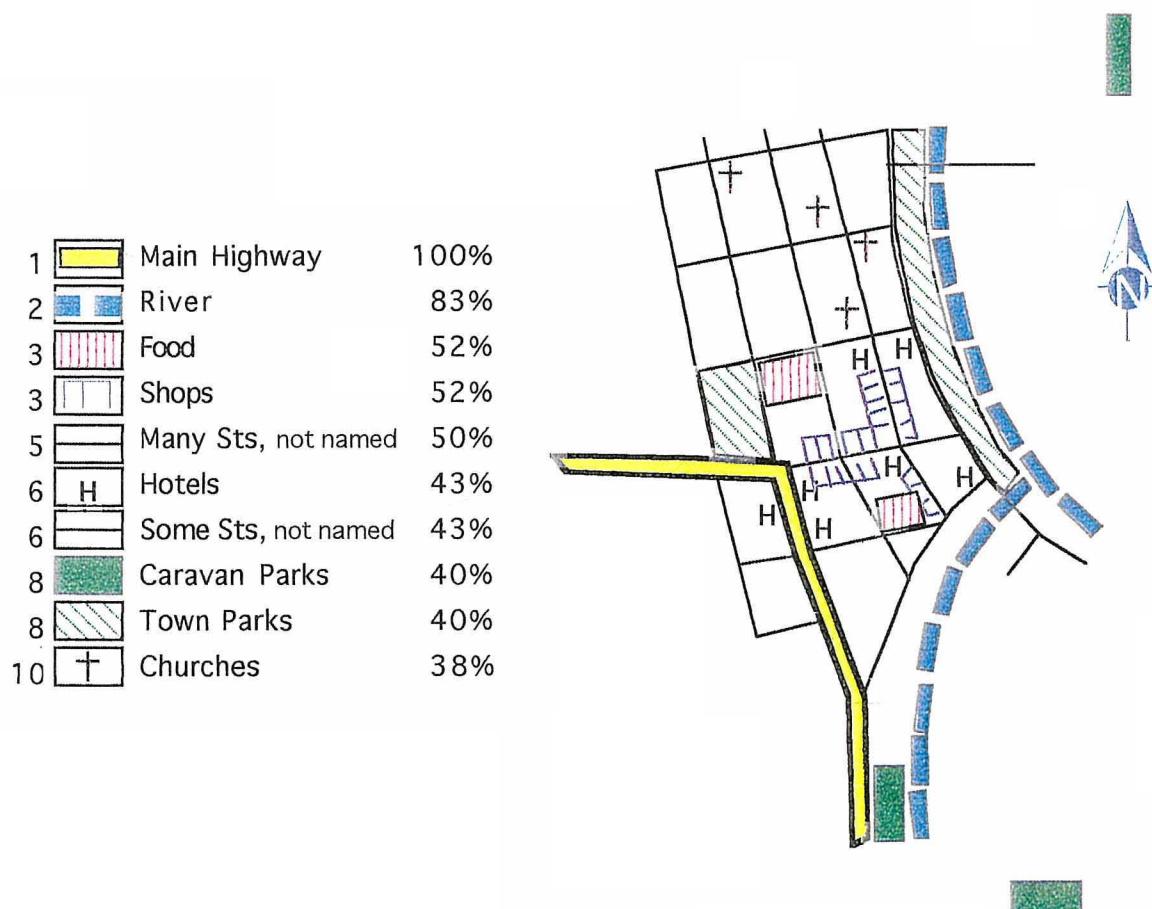
The supplementary image of Innisfail is partially built from the changes to Innisfail suggested by the combined respondents. They reinforce the particular factors identified originally in the basic images and have a strong emphasis on upgrading streets and landscaping and a lesser emphasis on upgrading houses and businesses and more attractions. The descriptive image factors of Innisfail show a very positive image of the town, with the positive, climatic, quiet and friendly descriptions ranking very highly. Lesser rank descriptions were town type and the negative descriptions.

#### 4.5.6 The Basic Tourist and Resident Physical Images of Innisfail

##### The Basic Tourist Image

The tourist image can be seen at Figure 4.11. In the first two physical image factors of the tourist respondents were the main highway and the river. Food (supermarket mostly mentioned), and shops were ranked equal third. A large number of respondents draw many streets, not named, ranking this factor fifth, with hotels and some streets, not named ranked equal sixth. Caravan parks and the two town parks were ranked next at equal eighth with churches tenth (see Appendix I2 for list of other physical image factors).

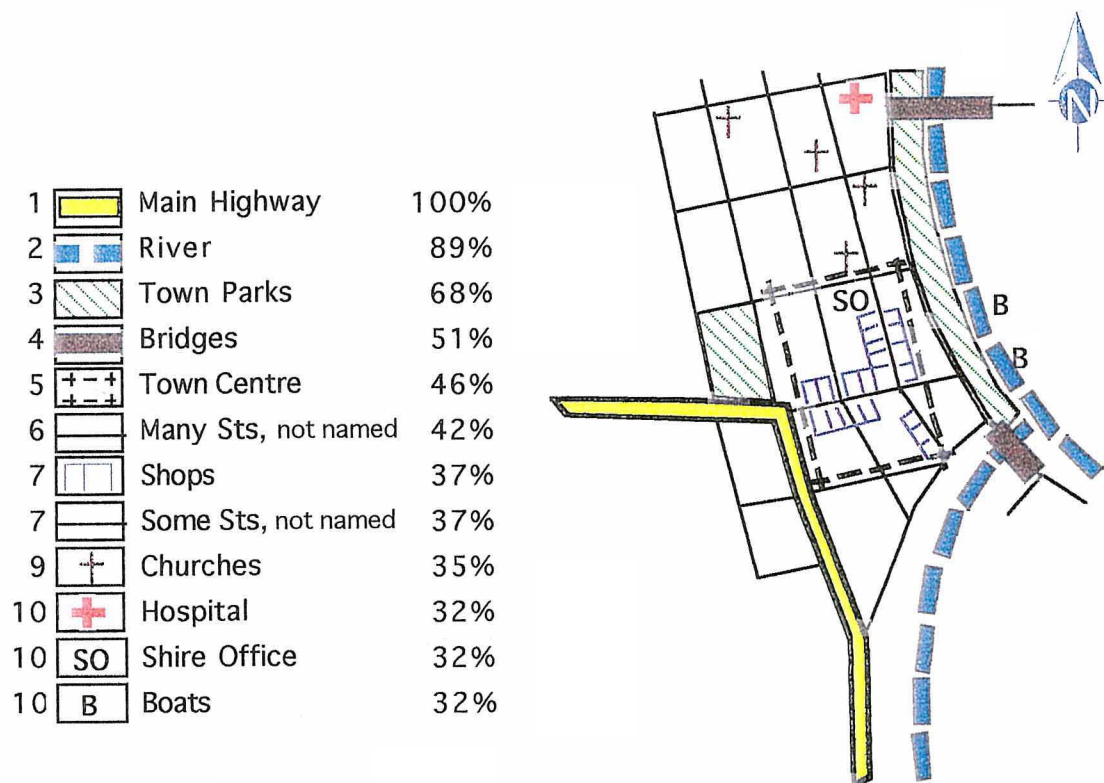
**FIGURE 4.11**  
**Basic Tourist Image of Innisfail**



### The Basic Resident Image

The resident's basic image shown in Figure 4.12 also ranks the main highway and the river as the top physical image factors with town parks and bridges ranking third and fourth. The town centre and many streets, not named are ranked fifth and sixth in the resident responses. Shops and the some streets, not named are listed as equal seventh ranking with churches ranked ninth. The hospital, shire offices, and boats on the river share equal tenth ranking for residents (see Appendix I3 for list of other physical image factors).

**FIGURE 4.12**  
**Basic Resident Image of Innisfail**



## Comparison of the Basic Tourist and Resident Images

Table 4.14 looks more closely at the tourist and resident rankings in order to identify differences and similarities between the two groups.

**TABLE 4.14**  
**Comparison of Basic Tourist & Resident Images - Innisfail**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
PHYSICAL IMAGE FACTORS:							
Main Highway	100	96	9.254	.0023	1	1	0
River	83	89			2	2	0
Food	52	3			3	18	15
Shops	52	37			3	7	4
Many Streets, not named	50	42			5	6	1
Hotels	43	6	18.599	.00002	6	13	7
Some Streets, not named	43	37			6	7	1
Caravan Parks	40	8			8	42	34
Town Park	40	68			8	3	5
Churches	38	35			10	9	1
Bridges	33	51	7.686	.0055	11	4	7
Town Centre	33	46			11	5	6
Hospital	26	32			14	10	4
Boats	24	32			15	10	5
Shire Office	12	32			27	10	17
COMMENT IMAGE FACTORS:							
Surrounding Roads	26	16	9.560	.0019	1	21	20
Town Park	10	37			8	1	7
River	10	33			8	2	6

Five factors are similar in ranking to each other (within two rankings), they are: the main highway, the river, many streets, not named, some streets, not named and churches. The remaining ten factors are classified as different through their ranking. Four of these, food, caravan parks, town park and shire office are strongly different the first two in favour of the tourists, the second two in favour of the residents

Only one large difference between percentages is apparent in the top ten ranked physical image factors, that is the factor ranked 3 by tourists and residents, food (52%) and town park (68%), respectively. Generally the strength of the tourist responses is similar to the strength of the resident responses in the top ten physical image factors.

There is no similarity between tourist and resident comments, the tourists rated the surrounding area highly, while the residents rated the town parks and the river

highly. Significant differences for the town park and river demonstrate the strong image residents have of these two image factors compared to tourists. The comments by residents add strength to the physical image factors with the same name which have already been highly rated by both groups. The surrounding area adds a further dimension to our tourist image of Innisfail.

#### **4.5.7 The Supplementary Tourist and Resident Images of Innisfail**

Five change image factors and six descriptive image factors are listed in Table 4.15 below. From the table it can be seen that tourists identified three change image factors: upgrading the streets, upgrading the landscaping and a large group of tourists who, had no opinion. Residents, on the other hand, identified four factors: Upgrading streets and landscaping, which they ranked in reverse order to tourists and upgrading houses and businesses and more attractions, tourists ranked the two later factors quite low.

The changes to Innisfail suggested by tourist and resident respondents are very similar with three of the five changes within one ranking of each other. The other two are different being five rankings apart. Significant differences are apparent for upgrading landscaping, miscellaneous and upgrading houses and businesses, residents having a stronger image of landscaping and house upgrading and a greater number of tourists having no opinion.

Very strong similarities are apparent between the tourist and resident responses with three of the six descriptions being the same and two varying by only one ranking. The only exception is the negative comments section in which there is a ranking difference of four. The strength of the resident response for positive descriptions is significant compared to the tourist response and the opposite is true for the negative response.

**TABLE 4.15**  
**Comparison of Supplementary Tourist and Resident Images**  
**Innisfail**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
<b>CHANGE IMAGE FACTORS:</b>							
UPGRADE STREETS: More traffic lights, clean up main street, more & better signs, footpaths, roundabouts, by-pass road, more parking, no centre parking	36	23			1	2	1
UPGRADE LANDSCAPING: More landscaping of town, river, streets & vacant blocks (trees, flowers, shrubs), mall	24	46	4.968	.0258	2	1	1
MISC: Don't know, no opinion, nothing, no comment	21	4	7.862	.0050	3	8	5
MORE ATTRACTIONS: Bikeway to Flying Fish Point, more indoor recreation, more promotion of attractions, more use of river	12	21			5	4	1
UPGRADE HOUSES & BUSINESSES: Clean & repaint buildings, tired town, upgrade caravan parks	7	23	4.379	.0363	7	2	5
<b>DESCRIPTIVE IMAGE FACTORS:</b>							
POSITIVE DESCRIPTIONS: Wild, exotic, attractive, pretty, scenic, beautiful, lovely, picturesque, colourful, pleasant, unique, lively, busy, growing, prosperous, cosmopolitan, multicultural	60	79	4.404	.0358	1	1	0
CLIMATIC DESCRIPTIONS: Wet, sunny, hot, tropical, river, nature	31	46			2	2	0
QUIET: Quiet, peaceful, relaxing, slow, sleepy, lazy, content	29	26			3	4	1
FRIENDLY: Friendly, easy going, casual	24	25			4	5	1
TOWN TYPE: Country, historical, old, continental, typical river town	21	30			5	3	2
NEGATIVE DESCRIPTIONS: Narrow minded, boring, grey city, reluctant to change	21	18	10.307	.0013	5	9	4

#### 4.5.8 Summary of Similarities, Differences and Strength between Tourist and Resident Images

Tourists and residents rank the main highway, the river, local streets and churches similarly in importance in their images of Innisfail. Strong differences are apparent with the food outlets, caravan parks, town park and shire office. Overall only five of the fifteen physical image factors are similar between the tourists and residents.

The comment image factors also show a difference between tourists and residents. Particularly in the case of the town park and the river. A strong trend to similarities is apparent from both the descriptive and change image factors with three of the five

change image factors being similar and five of the six descriptive image factors being similar.

Three comment image factors have significant differences, one upgrade landscaping does not show a difference under the ranking system. It is a good example of the relative strength of the tourist and resident image, in this case the resident image being the stronger of the two. Only the negative description has a significant difference between the tourist and resident responses in this case the resident response being stronger.

**TABLE 4.16**  
**Summary of Similarities, Differences and Strength between Tourist**  
**and Resident Basic and Supplementary Images - Innisfail**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 4.14	Main Highway River Many Streets, not named Some Streets, not named Churches	Food Shops Hotels Caravan Parks Town Park Bridges Town Centre Hospital Boats Shire Office	T T R R	Food Caravan Parks Town Park Shire Office
Comments: Table 4.14		Surrounding Roads Town Parks River	R R	Town Park River
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 4.15	Upgrade Streets Upgrade Landscaping More Attractions	Miscellaneous Upgrade Houses & Businesses	R T R	Upgrade Landscaping Miscellaneous Upgrade Houses & Businesses
Descriptive: Table 4.15	Positive Climate Quiet Friendly Town Type	Negative	T	Negative

## **4.6 THE IMAGES OF MAREEBA**

### **4.6.1 Town Description**

With a population of 6,800 (Australian Bureau of Statistics, 1993) (6,900 - Australian Bureau of Statistics, 1998c) Mareeba lies just off the Kennedy Highway approximately 65 kms west of Cairns. It is the regional centre of the Mareeba Shire which has an area of 52,585 square kilometres. The economy of the shire relies on industries such as: tobacco growing, cattle, sugar cane, fruit, rice growing, vegetables, coffee, mining and tourism. The town was established in 1880 by John Atherton, the first settler on the Barron River (UBD, 1993).

The town is located on the Atherton tablelands at an elevation of 450 metres above sea level. It is laid out in a standard grid pattern but is linear in shape the main street running in a north south direction for about 3 kms. It is well laid out with very pleasant landscaping along the entrance especially coming from the direction of Cairns or Atherton and the town has won the tidy town award a number of years in a row. The town is a major route for travellers going through to Cooktown or Cape York but is normally by-passed by day trippers doing the Cairns - Atherton - Innisfail drive.

Tourism is becoming increasingly important to the town's economy as residents realise the potential of tapping into the Cairns market and major efforts are being made at the time of writing to improve the town's image and provide more attractions. Accommodation in the town consists of six hotel/motels and four caravan parks (UBD, 1993). The town is well located to a variety of natural and manmade attractions with Cairns to the east, Atherton to the south and Cooktown further north. National Parks, the Barron Gorge and numerous waterfalls are all a short distance from the town. Attractions within the town include the Mareeba Rodeo, the town park and the Barron River.



#### **4.6.2 Subject Profile**

The survey was carried out between the 5 and 9 June, 1996. Local residents, local leaders, and tourists staying in town were approached and asked to fill out a questionnaire overnight. A total of 42 residents, 3 local leaders, and 31 tourists completed questionnaires. The local residents and local leaders responses have been combined into one group, residents, making two groups consisting of 45 residents and 31 tourists, a total of 76 responses.

Subject profile was made up of age, occupation, nights stayed (tourists) and years lived (residents). The 45-59 were the largest age group interviewed in Mareeba with 29% of the sample. The next group were the +60's at 25%, and the under 35-44 group at 21%. Over 26% of the sample described their occupation as retired, 20% described their occupation as self employed, and 22% described their occupations as clerical/sales/semi-skilled.

Other interesting aspects of the tourist profile was the large number (45%) of tourists over the age of 60 and retired (56%). Over 48% of tourists stayed in Mareeba one or two nights, 16% stayed 3 to 7 nights, and 36% stayed over one week.

Age groups were well balanced in the resident group with 29% (45-59), 22% in the (35-44) group, and 20% in the (25-34) age group. Over 34% of resident respondents gave their occupation as self employed/manager, and 25% indicated they were clerical/sales/semi-skilled. 67% of residents had lived in Mareeba for over 10 years, 20% for under 5 years and 13% between 6 and 10 years.

Comparison of the tourist age data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster 5; the older touring holiday and sightseeing group. As Cluster 5 has the "highest visitation rate for Townsville/balance of Townsville/islands Northern" (Morrison et

al., 1995) it is considered that a representative sample of tourist visitors has been obtained.

The resident age data was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for Mareeba (Australian Bureau of Statistics, 1993). Each age cohort of the Australian Bureau of Statistics data is well represented by the survey.

#### 4.6.3 The Basic Combined Image of Mareeba

From Figure 4.13 it can be seen that the physical image of Mareeba is dominated by the main highway. The town park and shops rank second and third behind it. Some streets, not named was ranked fourth with the information centre and the town centre ranked equal fifth. The river was ranked seventh. Lower rated elements are the many streets, not named, the caravan park and food shops (mainly the supermarket) (see Appendix J1 for list of other physical image factors).

Positive comments about the main street of Mareeba, about the environmental park town park) and about the town scored high enough to potentially rank eighth, ninth and thirteenth in the image. The first two strengthen the highway and park elements already defined by the respondents while the third adds general detail to the image.

**TABLE 4.17**  
**Basic Combined Image from Comment Image Factors - Mareeba**

COMMENT IMAGE FACTORS	COMBINED	
	%	RANK
Main Street	38	1
Town Park	36	2
The Town	30	3



FIGURE 4.13  
The Basic Combined Image of Mareeba

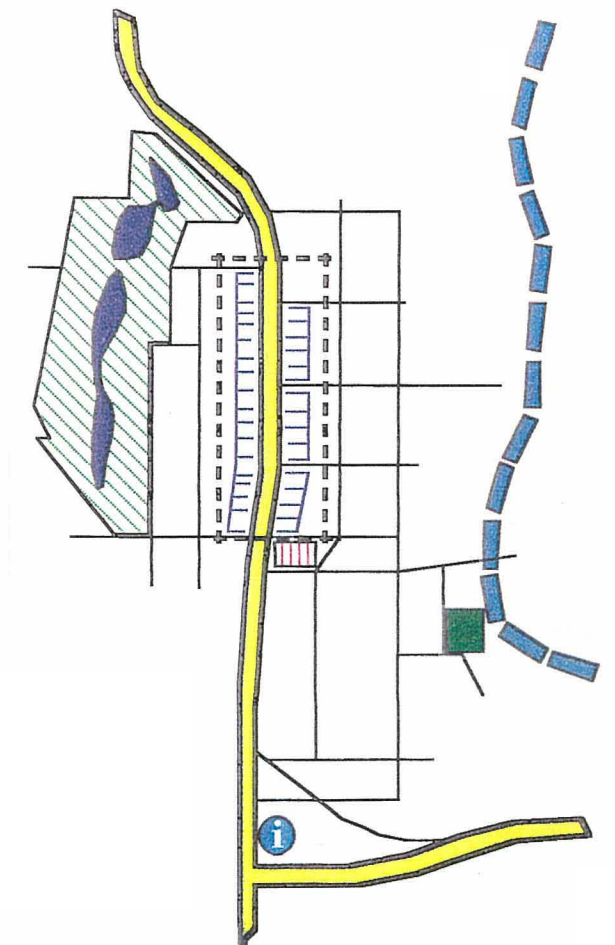


Town Park (2) - Looking West



Information Centre (5) - Looking East

1	Main Highway	100%
2	Town Park	67%
3	Shops	59%
4	Some Sts, not named	50%
5	Information Centre	46%
5	Town Centre	46%
7	River	41%
8	Many Sts, not named	34%
9	Caravan Park	32%
10	Food	30%



Main Highway, Shops and Town Centre (1, 3, 5) - Looking North



River (7) - Looking East



#### 4.6.4 The Supplementary Combined Images of Mareeba

Table 4.18 shows that the changes to Mareeba identified by respondents are: more landscaping of the town, upgrading the houses, yards and businesses in town, upgrading the streets and pride in the town.

**TABLE 4.18**  
**Supplementary Combined Image - Mareeba**

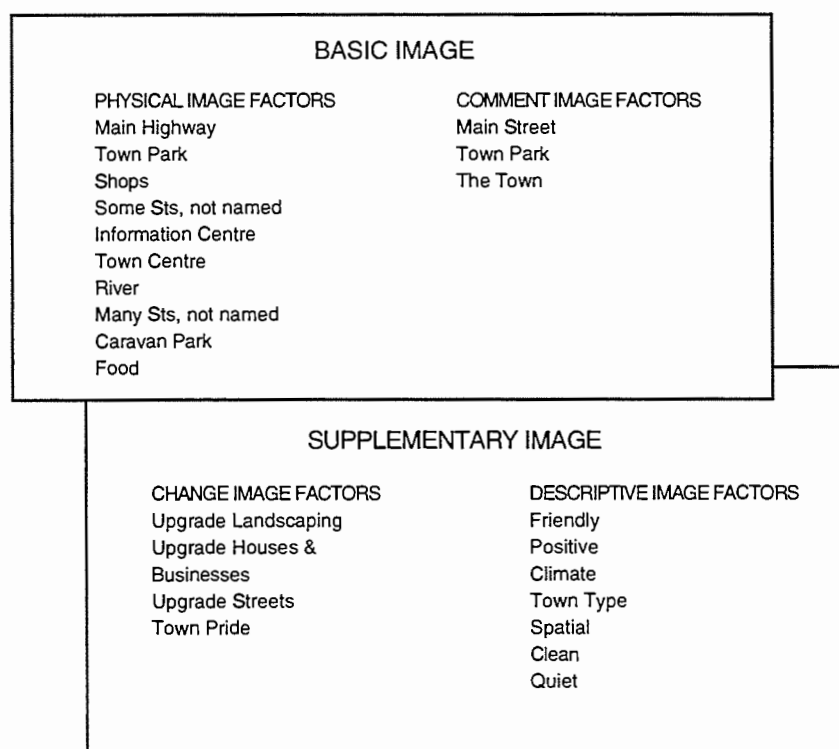
SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE LANDSCAPING: More landscaping of town, streets, and vacant blocks (trees, flowers, shrubs)	28	1
UPGRADE HOUSES & BUSINESSES: Get rid of sawmill, tidy up railway yard & station, upgrade buildings, themed CBD	25	2
UPGRADE STREETS: Fill in potholes, clean footpaths, better parking for tourist vans, caravan park signs, divert heavy traffic	24	3
TOWN PRIDE: "Gateway to Cape", very attractive as is, more diversity in shopping, clean up drunks, more work, more smiles	21	4
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
FRIENDLY: Friendly, casual, accommodating	42	1
POSITIVE DESCRIPTIONS: Pleasant, picturesque, pretty, green, prosperous, good service, potential, cosmopolitan, attractive, diversity	38	2
CLIMATIC DESCRIPTIONS: Dry, hot, sunny, wet/dry tropics, good climate	36	3
TOWN TYPE: Outback, country, rural, historical, multicultural	33	4
SPATIAL DESCRIPTIONS: Spacious, small, well planned, diverse, central, open	30	5
CLEAN: Clean, tidy	22	6
QUIET: Quiet, peaceful, relaxing, restful, slow	21	7

In Table 4.18 Mareeba is described by tourists and residents alike as a friendly, pleasant, picturesque, dry, sunny, outback rural town. Lesser rated descriptions call it a sometimes spacious, sometimes small, well planned, clean and tidy, quiet and peaceful town.

#### 4.7.5 Summary of the Combined Basic and Supplementary Images of Mareeba

The combined basic image of Mareeba produced from tourist and resident responses, is dominated by the main highway passing through the town and the town park which are the main two physical image factors. Many respondents had a strong image in their minds of some streets in the town but could not name them, a smaller number of respondents knew many streets, but not their names. The town centre was a strong district identified by respondents and the river formed part of the town surrounds. The other physical image factors identified by respondent's made up the image of the town (caravan park), the town centre (shops, food outlets) or the town surrounds (information centre).

**FIGURE 4.14**  
**The Basic and Supplementary Combined Image of Mareeba**



Two comment image factors strengthened the image of the main street and town park while a third factor, comments about the town, added to the basic image. Part of the

supplementary image of Mareeba is made up of changes to Mareeba suggested by the combined respondents. These change image factors reinforce and add detail to the basic image, with a strong emphasis on upgrading landscaping, houses and businesses and streets, and town pride.

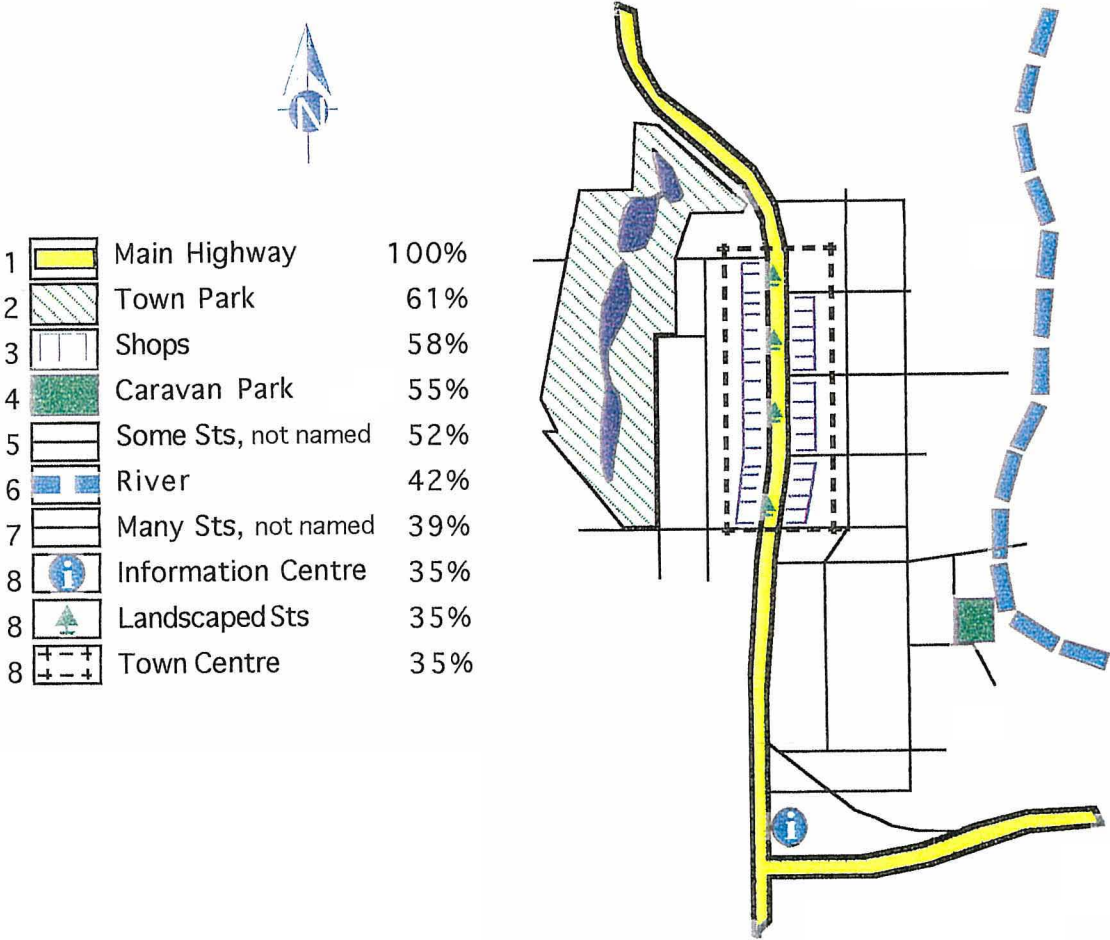
The other part of the supplementary image of Mareeba is made up of the combined descriptive image factors of Mareeba, which show a very positive image of the town with friendly, positive, climatic, and town type descriptions ranking very highly. Lesser ranked were the spatial, clean and quiet descriptions.

4.6.6 The Basic Tourist and Resident Images of Mareeba

The Basic Tourist Image

The tourist image can be seen at Figure 4.15. The first three physical image factors of the tourist image are the same as that of the combined image, that is, the main highway, the town park and shops. The caravan park, some streets, not named, the river and many streets, not named are ranked fourth, fifth, sixth and seventh respectively. Three factors share equal eighth place, they are: the information centre, landscaping in the main street and the town centre (see Appendix J2 for list of other physical image factors).

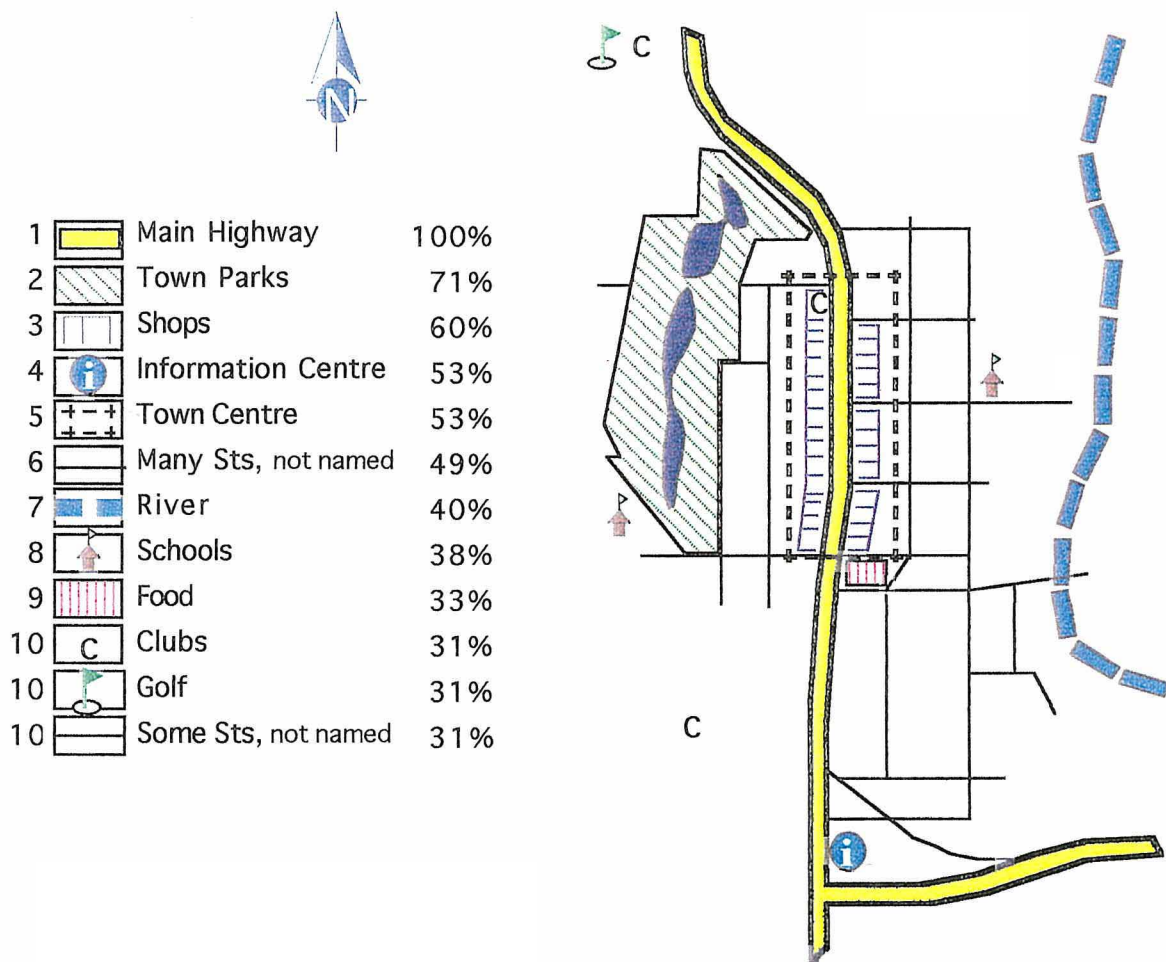
FIGURE 4.15  
Basic Tourist Image of Mareeba



### The Basic Resident Image from Physical Image Factors

The resident's image shown in Figure 4.16 also ranks the main highway, the town park and shops as first, second and third. Equal fourth place is shared by the information and town centre while some streets, not named, the river, schools and food shops are listed sixth, seventh, eighth and ninth respectively. Clubs share equal tenth ranking with the golf course and many streets, not named (see Appendix J3 for list of other physical image factors).

**FIGURE 4.16**  
**Basic Resident Image of Mareeba**





## Comparison of the Basic Tourist and Resident Images

Table 4.19 looks more closely at the tourist and resident rankings in order to identify differences and similarities between the two groups.

**TABLE 4.19**  
**Comparison of Basic Tourist & Resident Images - Mareeba**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
PHYSICAL IMAGE FACTORS:							
Main Highway	100	100	13.109	.0002	1	1	0
Town Park	61	71			2	2	0
Shops	58	60			3	3	0
Caravan Park	55	16			4	29	25
Some Streets, not named	52	49			5	6	1
River	42	40	7.474	.0062	6	7	1
Many Streets, not named	39	31			7	10	3
Information Centre	35	53			8	4	4
Landscaped Streets	35	24			8	19	11
Town Centre	35	53			8	4	4
Food	26	33	4.856	.0275	12	9	3
Clubs	23	31			14	10	4
Schools	10	38			25	8	17
Golf	10	31			25	10	15
COMMENT IMAGE FACTORS:							
Main Street	58	24	8.792	.0030	1	2	1
Town	39	24	12.975	.0003	2	2	0
Town Park	35	36			3	1	2
Shopping	26	0			4	24	20
Caravan Park	23	2			5	17	12

Five factors are the same or similar in ranking to each other (within two rankings), they are: the main highway, the town park, shops, some streets, not named and the river. The other nine are different in their rankings. An examination of the percentage value per ranking for the five similar image factors indicates very little difference between the tourist and resident image. Generally the strength of the tourist responses is similar to the strength of the resident responses in the top ten physical image factors. Exceptions are the caravan park stronger for the tourists and the schools and golf course stronger for the residents.

Table 4.19 also lists comments made by tourist and resident respondents on their maps. Similarities are apparent between tourist and resident responses for the main street, town and town park comments although the tourist image of the main streets is much stronger than the resident image. These comments strengthen the basic image created from the physical image factors, particularly the town park shops landscaped

streets and main highway factors. The other two comment factors are exclusive to the tourist respondents adding strength to the caravan park image as well as adding a new factor shopping to our overall basic tourist image.

#### 4.6.7 The Supplementary Tourist and Resident Images of Mareeba

Four changes and seven descriptions are listed in Table 4.20 below. Similarities are apparent between tourists and residents in the table with three of the four changes being either equal or within one ranking of each other.

**TABLE 4.20**  
**Comparison of Supplementary Tourist and Resident Images**  
**Mareeba**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
<b>CHANGE IMAGE FACTORS:</b>							
UPGRADE LANDSCAPING: More landscaping of town, streets & vacant blocks (trees, flowers, shrubs)	29	27	4.086	.432	1	2	1
UPGRADE HOUSES & BUSINESSES: Get rid of sawmill, tidy up railway yard & station, upgrade buildings, themed CBD	13	33			4	1	3
UPGRADE STREETS: Fill in potholes, clean footpaths, better parking for tourist vans, caravan park signs, divert heavy traffic	19	27			2	2	0
TOWN PRIDE: "Gateway to Cape", very attractive as is, more diversity in shopping, clean up drunks, more work, more smiles	16	24			3	4	1
<b>DESCRIPTIVE IMAGE FACTORS:</b>							
FRIENDLY: Friendly, casual, accommodating	58	31	5.470	.0193	1	4	3
POSITIVE DESCRIPTIONS: Pleasant, picturesque, pretty, green, prosperous, good service, potential, cosmopolitan, attractive, diversity	52	29	4.016	.0450	2	5	3
CLEAN: Clean, tidy	32	16			3	7	4
TOWN TYPE: Outback, country, rural, historical, multicultural	26	38			4	2	2
SPATIAL DESCRIPTIONS: Spacious, small, well planned, diverse, central, open	26	33			4	3	1
QUIET: Quiet, peaceful, relaxing, restful, slow	26	18			4	6	2
CLIMATIC DESCRIPTIONS: Dry, hot, sunny, wet/dry tropics, good climate	23	44			7	1	6

The other change shows a differences of three rankings and also a significant difference between the response rate. However it must be noted here that the tourist respondents rated only one of the change image factors above 20%, this was upgrading of the

landscaping. Upgrading streets was 19% giving it equal second ranking with the resident response which was 27%, the other two change factors in the tourist response have very low percentages and must be considered very weak image factors for the tourist responses.

Strong responses from tourists in their descriptions of Mareeba with seven descriptive image factors ranging from 58% down to 23%. The resident's response was not as strong with only five of the descriptive image factors above 20% and with a lower range of percentages, 44% to 29% and significant differences of the friendly and positive descriptive image factors.

Similarities are apparent between the tourist and resident responses to this question with three of the seven image factors within two rankings of one another. Differences of three to six rankings are apparent in four of the descriptive image factors.

#### **4.6.8 Summary of Similarities, Differences and Strength between Tourist and Resident Images**

Tourists and residents rank the main highway, the town park, shops, some streets, not named and the river similarly in importance in their images of Mareeba. Strong differences are apparent with the caravan park, schools and the golf course.

Table 4.21 shows that the physical images of Mareeba held by tourists and residents are strongly different with nine of the fourteen physical image factors showing differences and only five showing similarities. The comments section is split with three of the five similar and two significantly different. Of the five similar, one, the main street comment has a significant difference in the strength of the tourist and resident image.

The change image factors show a strong similarity with only one of the four factors showing a significant difference. Descriptive image factors lean toward difference with four (two significantly different) of the seven factors different and three showing being similar.

**TABLE 4.21**  
**Summary of Similarities, Differences and Strength between Tourist**  
**and Resident Basic and Supplementary Images - Mareeba**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 4.19	Main Highway Town Park Shops Some Streets, not named River	Caravan Parks Many Streets, not named Information Centre Landscaped Streets Town Centre Food Clubs Schools Golf	T R R	Caravan Park Schools Golf
Comments: Table 4.19	Main Street Town Town Park	Shopping Caravan Park	T T	Shopping Caravan Park
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 4.20	Upgrade Landscaping  Upgrade Streets Town Pride	Upgrade Houses & Businesses	R	Upgrade Houses & Businesses
Descriptive: Table 4.20	Town Type Spatial Quiet	Friendly Positive Clean Climate	T T	Friendly Positive

## **4.7 THE IMAGES OF PORT DOUGLAS**

### **4.7.1 Town Description**

With a population of 3,700 (Australian Bureau of Statistics, 1993) (3,600 - Australian Bureau of Statistics, 1998c) Port Douglas lies just off the Captain Cook Highway 61 Kms north west of Cairns. The town is in the shire of Douglas but is not the regional centre of the shire this belonging to Mossman which lies 13 kms north west. In the early 1880's the town served the mining and sugar industries but its importance declined through the years until it was recognised in the early 1970's as a potential tourism destination. Today its economy is based entirely on tourism.

The town is located at the end of a peninsular formed by Trinity Bay and Four Mile Beach to the east and Packers Creek to the west. Located on the southern side of the elevated rocky headland which forms a knob at the end of the peninsular the town is laid out in a standard grid pattern. Access is via Port Douglas Road which runs approximately 6 kms from its turn off at Captain Cook Highway to Port Douglas township. The building of the Sheraton Mirage Resort along this road and on the beach was the catalyst for the development of this tourist town. As part of the resort development major landscaping was done to the access road and this avenue of palms now forms part of the charm and image of Port Douglas.

An enormous amount and variety of accommodation is available at Port Douglas from Back packer to caravan parks, to holiday apartments, to five star luxury hotels. Attractions include trips to the Barrier Reef, the Daintree River and Rainforest, the Bally Hooley Steam Train, and others. Numerous parks, shopping arcades and a marina are located within the town itself, which still preserves its village atmosphere.

#### **4.7.2 Subject Profile**

The survey was carried out between the 1 and 7 July, 1996. Local residents, local leaders, and tourists staying in town were approached and asked to fill out a questionnaire overnight. A total of 45 residents, 9 local leaders, and 49 tourists completed questionnaires. The local residents and local leaders responses have been combined into one group, residents, making two groups consisting of 54 residents and 49 tourists, a total of 103 responses.

Subject profile was made up of age, occupation, nights stayed (tourists) and years lived (residents). The over 60's and the 45-59 were the largest age groups interviewed in Port Douglas with 27% of the sample respectively. The 25-34 and 35-44 were next with 15% respectively. Finally the 20-24 age group with 12% and the 14-19 with 4% of the sample. Over 32% of the sample described their occupation as retired, 29% as self employed/managers, and 13% as home duties, student or not employed.

Other interesting aspects of the tourist profile was the large number (63%) of tourists over the age of 45 and retired (55%). Only 4% of tourists stayed in Port Douglas one or two nights, 29% stayed 3 to 7 nights, and 67% stayed over one week. The stay nights reflect Port Douglas' position as a winter destination for retired couple from the south.

Age groups were well balanced with no group dominating. At least 51% of residents were self employed, and 50% had lived in Port Douglas for less than 5 years. The other 50% have lived equally between six to ten years, and more than ten years (25% each).

Comparison of the tourist age data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster

5: the older touring holiday and sightseeing group. As Cluster 5 has the "highest visitation rate for Townsville/balance of Townsville/islands Northern" (Morrison et al., 1995) it is considered that a representative sample of tourist visitors has been obtained.

The resident age data was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for Port Douglas (Australian Bureau of Statistics, 1993). Each age cohort of the Australian Bureau of Statistics data is well represented by the survey.

#### **4.6.3 The Basic Combined Image of Port Douglas**

From Figure 4.17 it can be seen that the basic image of Port Douglas is dominated by the main highway followed by the seashore or beach, the marina, shops and resort/accommodation areas. Resort/accommodation areas are those identified on the figure and usually consisted of a number of large free standing, self contained resorts while the accommodation areas were areas consisting entirely of a large number of motels, holiday apartments and backpacker accommodation. Lesser physical image factors of the image are some streets, not named, hotels, the town centre, island point lookout and various clubs. The clubs most frequently mentioned by respondents were: the Yacht Club, the Country Club, the Surf Lifesaving Club and the Club Tropical (see Appendix K1 for list of other physical image factors).

Two Comment image factors have a response rate greater than 20%. They were: the beach, 32% and the view along the entrance road to Port Douglas, 29%. The beach factor strengthens the seashore factor of the physical image while the entrance road is another aspect of the image that respondents have of Port Douglas.





Main Highway (1) - Looking North

1		Main Highway	100%
2		Seashore	94%
3		Marina	79%
4		Shops	68%
5		Resort/Accom Areas	59%
6		Some Sts, not named	50%
7		Hotels	49%
8		Town Centre	46%
9		Lookout	44%
10		Clubs	42%

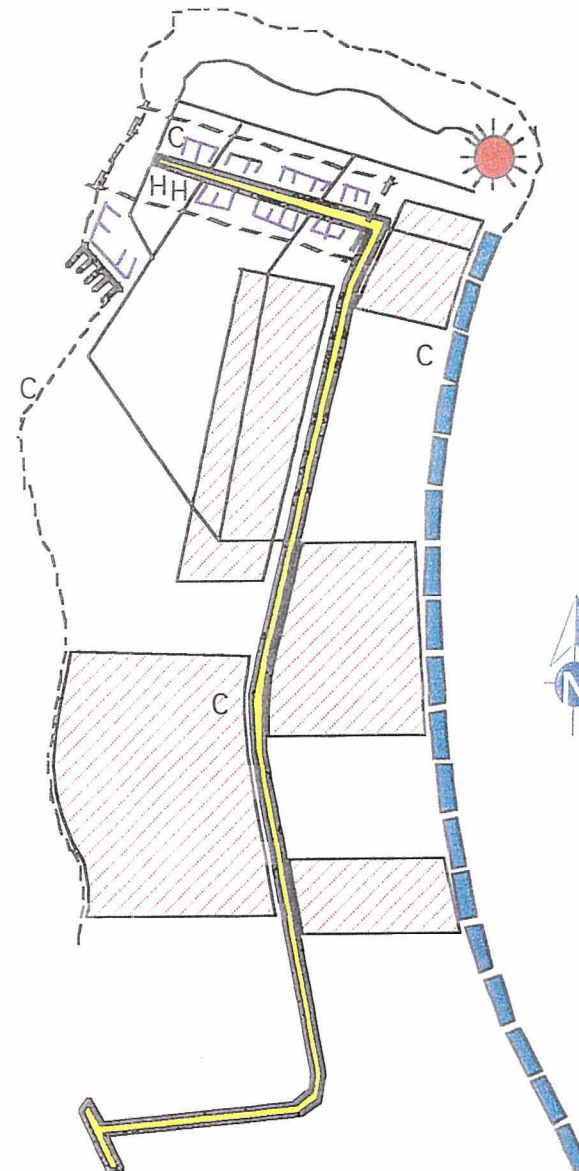


FIGURE 4.17  
Basic Combined Image of Port Douglas



Seashore (2) - Looking North



Resort/Accommodation Area (5) - Looking North



Marina (3) - Looking West



Shops and Town Centre (4, 8) - Looking West



#### 4.7.4 The Supplementary Combined Images of Port Douglas

The change and descriptive image factors are listed in the following table. In relation to the change image factors, it can be seen that only one combined response was greater than 20%, this was upgrading the houses, yards and businesses in town. The next response, landscaping of the town had an 18% response rate.

**TABLE 4.22**  
**Supplementary Combined Image - Port Douglas**

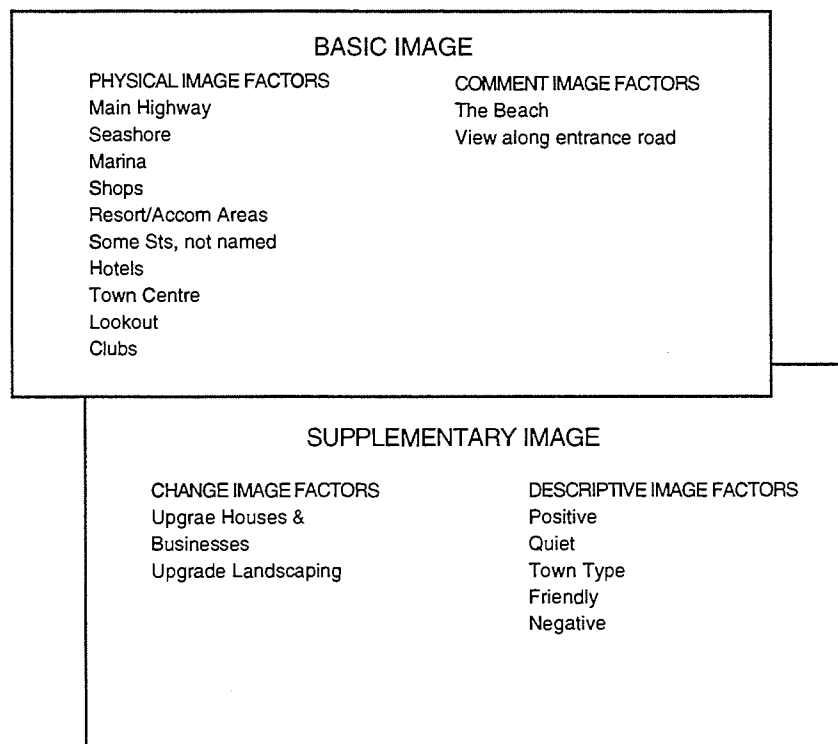
SUPPLEMENTARY IMAGE FACTORS	COMBINED	
	%	RANK
<b>CHANGE IMAGE FACTORS:</b>		
UPGRADE HOUSES & BUSINESSES: No more development, more supermarkets, more diversity in accommodation, keep village atmosphere in town, preserve old buildings, shop signs themed, relocate Sunday markets, upgrade inlet into port, rent & price controls for residents	51	1
UPGRADE LANDSCAPING: More gardens, more trees, Macrossan st into mall, leave areas in natural state, more parks & reserves, more landscaping of new developments	18	2
<b>DESCRIPTIVE IMAGE FACTORS:</b>		
POSITIVE DESCRIPTIONS: Natural, scenic, green palms, attractive, pleasant, happy, tourism, fantastic, unspoilt, affordable, beautiful, heaven, green, magic, good fishing, lifestyle, atmosphere, pretty, attractive, water, paradise, best in Australia, magnetic, quaint, charming, lush vegetation, entertaining, picturesque, healthy, active, upbeat, fun, seductive, idyllic, natural, spectacular, busy, charming	83	1
QUIET: Quiet, peaceful, relaxing, restful, laid back, easy going	38	2
TOWN TYPE: Historical, tropical, coastal, village	30	3
FRIENDLY: Friendly, casual	27	4
NEGATIVE DESCRIPTIONS: Posh, exclusive, expensive, overpriced, wealthy, artificial, changing, frightening, transient, seasonal	23	5

In Table 4.22 tourists and residents alike gave an overwhelming response to the positive descriptions of the town. Lesser rated descriptions call it a posh, expensive, tropical, friendly town with a good climate.

#### 4.7.5 Summary of the Basic and Supplementary Combined Images of Port Douglas

The combined physical image of Port Douglas, produced from tourist and resident responses, is dominated by the main highway passing through the town, the seashore and the marina. Some streets without names form another strong image in respondent's image of the town while districts such as the town centre and the resort/accommodation areas also rank strongly. The other physical factors of respondent's image are within the town centre such as shops, hotels, clubs, while others form part of the town image (marina) or town surrounds (lookout). Two comment image factors added strength to the basic image derived from physical image factors, they were comments about the beach which strengthened the beach image already identified in the physical image factors and an additional comment about the view along the entrance road which forms part of the respondent's image of Port Douglas.

**FIGURE 4.18**  
**The Basic and Supplementary Combined Image of Port Douglas**



As part of the supplementary image the changes to Port Douglas suggested by the combined respondents appears to reinforce the particular elements identified originally in the basic image with its strong emphasis on upgrading houses and businesses and landscaping of the streets and town.

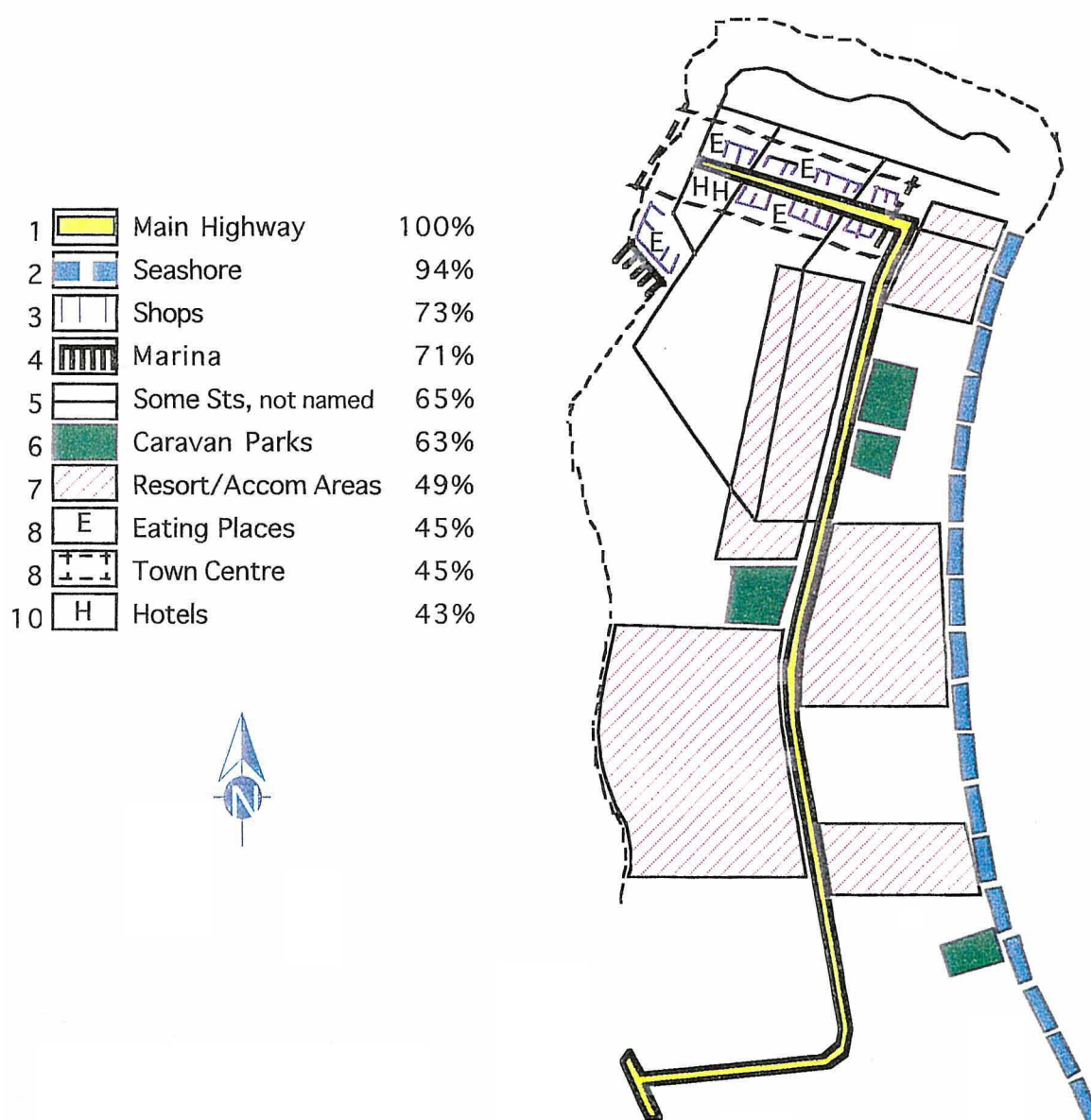
The combined descriptive image factors of Port Douglas add further detail to the supplementary image showing a very positive image of the town with the positive, quiet, town type and friendly descriptions highly ranked. Some respondents also had negative descriptions and a small number (mainly tourists) commented on the good weather.

#### 4.7.6 The Basic Tourist and Resident Images of Port Douglas

##### The Basic Tourist Image

In Figure 4.19, the first two physical image factors are ranked the same as that of the combined image, that is, the main highway and beach. Shops, the marina, some streets, not named, caravan parks and resort/accommodation areas form the third, fourth, fifth, sixth and seventh rankings of tourist's image, respectively. Eating places throughout the town and the town centre share equal eighth ranking, with hotels ranking tenth (see Appendix K2 for list of other physical image factors).

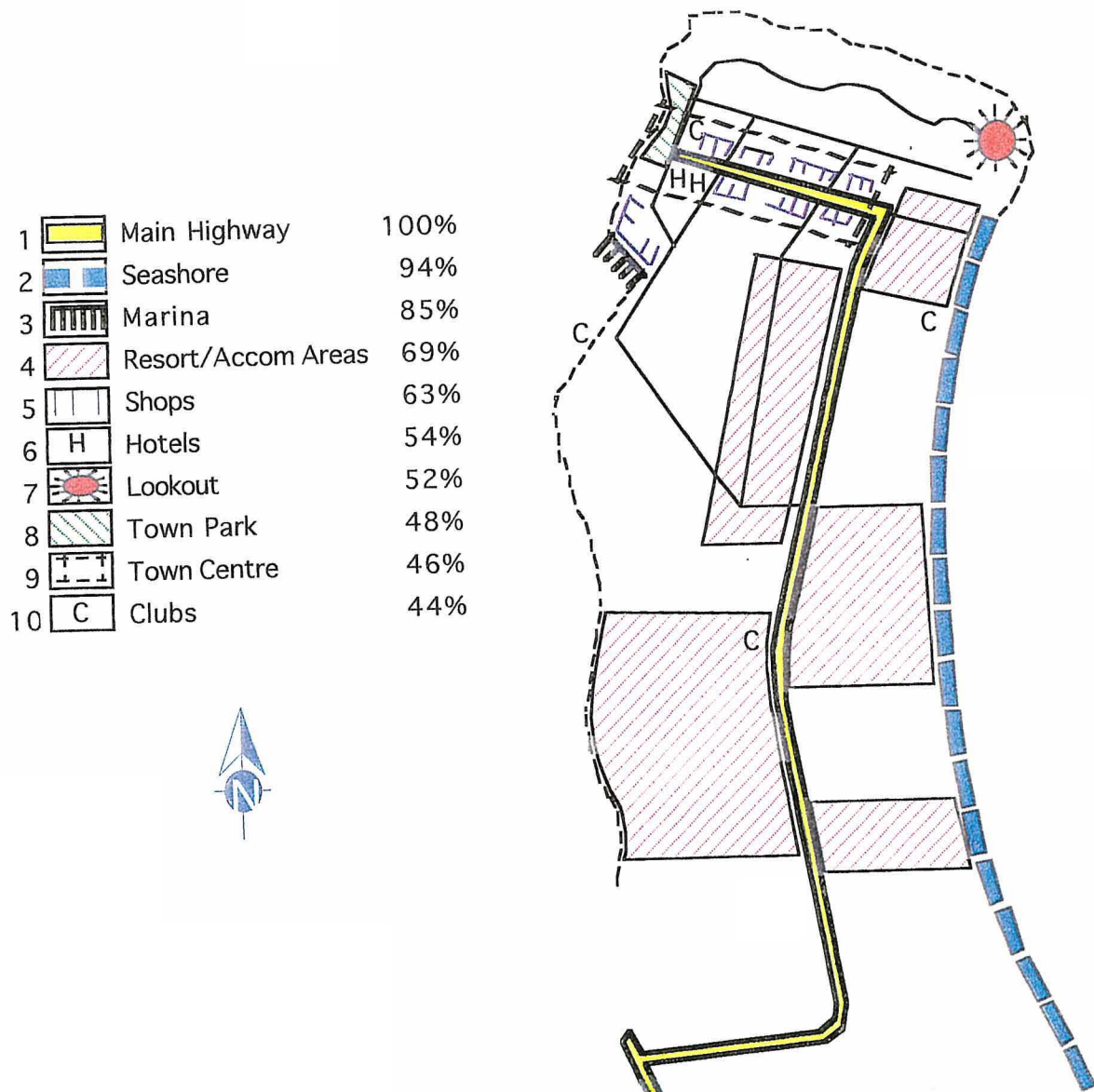
**FIGURE 4.19**  
**Basic Tourist Image of Port Douglas**



### The Basic Resident Image

The resident's image shown in Figure 4.20 also ranks the main highway and beach as first and second. The marina, resort/accommodation areas, shops, and hotels form third, fourth, fifth and sixth ranking, respectively. The final rankings, seventh, eighth, ninth and tenth, respectively, are the lookout, the town park, the town centre, and various clubs (see Appendix K3 for list of other physical image factors).

**FIGURE 4.20**  
**Basic Resident Image of Port Douglas**



### Comparison of the Basic Tourist and Resident Images

Table 4.23 looks more closely at the tourist and resident physical and comment image factor rankings in order to identify differences and similarities between the two groups.

**TABLE 4.23**  
**Comparison of Basic Tourist & Resident Images - Port Douglas**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	IN RANK
PHYSICAL IMAGE FACTORS:							
Main Highway	100	100			1	1	0
Seashore	94	94			2	2	0
Shops	73	63			3	5	2
Marina	71	85			4	3	1
Some Streets, not named	65	35	9.323	.0022	5	14	9
Caravan Parks	63	13	27.919	.0000	6	33	27
Resort/Accom Areas	49	69	4.061	.0438	7	4	3
Eating Places	45	35			8	14	6
Town Centre	45	46			8	9	1
Hotels	43	54			10	6	4
Lookout	35	52			12	7	5
Town Park	33	48			13	8	5
Clubs	39	44			11	10	1
COMMENT IMAGE FACTORS:							
Beach	37	28			1	1	0
View on Entrance Road	31	28			2	1	1
Town	20	11			3	40	37

Six physical image factors are the same or similar in ranking to each other, they are: the main highway, the seashore, the marina, the town centre, club and shops. The other seven are different, three of them, caravan parks, some streets, not named and resort/accommodation areas, significantly. Reasons for their difference were not explored in this thesis.

An examination of the percentage value per ranking indicates very little difference between the tourist and resident image. Some anomaly is apparent between the number 3 ranked items tourist, 73% and resident, 85% and the sixth ranked items tourist, 63% and residents, 54%. Generally, the strength of the tourist responses is similar to the strength of the resident responses in the top ten physical image factors.

Looking at the comment image factors, two of the comments are similar coming from both tourists and residents; one, the beach, reinforces the importance of the beach to both tourist and resident images of Port Douglas. The second comment, views on the

entrance road, refers to the heavy landscaping along the entrance road to the town. It is not listed as a physical image factor but is an important additional part of the image of Port Douglas added from the comments. The final comment is a response about the town which only the tourists made. It adds strength to the town centre factor identified in the physical image factors.

#### 4.7.7 The Supplementary Tourist and Resident Images of Port Douglas

Table 4.24 lists two change image factors and six descriptive image factors. Of the two change responses, only the first upgrading houses and businesses in the town had an equal response from tourists and residents alike. The other, upgrading the landscaping of the town had a reasonably strong response from residents but very weak from tourists.

**TABLE 4.24**  
**Comparison of Supplementary Tourist and Resident Images**  
**Port Douglas**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE IN RANK
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	
<b>CHANGE IMAGE FACTORS:</b>							
UPGRADE HOUSES & BUSINESSES: No more development, more supermarkets, more diversity in accommodation, keep village atmosphere, preserve old buildings, shop signs themed, relocate markets, upgrade inlet into port, rent & price controls	4 5	5 7			1	1	0
UPGRADE LANDSCAPING: More gardens, more trees, Macrossan Street into mall, leave areas in natural state, more parks & reserves, more landscaping of new developments	1 2	2 4			5	2	3
<b>DESCRIPTIVE IMAGE FACTORS:</b>							
POSITIVE DESCRIPTIONS: Natural, scenic, green palms, attractive, pleasant, happy, tourism, fantastic, unspoilt, affordable, beautiful, heaven, green, magic, good fishing, lifestyle, atmosphere, pretty, attractive, water, paradise, best in Australia, magnetic, quaint, charming, lush vegetation, entertaining, picturesque, healthy, active, upbeat, fun, seductive, idyllic, spectacular, busy, charming	8 4	8 3			1	1	0
QUIET: Quiet, peaceful, relaxing, restful, laid back, easy going	3 5	4 1			2	2	0
NEGATIVE DESCRIPTIONS: Posh, exclusive, expensive, overpriced, wealthy, artificial, changing, frightening, transient, seasonal	2 4	2 2			3	5	2
TOWN TYPE: Historical, tropical, coastal, village	2 2	3 7			4	3	1
FRIENDLY: Friendly, casual, accommodating	2 2	3 1			4	4	0
CLIMATIC DESCRIPTIONS: Sun, good climate, great weather	2 0	2	9.273	.0023	6	9	3

Strong similarities are apparent between tourist's and resident's descriptions of Port Douglas. Tourists and residents agree completely on the positive, quiet, friendly negative responses and the town type descriptions of the town. Only the tourists had a strong response to the climate of Port Douglas, residents rated it significantly low.

#### 4.7.8 Summary of Similarities, Differences and Strength between Tourist and Resident Images

Tourists and residents rank the main highway, the seashore, shops, marina, town centre and various clubs similarly in importance in their images of Port Douglas. Strong differences are apparent with the caravan park and local streets with a significant difference between resort/accommodation areas, residents having a stronger image of these areas.

**TABLE 4.25**  
**Summary of Similarities, Differences and Strength between Tourist and Resident Basic & Supplementary Images - Port Douglas**

BASIC IMAGE FACTORS	RANKING		STRENGTH	
	SIMILAR	DIFFERENT		
Physical: Table 4.23	Main Highway  Seashore Shops Marina Town Centre Clubs	Some Streets, not named  Caravan Parks Resort/Accom Areas Eating Places Hotels Lookout Town Park	T  T R	Some Streets, not named Caravan Parks Resort/Accom Areas
Comments: Table 4.23	Beach View on Entrance Road	Town		
<b>SUPPLEMENTARY IMAGE FACTORS</b>				
Change: Table 4.24	Upgrade Houses & Businesses	Upgrade Landscaping		
Descriptive: Table 4.24	Positive Quiet Negative Town Type Friendly	Climate	T	Climate

The table shows that the physical images of Port Douglas held by tourists and residents are almost split between similarity and difference, with seven of the thirteen factors being different and six being similar.



Comments are split two similar and one different while the change image factors are split evenly with one major similarity and one minor difference. A strong trend to similarities is apparent from the descriptive image factors with five of the six descriptive factors being similar and the other being significantly different.

#### **4.8 COMPARISONS OF COMBINED IMAGES ACROSS TOWNS**

This section summarises the data for each town and compares it across towns in order to identify similarities and differences between towns. It summarises the overall image and the similarities and differences between towns. Because this is a comparison of all towns, Cardwell (Chapter 3) is included in the analysis.

In defining the similarity and difference between the towns the image factors have been graded into one of three areas by using the number of towns out of six which share that particular image factor:

Frequent - 5 or 6 towns out of six share the image factor

Occasional - 2, 3 or 4 towns out of six share the image factor

Unique - 1 town out of six has the same image factor

The unique image forms the third aspect of respondents' image identified by Echtner and Ritchie (Echtner and Ritchie 1991, 1993). The tables below list the different image factors from those which all towns ranked (frequent) to those which only one town ranked (unique).

Only two physical image factors are common (frequent) to all towns, main highway and shops, with the ranking for main highway is identical for each town and almost identical for shops. Hotels and some streets, not named, were the next most frequent images shared by five of the six towns. The next two image factors, rivers and seashore, are called special frequent factors because respondents ranked them above the 20% point wherever they existed in a town.

Occasional image factors were: the town park, the town centre, the railway, post office, caravan park, many streets, not named and food. The last set of physical image factors stand out as unique factors for each town.

**TABLE 4.26**  
**Comparison of the Basic Combined Image between Towns**

BASIC IMAGE	CARDWELL	CHARTERS TOWERS	HUGHENDEN	INNISFAIL	MAREEBA	PORT DOUGLAS	
<b>PHYSICAL IMAGE FACTORS:</b>							
Main Highway	1	1	1	1	1	1	FREQUENT
Shops	5	5	5	5	3	4	
Hotels	10	7	7	10	7	7	
Some Sts, not named		5	4	8	4	6	
River			3	2	7		SPECIAL FREQUENT
Seashore	2					2	
Town Park	4	2		3	2		OCCASIONAL
Town Centre		4		7	5	8	
Railway	7		2				
Post Office		9	9				
Caravan Park			9		9		
Many Streets, not named				4	8		
Food				10	10		
Pier	3						UNIQUE
Islands	6						
Service Stations	8						
Eating Places	9						
Historic Area		3					
Town Hall		8					
Stock Exchange		10					
Landscaped Streets			5				
Museum			8				
Schools			10				
Bridges				5			
Churches				9			
Information Centre					5		
Marina						3	
Resort/Accommodation Areas						5	
Lookout						9	
Clubs						10	
<b>COMMENT IMAGE FACTORS:</b>							
Town Park		2		1	2		OCCASIONAL
Main Street		4	1		1		
The Town		3			3		
Historic Buildings		1					UNIQUE
The River				2			
Surrounding Area				3			
The Beach						1	
View along Entrance Road						2	

\* Numbers in table are rankings

The comment image factors confirm the importance of the town park and the main streets as image factors being ranked by three of the towns while the town is ranked by two towns. The unique comment image factors confirm the uniqueness of historic buildings in Charters Towers, the river in Innisfail and the seashore (beach) in Port Douglas. They also identify two other unique factors not identified in the physical

factors, the importance of the surrounding area to respondent's image of Innisfail and the importance of the view along the entrance road into Port Douglas.

Table 4.27 lists the change and descriptive image factors which make up the supplementary image of each town.

**TABLE 4.27**  
**Comparison of the Supplementary Combined Image between Towns**

SUPPLEMENTARY IMAGE	CARDWELL	CHARTERS TOWERS	HUGHENDEN	INNISFAIL	MAREEBA	PORT DOUGLAS	
<b>CHANGE IMAGE FACTORS:</b>							
Upgrade Landscaping		3	2	1	1	2	FREQUENT
Upgrade Streets		1	1	2	3		OCCASIONAL
Town Pride	2		3		4		
Upgrade Houses & Businesses	1				2	1	
More Attractions		1					UNIQUE
<b>DESCRIPTIVE IMAGE FACTORS:</b>							
Quiet	1	4	5	3	7	2	FREQUENT
Positive	2	2		1	2	1	
Town Type		1	2	4	4	3	
Friendly		3	1	5	1	4	
Negative	3		7			5	OCCASIONAL
Climate			3	2	3		
Clean			4		6		
Spatial			6		5		

\* Numbers are ranking numbers

Upgrading the landscaping is the only frequent change image factors while upgrading the streets, town pride and upgrading houses and businesses are occasional factors. Only Charters Towers has a unique image factor; more attractions.

Descriptive image factors frequently place quiet, positive, town type and friendly as factors of a towns image. Negative descriptions and climate were shared by half of the towns while clean and spatial descriptions are shared by two of the towns. No unique descriptive image factors emerge from this analysis.

Table 4.28 summarises the similarities and differences across the towns. From Table 4.28 it can be seen that there are 11 image factors which are frequent to all towns. Respondents therefore share an image of a town based on the main highway, a number of local streets (less than five) which they can't remember the name of and any major

waterway such as a river or seashore. They also believe that for all towns the landscaping should be upgraded and that each town was quiet and friendly and should be identified as some type of town. A number of positive descriptions were also given about each town.

**TABLE 4.28**  
**Summary of Similarities and Differences between Towns**

FREQUENT	OCCASIONAL	UNIQUE
<b>BASIC IMAGE - PHYSICAL IMAGE FACTORS:</b>		
Main Highway Shops Hotels Some Streets, not named River Seashore	Town Park Town Centre Railway Post Office Caravan Park Many Streets, not named Food	Pier Islands Service Stations Eating Places Historic Area Town Hall Stock Exchange Landscaped Streets Museum Schools Bridges Churches Information Centre Marina Resort/accommodation Areas Lookout Clubs
<b>BASIC IMAGE - COMMENT IMAGE FACTORS:</b>		
	Town Park Main Street The Town	Historic Buildings The River Surrounding Area The Beach View along Entrance Road
<b>SUPPLEMENTARY IMAGE - CHANGE IMAGE FACTORS:</b>		
Upgrade Landscaping	Upgrade Streets Upgrade Houses & Businesses Town Pride	More Attractions
<b>SUPPLEMENTARY IMAGE - DESCRIPTIVE IMAGE FACTORS:</b>		
Quiet Positive Town Type Friendly	Climate Negative Clean Spatial	

The town park, town centre and the need to upgrade streets are also strong images that respondents had in nearly all towns. The seventeen occasional factors add detail to our understanding of some of the towns. The development of a unique image of a town is

demonstrated here with 23 of the image factors unique to a particular town. The unique aspect of respondents image will be investigated in more detail in Chapter 5.

There is another level of analysis which can be made beyond the broad split of the comment, change and descriptive image factors made here. The next level would require analysis of the actual comments made for each town within the comment, change and descriptive image factors. At this level it is possible that unique aspects of each image factor could be identified for each town, for example, upgrading the landscaping may reveal unique aspects of this factor within each town as may positive descriptions or positive comments about a town. The next chapter looks at these aspects of the tourist and resident images.

#### **4.9 CONCLUSIONS**

The purpose of Chapter 4 has been to present the "specific" findings of five surveys carried out in the towns of Charters Towers, Hughenden, Innisfail, Mareeba and Port Douglas. Three general objectives were defined at the beginning of the chapter they were: to identify the existing combined, tourist and resident image of each town, identify and analyse image factors of a town and to understand more fully the similarities and differences in town image as perceived by tourists, residents within each town and across towns.

The surveys of the different towns were carried out during May, June, July and August, 1996. Respondents were asked to give their image of the town by answering a series of questions, one of which involved drawing a sketch or map of the town. The questions were designed to give the basic and supplementary images that respondents had of the town. Response rates varied from 34% to 52%, with a total of two hundred and three tourist responses, two hundred and twenty four resident responses, and thirty local leader responses. The small number of local leader responses led to their inclusion in the resident data for this chapter.

Scoring of the maps and other questions was carried out in accordance with the procedures developed and tested in Chapter 3. For each image factor frequencies were calculated and tables, schematic figures and photographs used to highlight the top ten physical image factors identified by the combined group of tourist and resident/local leaders as well as the separate tourist and resident images.

Each town was then described separately under the following headings: town description; subject profile; the basic combined image, the supplementary combined image, a summary of basic and supplementary combined images, the basic tourist and resident images and a comparison of them, the supplementary tourist and resident images and a comparison of them and finally a summary of the similarity, differences and strength between tourist and resident images.

Identification and comparisons of the tourist and resident images were made for each town. Ranking and the difference between ranking was used to define similarity and differences between respective tourist and resident image factors. Cross tabulations were carried out on each image factor to identify significant differences between tourist and resident responses. Where applicable ( $p < .05$ ) these results were used to identify the strength of the particular tourist or resident image. A final summary of the similarities, differences and strengths of tourist and resident image factors was produced at the end of each town section. These results were not summarised at the end of the chapter because a detailed analysis of the tourist, resident and local leader data will be carried out in Chapter 5.

A summary of the combined respondent images found a basic image made up of only four physical image factors: the main highway, shops, hotels and some local streets, not named. The summary also identified 22 physical and comment image factors which were unique to one town only. Falling between the frequent and unique classification were ten other physical and comment image factors.

For the supplementary image one change image factor, upgrading the landscape, was frequent between towns and four descriptive image factors, quiet, positive, town type and friendly, were frequent between towns. No unique factors for the supplementary image were identified. Three change image factors and four descriptive image factors were identified between the frequent and unique classifications.

This chapter has described the combined, tourist and resident images of the five case study towns. It has identified and compared image factors which make up the basic, supplementary images of each town and has compared the combined image of each town with the other towns to produce a third unique image for each town.

Chapter 5 will build on the work of Chapters 3 and 4 by taking the combined data set for all six towns to produce a combined tourist image, a combined resident image and a combined local leader image. These images will be compared and combined to produce a model of an "General" town.

## CHAPTER 5

### "GENERAL" IMAGES OF AN "GENERAL" TOWN DEVELOPED FROM COMBINING ALL SIX TOWN STUDIES - CARDWELL, CHARTERS TOWERS, HUGHENDEN, INNISFAIL, MAREEBA, PORT DOUGLAS

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#### OUTLINE OF CHAPTER

##### 5.1 INTRODUCTION

##### 5.2 METHODOLOGY

**5.3 RESPONDENT PROFILE** - *This section compares the age, gender, occupation, nights stayed and years lived of the tourist, resident and local leader respondents.*

**5.4 DEVELOPMENT OF TOWN IMAGE MODEL** - *Produces an "General" town image from the combined tourist, resident and local leaders data base. Compares the image factors produced with a destination image study.*

**5.5 DEVELOPMENT OF TOURIST IMAGE - ALL TOWNS COMBINED** - *Develops the Basic, Supplementary and Unique image of the combined tourist image from all six towns.*

**5.6 DEVELOPMENT OF RESIDENT IMAGE - ALL TOWNS COMBINED** - *Develops the Basic, Supplementary and Unique image of the combined resident image from all six towns.*

**5.7 DEVELOPMENT OF LOCAL LEADER IMAGE - ALL TOWNS COMBINED** - *Develops the Basic, Supplementary and Unique image of the combined local leader image from all six towns.*

**5.8 COMPARISON BETWEEN TOURIST, RESIDENT and LOCAL LEADER IMAGES** - *Compares the tourist, resident and local leader images and summarises similarities and differences.*

##### 5.9 CONCLUSIONS

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##### 5.1 INTRODUCTION

The main purpose of this chapter is to develop a model of an "General" town from the combined data of the six case study towns. A secondary purpose is to identify and compare the tourist, resident and local leader images produced from the combined data base. The "general" findings of this chapter broadly relate to the original general aims of the research, namely to:

1. Develop tourist, resident and local leader images from the combined data base of all six towns.



2. Compare the combined tourist, resident and local leader images.
3. Develop an "general" town model.

## **5.2 METHODOLOGY AND RESPONSES**

The data from Chapters 3 and 4 are again utilised in this chapter. This data relates to the six towns: Cardwell, Charters Towers, Hughenden, Innisfail, Mareeba and Port Douglas. A total of 553 responses make up the data of which 246 are tourist responses, 277 are resident responses and 30 are local leader responses. The overall response rate was 45%.

Frequencies are calculated and those elements with frequencies over 20% are included in the analysis. The combined image made up of the frequencies of all groups combined is developed and an image factor matrix produced. A model of an "General" town is developed from the image factor matrix. The image factors in the matrix are then compared with the functional/psychological/unique attributes of Echtner and Ritchie's studies (1991, 1993) to show that the full range of image factors for a town have been captured by the analysis.

An overlay method similar to that used in Chapters 3 and 4 is utilised to develop the separate image produced for each group for each question in the questionnaire. Three images are produced for each group (tourist, resident, local leader), the basic image from question one made up of physical and comment image factors (two overlays), the supplementary image from questions 2 and 3 (questions 7 and 8 in the Cardwell questionnaire) made up of changes and descriptions (two overlays) and a unique image (one overlay) developed from comparison of the total image with each town. The tourist, resident and local leader images are then compared and a summary of similarities and differences produced. Difficulties with the small sample size of local leader data are explained in the chapter.

### **5.3 DESCRIPTION OF RESPONDENTS REPRESENTED IN THE STUDY**

The descriptions of respondents represented in the study is based on demographic information provided as part of the questionnaire. For all groups (tourist, resident and local leader) respondent's age, occupation were collected along with the nights stayed in the town for tourist group and years lived in the town for the resident and local leader groups. Gender is not presented here for the reasons described in Chapter 3, section 3.3.

When comparing the age cohorts of the three respondent groups, differences between tourists and residents can be noted in the 25-34, 35-44, 45-59, and 60+ age groups. In the first three, the resident group (20%, 25%, 28% respectively) is more strongly represented than the tourist group (14%, 14%, 26% respectively) while in the last, the 60+ group, the tourist representation (tourist 33%, resident 14%) is high. The local leader group is poorly represented in the 14-24 age group (local leader 3%, resident 13%, tourist 13%), but is well represented in the other groups.

The occupations of respondents reflect the age differences already apparent between the tourist and resident groups. For example, the older age of the tourist group is reflected in the large number of tourists (tourists 40%, residents 11%) who are retired while the larger group of residents who are women and are between the ages of 25 and 59 is reflected in the self employed, clerical/sales occupations (tourists 13%, residents 46%). Local leaders in the main appear to come from the managerial/executive or professional group, again this is to be expected from a group of this nature (Richins, 1997).

A large number (48%) of the tourist respondents stayed for 1 or 2 nights, 23% stayed between 3 and 7 nights and 28% stayed for more than 8 nights.

A large proportion of residents (53%) and local leaders (67%) had lived for 10 years or more in their town. Respondents who had lived in town for less than 5 years (resident 32%, local leader 23%) were the next highest group while those who had lived in town between 6 and 10 years were last (resident 15%, local leader 10%).

Comparison of the age and occupation tourist data with the Activity-based Segmentation of the Holiday Market in Queensland (Morrison, et al., 1995) shows a close similarity to the Cluster 2: the older low-activity passing -through group and Cluster 5; the older touring holiday and sightseeing group. As Cluster 2 has the "second-highest visitation rate for North West Qld/South West Qld/Central West Qld" (Morrison et al., 1995) and Cluster 5 "highest visitation rate for Townsville/balance of Townsville/islands Northern" (Morrison et al., 1995) it is considered that a representative sample of tourist visitors has been obtained.

The resident data age was compared to the combined data of the Australian Bureau of Statistics 1991 Census of Population and Housing data for each of the six study towns (Australian Bureau of Statistics, 1993). Each age cohort of the Australian Bureau of Statistics data is well represented by the survey.

## **5.4 DEVELOPMENT OF AN "GENERAL" TOWN - ALL GROUPS AND TOWNS COMBINED**





















### **5.4.1 Basic Combined Image developed from Physical Image Factors**

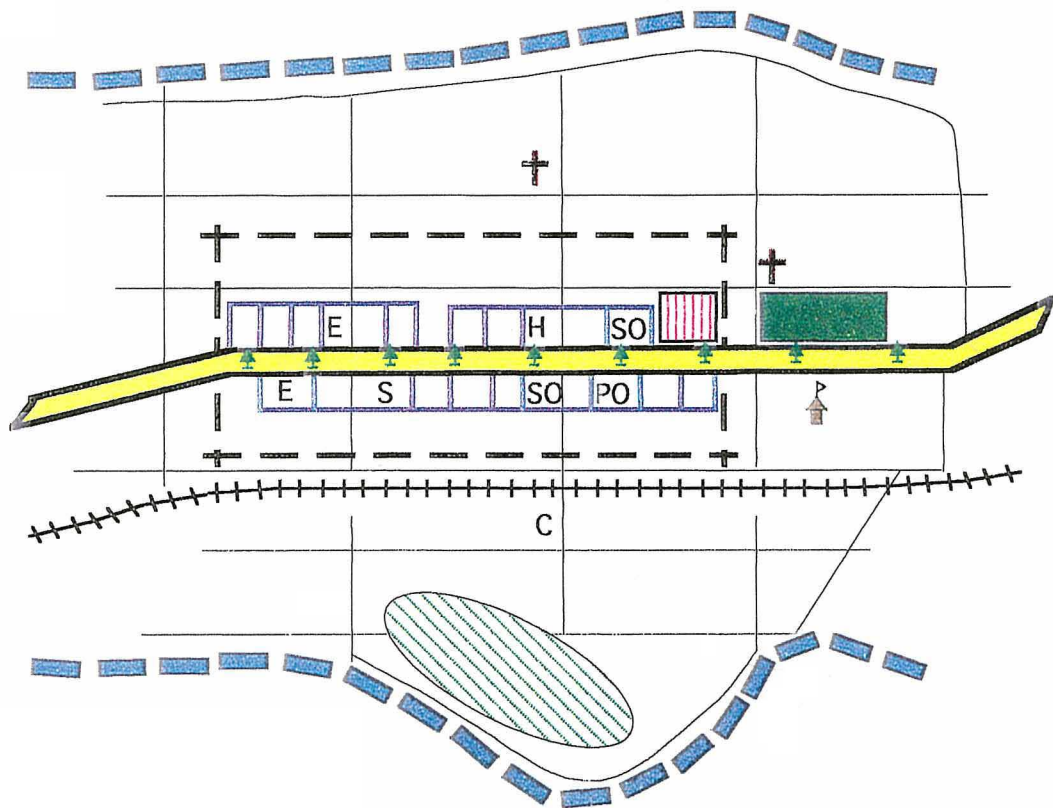
Question one of the questionnaire (see Appendices B & E) asked both tourist, resident and local leader respondents to: *Sketch a map of (the relevant town) showing what you consider the most interesting and important features of the town.* In this section the sketches or maps drawn by all respondents (N=553) are analysed, discussed and illustrated.

The basic combined image developed from the physical image factors can be seen at Figure 5.1. A landscaped main street and numerous local streets forms an important part of all respondents' town images. Schools, clubs, churches and caravan parks are important factors within the town while in the town centre, shops, hotels, eating places, service stations, post office, service organisations and food outlets are identified. The town park, rivers, seashore and railways are also factors in the town surrounds.

Through the development of images in Chapters 3 and 4, five spatial elements of a town are identified within which most image factors can be classified. They are: the Town, the Main Street, the Town Centre, the Town Park and the Town Surroundings. The spatial elements roughly equate to the elements developed by Lynch (1960), that is, the Main Street equates to Lynch's Path element, the Town Park to District, the Town Surrounds to Edges, the Town Centre and Town to Nodes or Districts. They are used instead of Lynch's elements because they more accurately describe the town image. Note that a number of the spatial elements are also physical image factors, for example, the town centre, the main street and the town park. Table 5.1 lists the 20 physical image factors in their various spatial groupings.

**FIGURE 5.1**  
**Basic Image All Towns and Groups Combined**

1		Main Highway	99%	11		Caravan Parks	28%
2		Town Park	54%	12		Eating Places	25%
3		Shops	53%	13		Post Office	23%
4		Some Streets, not named	44%	14		Food	22%
5		Town Centre	40%	14		School	22%
5		Hotels	38%	14		Service Stations	22%
7		River	36%	17		Landscaped Streets	21%
8		Seashore	34%	17		Churches	21%
9		Many Streets, not named	29%	19		Service Organisations	20%
9		Railway	29%	19		Clubs	20%



**TABLE 5.1**  
**Basic Physical Image Factors by Spatial Elements**

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Schools Clubs Churches Caravan Parks	Some Streets, not named, Landscaped Streets, Many Streets, not named	Shops Hotels Eating Places Service Stations Post Office Service Organisations Food	Town Park	River Seashore Railway

#### 5.4.2 Basic Combined Image developed from Comment Image Factors

While question one specifically asked for the sketch map from respondents they were also encouraged to add comments and observations to the map: *Note the use of comments and observations in the example. Drawing the sketch map will trigger memories of the town, some of these memories can't be drawn so please feel free to add them to the sketch map as comments and/or observations.* Most respondents took advantage of this request and a large number of open-ended responses were subsequently coded and analysed. Only two comment image factors are identified by the combined groups, these are: town park (21%) and main street (20%). The response rate between groups is shown in Table 5.2.

**TABLE 5.2**  
**Comment Response Rate per Tourist, Resident and Local Leader Groups**

COMMENT	TOURIST	RESIDENT	LOCAL LEADER
Town Park	13%	26%	33%
Main Street	23%	18%	17%

As the table shows the resident and local leader group produced the major response to the town park factor and the tourist group the major response for the main street factor. A number of comment image factors are identified by each group. These factors and their development for each group can be seen in sections 5.5, 5.6 and 5.7 of the chapter and more specifically in Tables 5.11, 5.20, 5.30.

Further analysis of the tourist group comments about the town park and resident and local leader comments about the main street have identified no other image factors.

Therefore the factors identified by the tourist respondents in Table 5.11 and resident respondents in Table 5.20 will be used for the combined town and group image. Local leader town park comment image factors in Table 5.3 are identical to resident factors but less in number so are already represented by the resident factors. The factors are produced in Table 5.3 with some typical comments.

**TABLE 5.3**  
**Combined Comment Image Factors**

COMMENT IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>TOWN PARK:</b>		
Scenery	"nice park"	"beautiful park"
Quiet	"nice relaxing area"	"quiet good area of town"
Climate	"shady"	"cool breezes"
Landscaping	"nicely landscaped"	"native gardens & walking paths, duck ponds, permanently flowing water, sheltered picnic area"
Maintenance	"lovely park always well maintained"	"nicely kept gardens & parks"
Amenities	"park with BBQ"	"childrens playground"
Attractions	"...park has a birdlife display & ...an old rotunda"	"animal enclosure is unusual"
Size	"beautiful big park"	"large park"
Activities	"park good for stopping & having a picnic"	"walking & cycling track"
<b>MAIN STREET:</b>		
Wide Streets	"very wide street attracts attention"	"lovely wide streets"
Clean Streets	"we found all streets and roads we used were very clean..."	"clean streets"
Planting in Streets	"nice vegetation in centre of streets"	"the streets (council) gardens are usually colourful and very well tendered"
Attractive Medium Strips	"attractive medium strip - neat and tidy"	"bushes with red flowers" (refers to medium strip on highway west of Hughenden)
Signs	"roads well marked and sign posted"	"poor signage"
Parking	"very good parking"	"easy parking"

#### **5.4.3 Supplementary Combined Image developed from Change Image Factors**

In order to add further detail to respondents' answers to question one, question two asked respondents: *What would you like to change in (selected town) to make it a more attractive place?* Initial sorting and categorising of responses resulted in the development of eight variables (see chapters 3 and 4) which it was felt described the numerous answers to this open-ended question. Three change image factors are identified by the combined towns and groups, they are: upgrading houses and businesses (29%), upgrading landscaping (24%) and upgrading streets (23%). Their response rates are listed in Table 5.4.

**TABLE 5.4**  
**Change Response Rate per Tourist, Resident and Local Leader Groups**

COMMENT	TOURIST	RESIDENT	LOCAL LEADER
Upgrade Houses & Businesses	18%	39%	23%
Upgrade Landscaping	19%	25%	50%
Upgrade Streets	25%	21%	30%

As for the comment image factors the changes suggested by the three individual groups which are developed and analysed in sections 5.5, 5.6 and 5.7 of this chapter are used to develop the final combined changes.

The changes suggested by tourists in upgrading houses and businesses and upgrading landscaping are similar to those of the residents and local leaders, so the change image factors remain unchanged from the resident and local leader Tables 5.21 and 5.31. With upgrading the streets, all three groups, tourist, resident and local leaders, identified similar change image factors in Tables 5.12, 5.21 and 5.31 respectively. Table 5.5 lists the combined change image factors with some typical comments.

**TABLE 5.5**  
**Combined Change Image Factors**

CHANGE IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>UPGRADING HOUSES &amp; BUSINESSES:</b>		
Shops (Town Centre)	"more interesting shops"	"develop existing shops"
Themed Town Centre	"create outback theme"	"coordinate further development towards a specific theme"
Atmosphere (Town)	"keep "little town" atmosphere"	"keep village atmosphere"
Buildings Styles (Town)	"pretty up buildings & make them as pretty as they are"	"change style of buildings-more architectural input & thought"
Clean & Tidy (Town)	"tidy up some yards, splash paint around"	"clean up buildings & fresh paint"
Restore, Preserve, Renovate Buildings (Town)	"clean, paint renovate old buildings"	"restore old buildings & houses"
<b>UPGRADING LANDSCAPING:</b>		
Main Street	"more plants & shrubs aligning main street"	"gardens along centre of main street"
Local Streets	"street beautification"	"more gardens throughout streets"
Town	"more beautification"	"more trees & tables & chairs around town"
Town Centre	"more trees or palms in CBD"	"nice gardens in centre of town"
Town Parks	"nice parks"	"more parks & gardens"
Maintenance (Town Centre)	"get rid of weeds"	"more maintenance of town centre"
Mall (Town Centre)	"main street into mall"	"landscape and close ...Street"
<b>UPGRADING STREETS:</b>		
Traffic Control	"more police supervision of traffic"	"better flow of traffic"
Streets Signs	"better road signs in keeping with character of town"	"better signs to attractions & tourist facilities"
Street Lighting	"more and better street lights"	"more lights in streets"
Footpaths	"clean up footpaths"	"upgrade footpaths"
Cleaner Streets	"cleaner streets"	"clean up streets"
Parking	"more parking in town centre"	"more organised parking spots"
Caravan Parking	"side parking for caravans"	"caravan parking in town"



#### 5.4.4 Supplementary Combined Image developed from Descriptive Image Factors

Question three asked respondents: *"what three words best describe (the town in question)?"* The purpose of this question was to determine the supplementary component of respondent's image of the town.

Five descriptive image factors are identified by the combined towns and group respondents, they are: positive descriptions (47%), quiet (33%), town type (32%) friendly (31%), and climate (28%). Further sorting and categorisation from sections 5.5, 5.6 and 5.7 and Tables 5.13, 5.22, 5.32 identified nine image factors, the additional factors coming from a further split of the positive descriptions variable into four: scenery, general atmosphere, town appearance and service. One further change was made by renaming the spatial description variable to town size which more appropriately describes respondent's answers. Table 5.6 lists the nine descriptive image factors and a number of words which were commonly used by respondents in answering question three. The nine descriptive image factors add a further dimension to the "general" town concept.

**TABLE 5.6**  
**Combined Descriptive Image Factors**

	TYPICAL WORDS USED
DESCRIPTIVE IMAGE FACTORS:	
Scenery (Town Surrounds)	green, scenic, attractive, beautiful, beach, picturesque, lovely, palms, pretty, lush, tropical beauty
Atmosphere (Town)	pleasant, interesting, paradise, unspoiled, tourism, lifestyle, unique, healthy, charming, quaint, fantastic, magical
Appearance (Town)	progressive, prosperous, convenient, educational, growing, changing, busy, character
Service (Town)	good service
Quiet (Town)	quiet, relaxing, peaceful, sleepy, laidback, slow
Town Type (Town)	tropical, country, outback, Australian, historical, old, rural, coastal, village, multicultural, cosmopolitan
Friendly (Town)	friendly, casual
Climate (Town)	good weather, climate, dry, hot, wet/rain, sun
Town Size (Town)	small, sprawling, spreadout, spacious, open

#### 5.4.5 Unique Combined Image developed from Basic and Supplementary Images

The unique image of all groups can only be identified by adding the basic and supplementary unique image factors together by group and by spatial element. By adding different factors and subtracting similar factors from the overlays in Figures 5.4, 5.6 and 5.8 a list of combined unique image factors is developed and listed in Table 5.7.

**TABLE 5.7**  
**Combined Unique Basic and Unique Supplementary Image Factors**

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
<b>BASIC UNIQUE IMAGE FACTORS:</b>				
Sports Facilities Museums Historic Areas Festivals Entertainment Eating Places Accommodation	Attractions Scenery	Attractions Historic Areas	Attractions Memorial Parks	Attractions Scenery Accommodation Sports Facilities Seashore River
<b>SUPPLEMENTARY UNIQUE IMAGE FACTORS:</b>				
More Attractions Appearance, Atmosphere Service Town Type Climate Town Size				Scenery

#### 5.4.6 Summary of Combined Image of an "General" Town

Table 5.8 summarises the basic, supplementary and unique images produced from all groups in all towns in a matrix table. In the table the image factors are grouped under the five spatial elements identified from the original overlays: Town, Main Street, Town Centre, Town Park and Town Surrounds.

Note in the matrix that a number of image factors repeat themselves, either across the table or down the table, for example, under the supplementary image of change, upgrading landscaping is listed under the town, main street, town centre and town park spatial elements and under the spatial element of town, atmosphere is listed. Each of these factors as they appear in the matrix represent another layer of information to the image of a town and therefore at this level of analysis cannot be combined into one

unit. In the next section the matrix will be used to develop the model of an "general" town.

**TABLE 5.8**  
**Matrix of Image factors of an "General" Town**

IMAGE FACTORS	TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
<b>BASIC IMAGE:</b>					
PHYSICAL	Caravan Parks Schools Clubs Churches	Some Streets, not named Landscaped Streets Many Streets, not named	Shops Hotels Eating places Food Service Stations Post office Service Organisations	Town Park	River Seashore Railway
COMMENT		Wide Streets Clean Streets Planting in Streets* Attractive Medium Strips* Parking Signs		Scenery Quiet Climate Landscaping* Maintenance Amenities Attractions Size Activities	
<b>SUPPLEMENTARY IMAGE:</b>					
CHANGE	Upgrade Landscaping Upgrade Houses Atmosphere Clean & Tidy	Upgrade Landscaping Traffic Control Signs Lighting Footpaths Clean Streets Parking Caravan Parking	Upgrade Landscaping Upgrade Businesses Upgrade Shops Themed Centre Building Styles Restore, Preserve, Renovate Buildings Mall	Upgrade Landscaping	
DESCRIPTIVE	Atmosphere Appearance Quiet Type Friendly Climate Size Service				Scenery
<b>UNIQUE IMAGE:</b>					
BASIC	Museums Festivals Accommodation Entertainment Eating Places Historic Areas Sports Facilities	Attractions Scenery	Attractions Historic Areas	Attractions Memorial Parks	Attractions Accommodation Scenery Sports Facilities Seashore River
SUPPLEMENTARY	More Attractions Atmosphere Appearance Town Type Climate Town Size Service				Scenery

\* Called upgrading landscaping in Figure 5.8.

#### 5.4.7 Development of the "General" Town Image Model

Using the matrix of image factors from Table 5.8 a "General" town image model can be developed using the five spatial elements: town, town surrounds, town centre, main street and town park, as their base. In Figure 5.2 the town is the main spatial

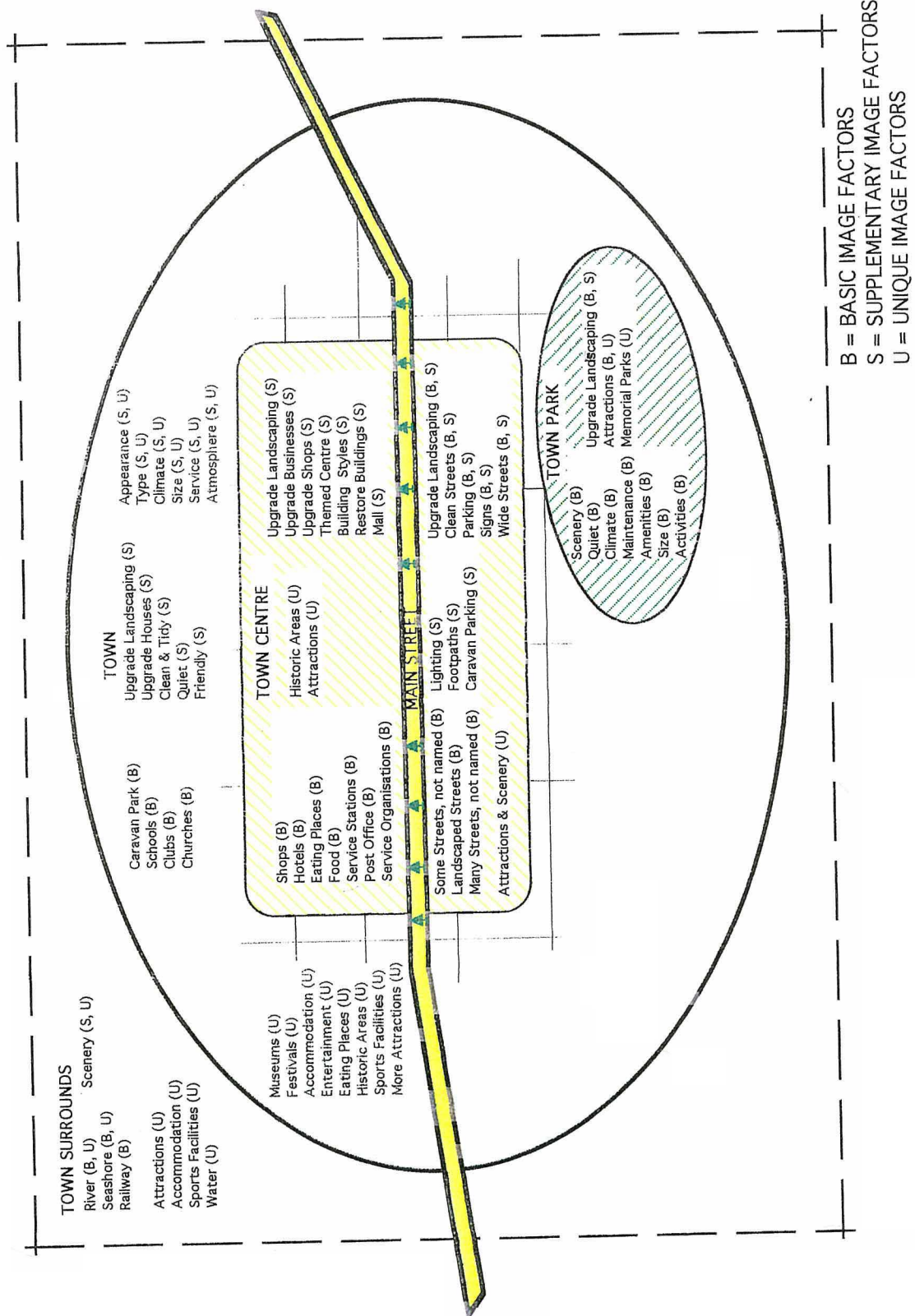
element. It has the main street (or main highway) running through it and incorporates within it the town park and town centre while around it are the town surrounds. Within each spatial element the various image factors are identified by name and also by their relationship to the basic, supplementary or unique images which make up respondent's image of it. These three levels of image follow the three dimensional model of destination image developed by Echtner and Ritchie in 1991.

The basic image is made up of the physical and comment image factors identified by respondents on their maps, the comment image factors frequently adding detail to specific physical image factors and in some cases adding detail not obtained from the physical image factors. The physical image factors are found in all spatial elements of the "general" town image while the comment image factors are found only in the main street and town park spatial elements.

The supplementary image deals with those harder to measure change and descriptive image factors which describe more accurately respondent's feelings about a place. In this image each image factor adds specific detail to the basic image of a town. The change image factors of this image are in all spatial elements except the town surrounds while the descriptive image factors are concerned mainly with the town and town surrounds elements.

The unique image is made up of a mixture of image factors from the basic and supplementary images which were found to be distinctive within one town or which if within several towns could be differentiated sufficiently to be unique to that town. The unique basic image factors are distributed across all five spatial elements making up the "general" town while the unique supplementary image factors relate to the town and town surrounds spatial elements.

**FIGURE 5.2**  
**Model of "General" Town**



**THE TOWN:** The physical image factors of the town consist of a number of buildings and areas usually identified by their use or function, such as, church or churches, clubs (buildings) schools, and caravan park (areas).

The supplementary image factors add detail to these buildings and areas by referring to the maintenance and landscaping of the town while climate can also affect respondent's image of the town. Other supplementary images refer to the town type which stereotypes the town as an outback town, a tropical town or an historical town. The town size gives a spatial dimension to the image, that is, a small town, a sprawling town or an open town. Quietness and friendliness were image factors that respondents appreciated in the study towns. Whether a town gave the appearance of being prosperous, progressive or busy was important to respondents, as was whether the town was clean and tidy. The atmosphere in a town, was it pleasant or interesting, was it paradise, unspoiled, unique helped form respondent's image of a town. The quality of products and their price as well as the service respondent's received were factors influencing their image.

Museums with different themes and exhibits (maritime, dinosaur, historical) can provide a unique image. Festivals (special markets), eating places (Muddies Restaurant at Cardwell) and entertainment (clubs and community centres) can provide unique images while accommodation (historic houses, unique caravan parks, motels) can influence respondent's image. Historic areas can be found around the town and in the town centre. Historic areas made up of a number of historic buildings like those (town hall, stock exchange, courthouse) in Charter Towers or just separate buildings such as churches, hospital and town hall in Innisfail or the houses and schools in Charters Towers are strong image factors in respondent's minds. The climate in a town can be unique like the wet/rain of Innisfail or the dry/dusty of Hughenden. Bowling at Hughenden or the sports oval at Mareeba or Cardwell are considered unique sports facilities by respondents.

Unique supplementary factors of the "general" town are the appearance, type, size and service. Descriptions such as: potential (Cardwell), functional (Hughenden), progressive (Charters Towers) provide the unique appearance of a town while town type gateway (Cardwell), multicultural (Mareeba) provides another unique image of a town. Town size, such as; underdeveloped (Cardwell), overdeveloped (Port Douglas), uncluttered (Innisfail) is another unique factor, as is good service which was mentioned above. Finally the need for more unique attractions like Charters Tower's perceived need for more entertainment and activities or Innisfail's need for more indoor recreation are also identified.

**MAIN STREET:** The main highway which is the main street in five of the six study towns is the most important of the image factors. Most respondents in the study also were able to draw a number of local streets (mean 6, minimum 1, maximum 21) but not name them. Other important factors in respondents images were the landscaping along or in the centre of the street and street signs.

A number of supplementary image factors also influenced respondent's image of the main street and other local streets. Whether they were clean and wide with easy parking particularly for motorists towing caravans was important. Other important factors were clean and tidy footpaths and adequate street lighting and signs. A unique tourist drive like that at Hughenden or a unique entrance road like that at Port Douglas made attraction and scenery unique factors of the main street image.

**TOWN CENTRE:** The town centre image like that of the town consists of a number of buildings identifiable by their use or function. It is recognised that in many towns a number of the image factors such as hotels and service stations can be located within the town centre and also outside the town centre. It is also recognised that in many towns more than one hotel, bank or service station can exist. This is not shown in the model as it is believed that the duplication over a number of spatial elements would

unnecessarily complicate the model. Certainly in the consideration of individual town images such information is needed.

Shops, hotels, food shops, eating places such as restaurants and take-aways, post office, service organisations such as banks and hairdressers, and service stations are part of the town centre image. Respondents believe that upgraded landscaping, businesses and shops can add to their positive image of a town. Factors such as restored buildings, particular building styles, malls, themed appearance also add to that "general" town image. Historical buildings in the town centre (Charters Towers) and unique shopping (Mareeba: markets and decorated shops during rodeo week) add an extra dimension to the image.

**TOWN PARK:** Respondents were particularly interested in town parks and factors such as the amenities, activities, attractions such as rotundas or animal enclosures were important to their image of the park. Other factors influencing their image were the landscaping, the level of the parks maintenance and the climate at the time of visiting the park. Quietness in the park and park size (was it big or small) influenced respondent's image of the town park while memorials, cenotaphs, statues and clocks form unique images as can special or unique scenery.

**TOWN SURROUNDS:** At the basic level the town surrounds can have a river, the sea or a railway or any combination of these three. Generally the six towns studied had a combination of two, that is, river and railway or seashore and railway. The seashore and river can also be part of the unique image that people have of a town, that is, they can be part of the unique scenery of a town or can be the background for a unique attraction, eating place, entertainment or provide a unique sporting facility or festival site.



Unique aspects of the town surrounds can be found in the scenery, attractions, accommodation, the sports facilities and how the natural watercourses (seashore, river) of a town are used. Features such as islands, mountains, beaches, rivers and national parks can provide unique surroundings to a town as can aspects of the scenery such as boats moored on the water, lookouts in the national parks and palm trees along the beach. Image factors such as information centres, piers, marina's bridges, old commercial establishments (old mines, sawmill, tannery) can provide a unique attraction to a town. Backpacker accommodation, caravan parks, motels, and resorts can be differentiated (Cardwell Backpackers Hostel, the Park Motel at Charters Towers, Kulau Caravan Park and Sheraton Mirage Resort at Port Douglas and Alan Terry Caravan Park at Hughenden) to provide a unique accommodation image to a town. Sports facilities such as golf courses, boat ramps, ovals and showgrounds can also provide a unique image to a town.

#### **5.4.8 Comparison of the Image Factors of an "General" Town with a Destination Image Study**

Table 5.9 compares the image factors from Table 5.8 with the work of Echtner and Ritchie (1991, 1993) who made a comprehensive study of previous destination image studies (of countries and states only) and developed six components of destination image. The table lists the thirty five "attributes" used for developing the scale items identified by Echtner and Ritchie (1993). The relevant image factors from this study are listed alongside the attributes. The functional-psychological continuum of Echtner and Ritchie can be compared to the basic-supplementary continuum in this study.

The purpose of the comparison is to identify which attributes identified by Echtner and Ritchie are identified by this study on the image of towns. As can be seen from the table, 24 of the attributes are represented in the study. Of the 11 not represented five: cities, fame/reputation, ease of communication, customs/culture and political

stability are not relevant to the study towns, three, national parks/wilderness activities, cost/price levels and different cuisine/food & drink have responses from respondents below 20% and the other three, opportunity for adventure, opportunity to increase knowledge and family or adult oriented have no responses.

**TABLE 5.9**  
**Comparison of Image factors with other Destination Image Studies**

FUNCTIONAL (physical, measurable)	BASIC IMAGE
Tourist sites/activities	town parks, *attractions
National parks/wilderness activities	
Historic sites/museums	*museums, *historic areas, *memorial parks
Beaches	*seashore, *rivers, *water
Fairs, exhibits, festivals	*festivals
Scenery/natural attractions	landscaped streets, *scenery, *attractions
Nightlife & entertainment	clubs, hotels, *entertainment
Shopping facilities	shops, food shops, malls, service organisation's
Facilities for information & tours	signs
Sports facilities/activities	*sports facilities, activities
Local infrastructure/transportation	railway, schools, churches, maintenance, main streets & local streets not named, service stations, post office, amenities
Cities	
Accommodation/restaurants	caravan parks, *eating places, *accommodation
Architecture/buildings	upgrade businesses, building styles, restore buildings
Costs/price levels	
Climate	climate
Crowdedness	wide streets
Cleanliness	clean & tidy, clean streets
Degree of urbanisation	*town size, *town type
Economic development/affluence	appearance
Extent of commercialisation	appearance
Political stability	
Accessibility	parking, traffic control, caravan parking, footpaths
Personal safety	street lighting
Ease of communication	
Customs/culture	
Different cuisine/food & drink	
Hospitality/friendliness/receptiveness	friendly, *
Restful/relaxing	quiet
Atmosphere (familiar vs's exotic)	atmosphere
Opportunity for adventure	
Opportunity to increase knowledge	
Family or adult oriented	
Quality of service	*service
Fame/reputation	
PSYCHOLOGICAL (abstract)	SUPPLEMENTARY IMAGE * UNIQUE IMAGE FACTORS

Generally the "general" image of towns follows the pattern of attributes developed by Echtner and Ritchie, 1993 and others (Hunt, 1975; Kale & Weir, 1986; Reilly, 1990) for country and state destinations. Specifically the "general" town has a number of image factors which occur frequently across the six study towns, a number which occur occasionally and a number which give the unique image of a town.

## **5.5 DEVELOPMENT OF TOURIST IMAGE - ALL TOWNS COMBINED**


















### **5.5.1 Basic Tourist Image developed from Physical Image Factors**

In this section the sketches or maps drawn by the tourist respondents ( $N_T=246$ ) are analysed, discussed and illustrated. Analysis consists of calculating frequencies and tabling those physical image factors whose value was higher than 20% in descending order (see Figure 5.3).

The basic physical image of an "general" town from the tourist perspective consisted of: the main highway and a number of local streets with the more important streets running through and within the town being landscaped (Main Street). Some tourist respondents identified a shop or group of shops in their image without identifying the nature or type of shops they saw. For tourists this image of isolated groups of unnamed shops drew a strong response (55%). Other respondents identified the Town Centre while most respondents saw a number of specialty shops or service facilities either within the town centre or adjacent to it. In this case the specialty shops or service facilities consisted of: hotels, eating places (restaurants, take-away, coffee shops), food shops (shops selling groceries including supermarkets), service stations, and a post office (in the six towns studied there was one post office in each town). Town Parks form another important element to the tourist's image.

Accommodation was clearly important to tourists as their strong response to caravan parks (usually the one the respondent was staying in) shows. An unexpected aspect of tourist's image is their interest in local housing (Town). Completing the basic physical image of the tourist's "general" town was the groups recognition of one, two or all three of the following borders: the sea (a beach or sea shore), a river (dry or wet or a large creek) or a railway line (Town Surrounds).

**FIGURE 5.3**  
**Basic Tourist Image All Towns Combined**

1		Main Highway	100%
2		Shops	55%
3		Some Streets, not named	53%
4		Caravan Parks	46%
5		Town Park	39%
6		Hotel	37%
7		Seashore	35%
8		Town Centre	33%
8		River	30%
10		Many Streets, not named	29%
11		Eating Places	28%
11		Railway	28%
13		Food	26%
14		Service Station	22%
15		Post Office	20%
15		Houses	20%
15		Landscaped Streets	20%

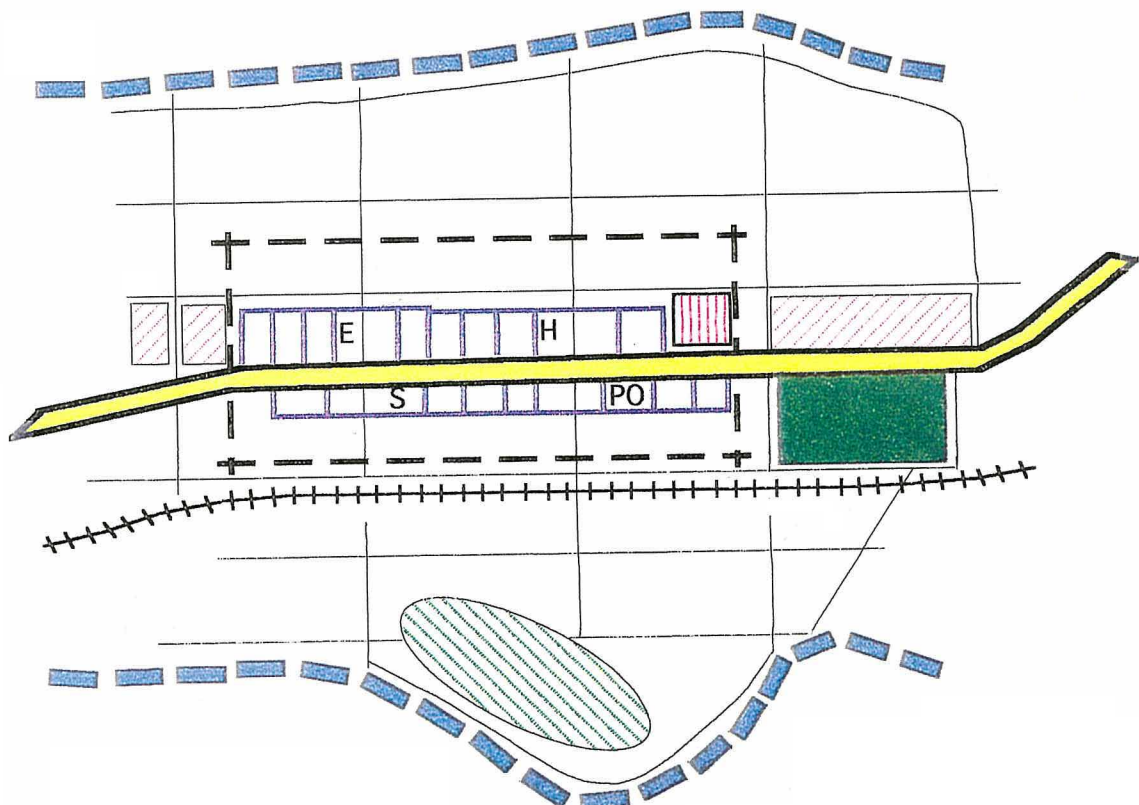


Table 5.10 lists the physical image factors within their spatial categories.

**TABLE 5.10**  
**Tourist Physical Image Factors by Spatial Elements**

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Houses Caravan Parks	Some Streets, not named Landscaped Streets	Shops Hotels Eating Places Food Shops Service Stations Post Office	Town Park	River Seashore Railway

### 5.5.2 Basic Tourist Image developed from Comment Image Factors

With the tourist respondents only two comments, positive comments about the town (24%) and positive comments about the main street (23%), had frequencies above 20%. These two variables form a rich source of qualitative data which adds detail to the basic physical tourist image identified above.

#### **Tourist's Positive Comments about the Town**

There were 60 positive responses identified, some of the responses had more than one comment so that actual comments made exceeded 60. Comments were sorted and categorised and five comment image factors identified. They are listed in Table 5.11 along with some typical comments. The introduction of cleanliness, gardens and atmosphere add a softer layer to that of the hard physical image initially identified. The town size and location add more detail to our physical image of a town.

#### **Tourist's Positive Comments about the Main Street**

There were 57 responses to this variable and as for the comments about towns multiple comments were often made by one respondent. Six comment image factors were identified after sorting and categorising the comments (see table 5.11). The six comment image factors add detail to the street factors identified in the physical image. They identify some of the things that respondent's feel are important about the streets and reinforce the importance of the streets in the tourist respondent's image.

**TABLE 5.11**  
**Tourist Comment Image Factors**

COMMENT IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>THE TOWN:</b>		
Clean & Tidy Town Gardens & Shade	"town clean and tidy" "...centre gardens and shade a real benefit"	"clean tidy town..." "to see a clean and green town is most appreciated"
Town Size	"a very small town"	"the town is compact with just about every need within walking distance..."
Location	"...gateway to the Atherton tableland"	"good base to tour surrounding areas from".
Atmosphere	"village atmosphere"	"old world nostalgia"
<b>MAIN STREET:</b>		
Wide Streets	"very wide street attracts attention"	"lovely wide streets"
Clean Streets	"we found all streets and roads we used were very clean..."	"clean streets"
Planting in Streets	"nice vegetation in centre of streets"	"the streets (council) gardens are usually colourful and very well tendered"
Attractive Medium Strips	"attractive medium strip - neat and tidy"	"bushes with red flowers" (refers to medium strip on highway west of Hughenden)
Signs	"roads well marked and sign posted"	"poor signage"
Parking	"very good parking"	"easy parking"

### 5.5.3 Supplementary Tourist Image developed from Change Image Factors

Within the tourist group only one variable, upgrading the streets (25%), had a value greater than 20%. Further sorting and categorising of the variable resulted in the development of seven change image factors. The tourist change image factors and two related respondent comments are listed in Table 5.12.

**TABLE 5.12**  
**Tourist Change Image Factors**

CHANGE IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
Traffic Control	"better flow of traffic"	"keep heavy vehicles out"
Streets Signs	"better signs to attractions and tourist facilities"	"street signs easier to read, before corners not on them"
Street Lighting	"more lights in streets"	"better street lighting"
Footpaths	"upgrade footpaths"	"central footpaths need cleaning daily always filthy"
Cleaner Streets	"clean up streets"	"clean up streets"
Parking	"more car parks"	"more organised parking spots"
Parking for Caravans	"ease of parking for caravan towers"	"caravan parking in town"

The selection of this variable by over 20% of the respondents further emphasises the importance of the streets to tourists. Of the seven change image factors, four related to, traffic control, street lighting, footpaths and parking for caravans, and are new

factors adding detail to our image. Three other image factors, clean streets, parking and street signs, are already comment image factors identified earlier in Table 5.11.

#### 5.5.4 Supplementary Tourist Image developed from Descriptive Image Factors

Nine variables were developed in Chapters 3 and 4 which it was felt described the numerous words used to answered by respondents. Frequencies of these variables: positive descriptions, quiet, town type, friendly, climate, spatial descriptions, clean, negative descriptions and homely were calculated for the number of tourist responses (N=246) and six of the variables had a responses rate greater than 20%. They were: positive descriptions (48%), quiet (33%), town type (31%), friendly (30%), climate (21%) and spatial descriptions (20%).

Further sorting and categorisation identified nine image factors, the additional factors coming from a further split of the positive descriptions variable into four: scenery, general atmosphere, town appearance and service. One further change was made by renaming the spatial description variable to town size which more appropriately describes respondent's answers. Table 5.13 lists the nine descriptive image factors and a number of words which were commonly used by respondents in answering question three. Town size and atmosphere can be linked to the comments made in Table 5.11. The other seven descriptive image factors add a further dimension to the "general" town concept.

**TABLE 5.13**  
**Tourist Descriptive Image Factors**

DESCRIPTIVE IMAGE FACTORS	TYPICAL WORDS USED
Scenery (Town Surrounds)	green, scenic, attractive, beautiful, beach, picturesque, lovely, palms
Atmosphere (Town)	pleasant, interesting, paradise, unspoiled, tourism, lifestyle, unique
Appearance (Town)	progressive, prosperous, convenient
Service (Town)	good service
Quiet (Town)	quiet, relaxing, peaceful, sleepy, laidback
Town Type (Town)	tropical, country, outback, Australian, historical, old
Friendly (Town)	friendly
Climate (Town)	good weather, climate, dry, hot, wet/rain, sun
Town Size (Town)	small, sprawling, spreadout, spacious, open

### 5.5.5 Unique Tourist Image developed from Comparisons across Towns

#### Unique Tourist Image from Comparison of the Basic Tourist Image

Table 5.14 compares the combined basic tourist image with the basic tourist image of each town in the survey. It identifies those physical and comment image factors which are frequent and occasional when compared with the basic tourist image and each town's image. Table 5.15 identifies the unique physical and comment image factors.

**TABLE 5.14**  
**Comparison Basic Tourist Image by Town**

BASIC IMAGE FACTORS	TOURIST IMAGE		BASIC IMAGE by TOWN by RANK						
	%	RANK	Cardwell	Charters Towers	Lugghenden	Innisfail	Mareeba	Port Douglas	
PHYSICAL IMAGE FACTORS:									
Main Highway	100	1	1	1	1	1	1	1	FREQUENT
Shops	55	2	4	4	9	3	3	3	
Some Streets, not named	53	3	8	3	3	6	5	5	
Caravan Parks	46	4	12		2	8	4	6	
Town Park	39	5	5	5		8	2	13	
Hotels	37	6	8	9	5	6		10	
Many Streets, not named	29	10	19	15	14	5	7		
Food	26	13	17		4	3	12	19	
Seashore	35	7	2					2	SPECIAL FREQUENT
River	30	8			11	2	6	16	
Town Centre	33	8		6		11	8	8	OCCASIONAL
Railway	28	11	11	11			11		
Eating Places	28	11	6	17		13		8	
Service Stations	22	14	7		7				
Post Office	20	15		8	17	17			
Houses	20	15	15	7					
Landscaped Streets	20	15			7		8	13	
COMMENT IMAGE FACTORS:									
The Town	24	1		2	1		1	3	OCCASIONAL
Main Street	23	2		4	2		2		

The terms frequent, occasional and unique were defined in Chapter 4 , section 4.9 as follows: frequent - 5 or 6 towns out of six share the image factor; occasional - 2, 3 or 4 towns out of six share the image factor; unique - 1 town out of six shares the image factor. The data for Tables 5.14 and 5.15 have been collected from Figure 5.3, of this chapter and Tables 3.13, 4.5, 4.9, 4.14, 4.19, 4.23 and Appendices G2, H2, I2, J2, K2. The ranking is used in Tables 5.14 and 5.15 to identify responses above 20%, their numerical value is not considered.



**TABLE 5.15**  
**Unique Basic Tourist Image Factors for each Town**

BASIC IMAGE FACTORS	TOWN					
	Cardwell	Charters Towers	Hughenden	Innisfail	Mareeba	Port Douglas
<b>PHYSICAL IMAGE FACTORS:</b>						
Pier	3					
Islands	8					
Backpacker	13	11				
Council Pool	14		12			
Muddies Restaurant	15					
Mountains	18					
Motel	19		15	15		
Seashore	2					2
Railway Station			10			
Schools			12			
Bridge			15	11		
Museums		11	6		8	16
River			11	2	6	16
Historic Areas		2				
Town Hall		10				
Stock Exchange		11				
Police Station		15				
Churches				10		16
Hospital				14		
Boats				15		
Other Organisations					13	
Clubs					13	11
Marina						4
Resort/Accommodation Areas						7
Lookouts						12
Markets						13
<b>COMMENT IMAGE FACTORS:</b>						
Surrounding Area	1					
Historic Buildings		1				
Town Park		3			3	
Houses		5				
Surrounding Roads				1		
Shopping					4	
Caravan Park					5	
Beach						1
View on Entrance Road						2

Table 5.15 shows that each town has a number of unique image factors specifically their own but also share a number of image factors classified as unique because they are differentiated from town to town. For example, museums are listed for four of the six towns but each museum is differentiated by the nature of its display, for example, Charters Towers and Mareeba - Historical Museum, Hughenden - Dinosaur Museum and Port Douglas - Maritime Museum. Other image factors such as backpacker accommodation, council pools, can be similarly differentiated between towns and therefore remain in the unique category.

River and seashore fall into a special category, first because they are nominated by every town in which they are physically present (see table 5.14) and secondly for

each town they are a unique image factor for that town (Hughenden - dry sand river, Innisfail - full flowing river, Cardwell - narrow tidal strip, Port Douglas - long wide beach). Rivers and seashores are therefore included in the unique listing.

While railways can be unique aspects of an image in this particular study they were not singled out by respondents and so are not listed as a unique image factor. A number of public and private buildings in towns can be classified or are classified as historical buildings. The inclusion of a stock exchange, houses and banks as unique factors are all a result of the historical nature of the building in which these particular activities are housed.

The nine unique comment image factors are also developed from the individual responses of tourists within each town but can also be differentiated. For example, the town parks of Charters Towers and Mareeba are clearly differentiated by size, activity and attractions.

**TABLE 5.16**  
**Unique Basic Tourist Image Factors**

UNIQUE/BASIC IMAGE FACTORS	TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Attractions			Shopping	Town Park	Pier, Marina, Bridges, Seashore, River
Sports Facilities	Council Pool				
Museums	Dinosaur, Maritime, Historical				
Historic Areas	Churches, Houses, Railway Station, Hospital, Schools		Historic Areas, Historic Buildings, Town Hall, Stock Exchange, Police Station, Banks		
Festivals	Markets				
Scenery		Surrounding Roads View on Entrance Roads			Surrounding Area, Islands, Mountains, Lookouts, Boats
Entertainment	Clubs				
Eating places	Muddies Restaurant, Clubs				
Accommodation					Backpacker, Motels, Resort Areas, Caravan Parks

The 35 unique physical and comment image factors identified were then sorted and classified into nine unique tourist image factors. Table 5.16 lists these image factors along with the original factors under the five spatial elements identified earlier.

### Unique Tourist Image from Comparisons of the Supplementary Tourist Image

Table 5.17 compares the change and descriptive image factors of the combined tourist image and the tourist image of each town. The rankings are taken from Tables 3.14, 4.6, 4.10, 4.15, 4.20, 4.24 in Chapters 3 and 4. It is clear from the table that two change image factors, more attractions and miscellaneous could be considered as unique factors. The miscellaneous factor relates to respondents who had: no opinion, no comment, didn't know about changes, or wanted no changes. It was not intended as a measure of image and consequently will not be used here. This leaves more attractions as a unique change image factor, it is listed in Table 5.18 with its relevant comments. All change factors were checked to determine if some differentiation was taking place within the individual comments for each town. Generally where changes were suggested for various towns they were similar so only the more attractions and miscellaneous factors could be considered.

**TABLE 5.17**  
**Comparison Supplementary Tourist Image by Town**

SUPPLEMENTARY TOURIST IMAGE		TOURIST IMAGE		SUPPLEMENTARY IMAGE by TOWN by RANK					
		%	RANK	Cardwell	Charter s Towers	Hughenden	Innisfail	Mareeb a	Port Douglas
CHANGE IMAGE FACTORS:									
Upgrade Streets	25	1	1	1	2	1			OCCASIONAL
Upgrade Houses & Businesses			1					1	
Upgrade Landscaping					1	2	1		
More Attractions				2					UNIQUE
Miscellaneous						3			
DESCRIPTIVE IMAGE FACTORS:									
Positive (Scenery, Service, Atmosphere, Appearance)	48	1	2	2		1	2	1	FREQUENT
Quiet	33	2	1	4	4	3	4	2	
Town Type	31	3		1	1	5	4	4	
Friendly	30	4	5	3	2	4	1	4	
Climate	21	5				2	7	6	OCCASIONAL
Spatial (Town Size)	20	6	3				4		
Negative			4			5		3	
Clean					3		3		

Seven of the nine descriptive image factors while common in their use across towns could be differentiated by comments made in each town. Table 5.18 lists the descriptive image factors and the comments that differentiate them. No differentiation was apparent for the factors negative and clean which were identified from individual towns.

**TABLE 5.18**  
**Unique Supplementary Tourist Image Factors**

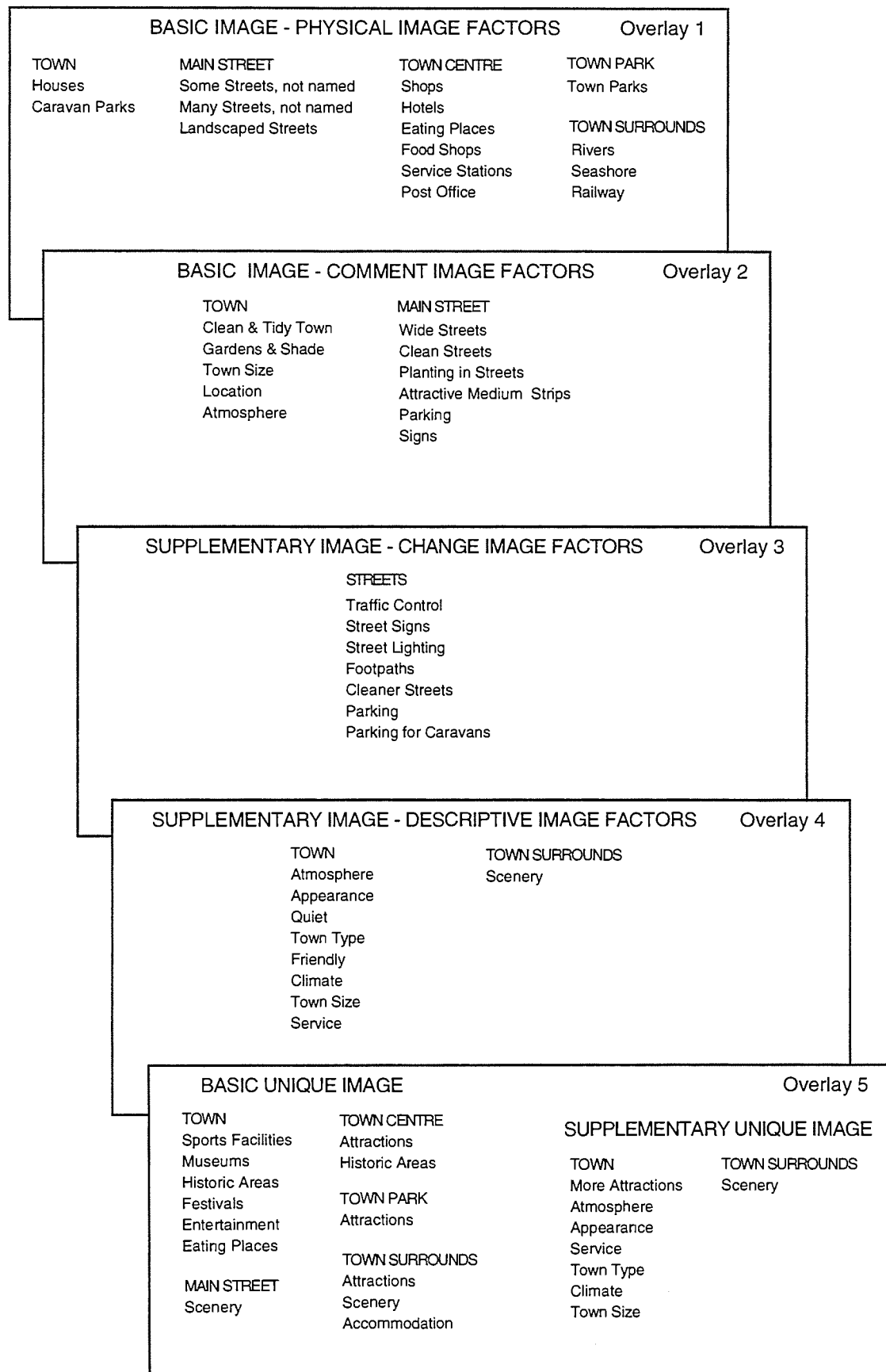
UNIQUE/SUPPLEMENTARY IMAGE FACTORS	
<b>CHANGE IMAGE FACTORS:</b>	
More Attractions (Town)	(Charters Towers - More entertainment & activities)
<b>DESCRIPTIVE IMAGE FACTORS:</b>	
Scenery (Town Surrounds)	(Cardwell - pretty) (Port Douglas - beach, palms, natural environment, mountains, water)
Atmosphere (Town)	(Port Douglas - luxurious, happy, tourism, fantastic, heaven, magic, lifestyle, atmosphere, magnetic, idyllic, exciting)
Appearance (Town)	(Cardwell - potential) (Hughenden - appropriate, functional) (Charters Towers - progressive, enlightened, educational, character, established) (Innisfail - growing, lively, civilised) (Mareeba - prosperous, convenient)
Service (Town)	(Mareeba - good service)
Town Type (Town)	(Cardwell - gateway) (Hughenden - isolated, typical, railway town) (Charters Towers - mining city, gold, old heritage, colonial) (Mareeba - multicultural) (Port Douglas - coastal)
Climate (Town)	(Cardwell - humid, cool, sticky) (Hughenden - shady) (Charters Towers - dusty, oasis) (Innisfail - wet/rain) (Mareeba - temperate)
Town Size (Town)	(Cardwell - long, under developed, open) (Hughenden - dispersed, unconnected, scattered, average) (Charters Towers - substantial, contrasting) (Innisfail - uncluttered) (Mareeba - well planned, central, complete) (Port Douglas - over developed, developed, stratified)

### 5.5.6 Summary of Tourist Image

Figure 5.4 uses the overlay method developed in Chapters 3 and 4 to summarise and present the tourist image of an "General" town.

The final tourist image is characterised by a basic image made up of five spatial elements into which a number of physical image factors fit. Overlays 2 and 3 add detail to this basic image by providing more information about two of these spatial elements, the town and the main street. The town and town surrounds are the elements within which the descriptive image factors best fit in overlay 4. Finally overlay 5 identifies the unique image which is made up of a number of the basic and supplementary image factors some of which can be common to each town but through differentiation can become unique to a town.

**FIGURE 5.4**  
**Summary of Tourist Image of an "General" Town**



## 5.6 DEVELOPMENT OF RESIDENT IMAGE- ALL TOWNS COMBINED

### 5.6.1 Basic Resident Image developed from Physical Image Factors

In this section the sketches or maps drawn by the resident respondents ( $N_R=277$ ) are analysed, discussed and illustrated (figure 5.5). As for section 5.5 only those frequencies higher than 20% were used to develop the image.
























The basic image of an "General" town from the resident's perspective does not differ greatly from that of the tourist. The main highway (including landscaped streets), the shops, the town centre, town park, hotels plus rivers, railways and seashores all form the strongest image that residents have of a town. Again as for the tourist group, residents drew a number of specialty shops or service facilities either within the town centre or adjacent to it. In this case the list of specialty shops or facilities was larger than that for the tourists with the addition of service organisations (banks, hairdresser), clubs, churches, schools, police station, hospital and the council swimming pool to the resident's list. Other additions to the resident image were a pier while notable omissions from resident's image were: caravan parks and houses.

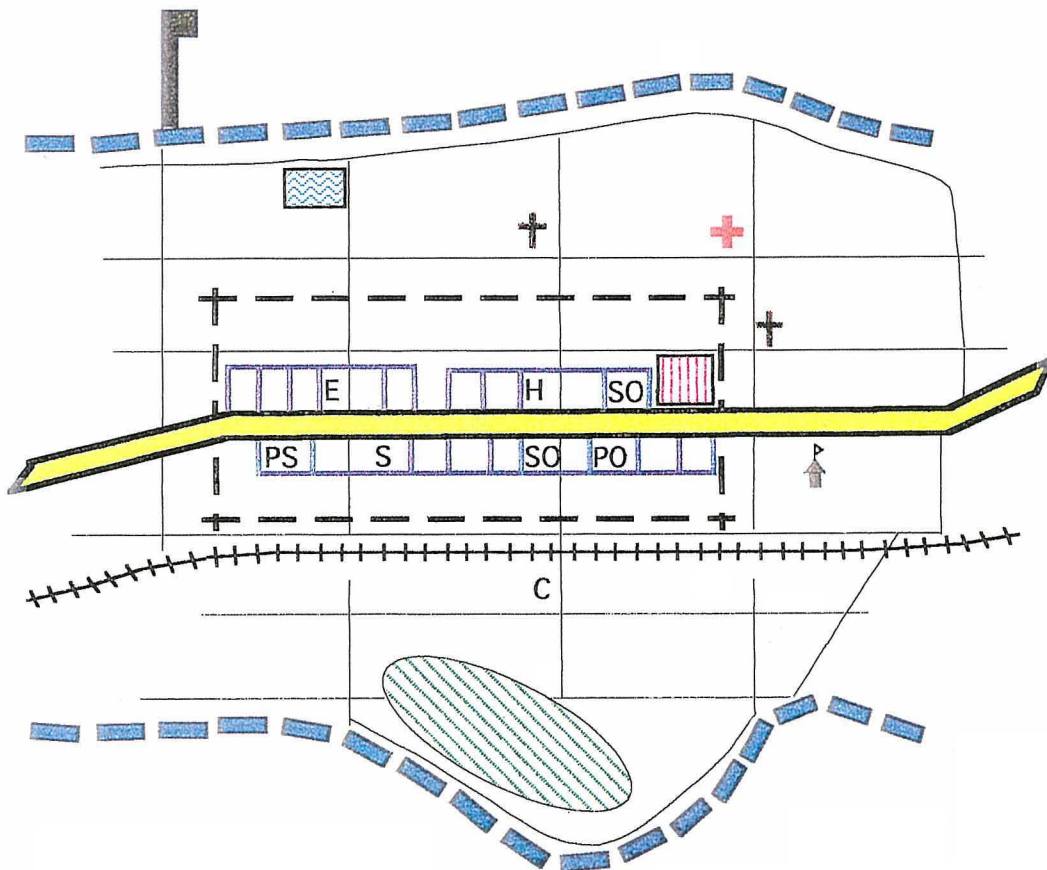
As for the tourist image, the basic resident image can be identified as having five distinct spatial elements into which the physical image factors can be sorted. Table 5.19 lists the basic physical image factors under these elements.

**TABLE 5.19**  
**Resident Physical Image Factors by Spatial Elements**

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Schools Clubs Churches Hospital Council Pool	Some Streets, not named, Landscaped Streets, Many Streets, not named	Shops Hotels Eating Places Service Stations Post Office Service Organisations Police Station Food	Town Park	Pier River Seashore Railway

**FIGURE 5.5**  
**Basic Resident Image All Towns Combined**

1		Main Highway	99%	12		Post Office	25%
2		Town Park	66%	13		Clubs	24%
3		Shops	55%	13		Churches	24%
4		Town Centre	46%	13		Service Organisations	24%
5		River	40%	16		Eating Places	23%
5		Hotel	40%	16		Service Stations	23%
7		Some Streets, not named	37%	18		Police Station	22%
8		Seashore	33%	19		Landscaped Streets	21%
9		School	31%	19		Food	21%
10		Railway	30%	19		Pier	21%
11		Many Streets, not named	27%	22		Hospital	20%
				22		Council Pool	20%



### 5.6.2 Basic Resident Image developed from Comment Image Factors

With the resident responses only one comment about town parks (26%) was above 20%. This variable forms a rich source of qualitative data which adds detail to the basic resident image identified above. It is discussed in more detail below.

#### Resident's Positive Comments about the Town Park

As in the previous section comments were sorted and categorised into nine comment image factors which are listed in Table 5.20. Typical comments are appended to each image factor.

**TABLE 5.20**  
**Resident Comment Image Factors**

COMMENT IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
Scenery	"nice park"	"beautiful park"
Quiet	"nice relaxing area"	"quiet good area of town"
Climate	"shady"	"cool breezes"
Landscaping	"nicely landscaped"	"native gardens & walking paths, duck ponds, permanently flowing water, sheltered picnic area"
Maintenance	"lovely park always well maintained"	"nicely kept gardens & parks"
Amenities	"park with BBQ"	"childrens playground"
Attractions	"...park has a birdlife display & ...an old rotunda"	"animal enclosure is unusual"
Size	"beautiful big park"	"large park"
Activities	"park good for stopping & having a picnic"	"walking & cycling track"

### 5.6.3 Supplementary Resident Image developed from Change Image Factors

Residents were much more responsive to the question about changes in their town than tourists. Four of the eight variables were above 20%, upgrading houses and businesses (39%), upgrading the landscaping (25%), town pride (22%) and upgrading the streets (21%). The variables are discussed and tabled below.

#### Resident Changes in a Town - Upgrading Houses and Businesses

This variable, upgrading houses and businesses, was sorted and categorised into a further six image factors, they are listed in Table 5.21 with two typical comments.



## Resident Changes in a Town - Upgrading the Landscaping

This variable has been sorted and categorised into seven change image factors based on the element which respondent's feel should be landscaped. Generally the comments made by residents to this change refer to more landscaping of the town, the town park, and the streets. Table 5.21 lists the image factors and some typical comments made by respondents. The imagery associated with green grass, flowers, trees and shrubs is added to all the major physical image factors developed from respondent's sketch maps.

**TABLE 5.21**  
**Resident Change Image Factors**

CHANGE IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>UPGRADING HOUSES &amp; BUSINESSES:</b>		
Shops (Town Centre)	"more interesting shops"	"develop existing shops"
Themed Town Centre	"create outback theme"	"coordinate further development towards a specific theme"
Atmosphere (Town)	"keep "little town" atmosphere"	"keep village atmosphere"
Buildings Styles (Town)	"pretty up buildings & make them as pretty as they are"	"change style of buildings-more architectural input & thought"
Clean & Tidy (Town)	"tidy up some yards, splash paint around"	"clean up buildings & fresh paint"
Restore, Preserve, Renovate Buildings (Town)	"clean, paint renovate old buildings"	"restore old buildings & houses"
<b>UPGRADING THE LANDSCAPING:</b>		
Main Street	"more plants & shrubs aligning main street"	"gardens along centre of main street"
Local Streets	"street beautification"	"more gardens throughout streets"
Town	"more beautification"	"more trees & tables & chairs around town"
Town Centre	"more trees or palms in CBD"	"nice gardens in centre of town"
Town Parks	"nice parks"	"more parks & gardens"
Maintenance (Town Centre)	"get rid of weeds"	"more maintenance of town centre"
Mall (Town Centre)	"main street into mall"	"landscape and close ...Street"
<b>TOWN PRIDE:</b>		
Town Pride	"tidiness of the town"	"more civic pride"
Quality & Service	"consistent quality of fare & service"	"better choice of services"
Prices	"cheaper commodity prices"	"price of everyday items"
Pests	"eradication of mosquitoes"	"compulsory tie up dogs at night"
Crime	"control vandals"	"safer streets at night"
<b>UPGRADING THE STREETS:</b>		
Traffic Control	"more police supervision of traffic"	"reroute transports around town"
Streets Signs	"better road signs in keeping with character of town"	"better signs showing tourism potential"
Street Lighting	"more and better street lights"	"more lights in streets"
Footpaths	"clean up footpaths"	"better footpaths"
Cleaner Streets	"cleaner streets"	"clean up main street"
Parking	"more parking in town centre"	"more off street parking"
Caravan Parking	"side parking for caravans"	

### **Resident Changes in a Town - Town Pride**

Further sorting and categorising of this variable resulted in five image factors which present an entirely new image of a town. Table 5.21 highlights a new range of change image factors which deal with the more negative image of a town, particularly those dealing with crime, pests, high prices, quality and service and unemployment.

### **Resident Changes in a Town - Upgrading the Streets**

Sorting and categorising this variable gave the same image factors as the tourist respondents in Table 5.12. These were: traffic control, street signs, street lighting, footpaths, cleaner streets, parking and parking for caravans. Typical comments were also similar.

#### **5.6.4 Supplementary Resident Image developed from Descriptive Image Factors**

Five of the nine variables identified from resident responses had response rates greater than 20%. They were: positive descriptions (56%), quiet (35%), town type (33%), friendly (32%) and climate (25%). The five variables are the same as the first five identified by the tourist group. The resident variable which did not exceed the 20% was spatial descriptions (town size).

Sorting and categorisation resulted in seven descriptive image factors being identified not nine as for the tourist Image. In this case the loss of the spatial description (town size) variable and the loss of the service image factor accounting for the difference. The positive descriptions variable was split into three not four image factors: scenery, general atmosphere and town appearance.

Table 5.22 lists the seven descriptive image factors developed from resident respondents. The table is similar to that produced for the tourist descriptions of a town with some of the actual words in each image factor being deleted or added.

**TABLE 5.22**  
**Resident Descriptive Image Factors**

DESCRIPTIVE IMAGE FACTORS	TYPICAL WORDS USED
Scenery (Town Surrounds)	green, beautiful, pretty, picturesque, scenic, attractive, beach
Atmosphere (Town)	paradise, tourism, pleasant, unspoiled, unique, interesting, healthy, charming, quaint
Appearance (Town)	prosperous, educational, progressive, growing, changing, busy
Quiet (Town)	quiet, relaxing, peaceful, laidback, sleepy, slow
Town Type (Town)	historical, old, tropical, country, rural, multicultural, coastal, village
Friendly (Town)	friendly, casual
Climate (Town)	good weather/climate, wet/rain, hot

### 5.6.5 Unique Resident Image developed from Comparisons across Towns

#### Unique Resident Image from Basic Resident Image

Table 5.23 compares the basic resident image with the same image of each town. It identifies those image factors common to both the basic image and each town's image.

**TABLE 5.23**  
**Comparison Basic Resident Image by Town**

BASIC IMAGE FACTORS	RESIDENT IMAGE		BASIC IMAGE by TOWN by RANK						
	%	RANK	Cardwell	Charters Towers	Hughenden	Innisfail	Mareeba	Port Douglas	
PHYSICAL IMAGE FACTORS:									
Main Highway	99	1	1	1	1	1	1	1	FREQUENT
Town Park	66	2	4	2	12	3	2	8	
Shops	55	3	5	9	4	7	3	5	
Town Centre	46	4	11	5	7	5	4	9	
Hotels	40	5	13	3	10	13	13	6	
Some Streets, not named	37	7	27	12	8	7	6	14	
Many Streets, not named	27	11	25	13	17	6	10	16	
Churches	24	13	31	22		9	22	16	
Service Organisations	24	13		19	15	13	13	21	
River	40	5			2	2	7	13	SPECIAL FREQUENT
Sea	33	8	2					2	
School	31	9	8	7	8		8		OCCASIONAL
Clubs	24	13	21		22		10	10	
Eating Places	23	16	13		22	16		14	
Service Stations	23	16	9	25	22		22		
Police Station	22	18	20	28	22	13			
Hospital	20	22		10	22	10	13		
Post Office	25	12	31	10	5				
Council Pool	20	22	9	16	28				
Landscaped Streets	21	19			5		19	11	
Railway	30	10	6		3				
Food	21	19					9		UNIQUE
Pier	21	19	3						
COMMENT IMAGE FACTORS:									
Town Park	26	1	2	2		1	1		OCCASIONAL

Table 5.24 lists those elements identified in each town's image but not listed in the basic image, the unique factors can be clearly identified. The data for Tables 5.23 and 5.24 have been collected from Figure 5.5 of this chapter, Tables 3.13, 4.5, 4.9, 4.14,

4.19, 4.23 and Appendices G3, H3, I3, J3, K3. The ranking was used to identify relevant factors not for numeric value.

Table 5.24 shows that the list for residents is more extensive than that for tourists with 52 unique image factors identified, including the river, seashore and town park.

**TABLE 5.24**  
**Unique Basic Resident Image Factors for each Town**

IMAGE FACTORS	TOWN					
	Cardwell	Charters Towers	Hughenden	Innisfail	Mareeba	Port Douglas
<b>PHYSICAL IMAGE FACTORS:</b>						
Islands	7					
Information Centre	11					
Lookouts	15	19				7
Golf	15				10	23
Library	15					
Boat Ramp	15					
Oyster Point	21					
Caravan Parks	21		28			
Memorial Park	24		13			19
Nursing Home	25	13				
Railway Station	27					
Muddies Restaurant	27					
Bowling	27					
Sport Oval	27				17	
Motel	31	16			13	
Residential Areas	31				19	21
Pier	3					
Seashore	2					2
Museums			10		4	11
National Parks			13			
Bridge			15	4	19	
Courthouse			18	17		
Houses		16	18			
Showground			18			
Community Centre			28			
Tannery			28			
Cenotaph/Statue/Clock			28			
River			2	2	7	13
Historic Areas		3				
Town Hall		6				
Stock Exchange		8				
Mountains		13				
Venus Battery		19				
Entertainment Centre		22				
Boats				10		19
Shire Office				10		
Cemetery					17	
Sawmill					22	
Marina						3
Resort Areas						4
Markets						18
<b>COMMENT IMAGE FACTORS:</b>						
Town Park	2	2		1	1	
Tourist Drive	1					
Historic Buildings		1				
Town		3			2	
Main Street		3	1		2	
Other Buildings		3	2			
Surrounding Roads			1			
River				2		
Seashore						1
View on Entrance Road						1

As mentioned with the tourist data (section 5.5.5) it is clear that each town has a number of unique image factors specifically their own but also share a number of image factors classified as unique because they are differentiated from town to town. Museums, town parks, river and seashore were given as examples in the tourist data but a number of others can be identified in the resident sample, these include: lookouts, golf courses, memorial parks, sports ovals, motels, residential areas, bridges, courthouses, houses and boats. The converse of this can also be true, in this case food shops while classified as unique through ranking, could not be considered a unique aspect of any town as in this case they mainly represent supermarkets. For this reason they are left off the unique list. Table 5.25 lists these image factors with the original factors which are also split into the five spatial elements identified earlier in this chapter (section 5.4.1).

**TABLE 5.25**  
**Unique Basic Resident Image Factors**

UNIQUE/BASIC IMAGE FACTORS	TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Attractions		Tourist Drive		Memorial Parks, Cenotaph, Statue Clocks	Seashore, River, Information Centre, Pier, Marina, Bridges, Tannery, Old Mines, Cemetery Sawmill, Oyster Point
Sports Facilities	Bowling				Golf, Boat Ramp, Sport Oval, Showground
Museums	Dinosaur, Maritime, Historical				
Historic Areas	Railway Station,		Historic Areas, Historic Buildings, Courthouse, Town Hall, Stock Exchange, Shire Office, Library, Other buildings		
Festivals Scenery	Markets	Surrounding Roads, View on Entrance Road			Islands, Mountains Lookouts, Boats, National Parks
Entertainment	Entertainment Centre, Community Centre				
Eating Places	Muddies Restaurant				
Accommodation	Residential Area, Houses, Nursing Homes				Caravan Parks, Motels, Resort Areas

## Unique Resident Image from Comparisons of the Supplementary Resident Image

The change and descriptive image factors of the combined resident image and the individual resident image of each town are compared in Table 5.26. The rankings are taken from Tables 3.14, 4.6, 4.10, 4.15, 4.20, 4.24 in Chapters 3 and 4. As for the tourist data change factors were checked to determine if some differentiation was taking place through individual comments for each town. One of the four change image factors (more attractions) identified by residents is differentiated enough to be classified unique. No other change image factors were identified. These factors are listed along with their relevant comments in Table 5.27.

**TABLE 5.26**  
**Comparison Supplementary Resident Image by Town**

SUPPLEMENTARY IMAGE FACTORS	RESIDENT IMAGE		SUPPLEMENTARY IMAGE by TOWN by RANK						
	%	RANK	Cardwell	Charter s Towers	Hughenden	Innisfail	Mareeb a	Port Douglas	
CHANGE IMAGE FACTORS:									
Upgrade Houses & Businesses	39	1	1	2	4	2	1	1	FREQUENT
Upgrade Landscaping	25	2		1	2	1	2	2	
Town Pride	22	3	2		3		4		OCCASIONAL
Upgrade Streets	21	4			1	2	2		
Water			3		6				
More Attractions				2	5	4			
DESCRIPTIVE IMAGE FACTORS:									
Positive (Scenery, Atmosphere, Appearance)	56	1	1	2		1	5	1	FREQUENT
Quiet	35	2	1	4	3	4		2	
Town Type	33	3		1	3	3	2	3	
Friendly	32	4		3	1	5	4	4	
Climate	25	5			2	2	1		OCCASIONAL
Spatial (Town Size)					6		3		
Negative			1		3			5	
Homely					7				UNIQUE

Five of the seven descriptive image factors identified in the basic resident data and two of the three identified by individual towns could be differentiated by respondent descriptions. They are listed in Table 5.27.

**TABLE 5.27**  
**Unique Supplementary Resident Image Factors**

UNIQUE IMAGE FACTORS	
<b>CHANGE IMAGE FACTORS:</b>	
More Attractions (Town)	(Charters Towers - more entertainment & activities) (Hughenden - build on dinosaur display) (Innisfail - more indoor recreation)
<b>DESCRIPTIVE IMAGE FACTORS:</b>	
Scenery (Town Surrounds)	(Innisfail - colourful) (Port Douglas - beach, palms, natural environment, reef, water)
Atmosphere (Town)	(Cardwell - spectacular, proud) (Hughenden - freedom) (Hughenden - homely, safe, close knit, caring, warm) (Charters Towers - charming) (Innisfail - wild, exotic, wonderful) (Mareeba - great place) (Port Douglas - civilised, luxurious, heaven, lifestyle, entertaining, active, fun, seductive, escapist)
Appearance (Town)	(Cardwell - opportunities) (Charters Towers - educational, adequate, challenging) (Innisfail - business like, cosmopolitan) (Mareeba - diversity, organised, convenient)
Town Type (Town)	(Cardwell - coastal) (Hughenden - isolated, western) (Charters Towers - mining city, gold) (Innisfail - continental) (Mareeba - multicultural) (Port Douglas - village)
Climate (Town)	(Cardwell - cool) (Hughenden - dusty) (Innisfail - wet/rain)
Town Size (Town)	(Hughenden - compact, small) (Mareeba - spacious, well planned)

Those not listed as unique are: quiet, friendly and negative. The homely image factor could be described as a unique factor describing the atmosphere of Hughenden, therefore it has been incorporated into the atmosphere factor.

### 5.6.6 Summary of Resident Image

The resident's image of an general town is summarised in Figure 5.6. The basic image of the town is similar to the tourist image but with more physical image factors identified particularly within the town and town centre. Overlay 2 shows that residents have a strong image of their town park and a detailed image of the park and its important image factors is provided. The factors identified for the town park are similar to those identified in overlays 4 and 5 for the town generally.

The resident's supplementary image is also more detailed than the tourist image with a detailed image of the town, its main street, town centre and park. Finally the unique image of the town is again supplied from basic and supplementary image factors.

Generally the resident image is similar to the tourist image with emphasis on the same image factors. The resident image differs by producing more image factors with a response rate higher than 20%.

## Summary of Resident Image of an "General" Town

**BASIC IMAGE - PHYSICAL IMAGE FACTORS** Overlay 1

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK
Schools	Some Streets, not named	Shops	Town Parks
Clubs	Many Streets, not named	Hotels	
Churches	Landscaped Streets	Eating Places	
Hospital		Service Stations	
Council Pool		Post Office	
		Service Organisations	
		Police Station	
		Food	

**BASIC IMAGE - COMMENT IMAGE FACTORS** Overlay 2

TOWN PARK
Scenery
Quiet
Climate
Landscaping
Maintenance
Amenities
Attractions
Size
Activities

**SUPPLEMENTARY IMAGE - CHANGE IMAGE FACTORS** Overlay 3

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK
Atmosphere	Landscaping	Landscaped	Landscaping
Building Styles	Traffic Control	Shops	
Clean & Tidy	Street Signs	Themed	
Restore Buildings	Street Lighting	Maintenance	
Landscaping	Footpaths	Mall	
Quality & Service	Cleaner Streets		
Pride	Parking for Caravans		
Prices			
Pests			
Crime			

**SUPPLEMENTARY IMAGE - DESCRIPTIVE IMAGE FACTORS** Overlay 4

TOWN	TOWN SURROUNDS
Atmosphere	Scenery
Appearance	
Quiet	
Town Type	
Friendly	
Climate	

**BASIC UNIQUE IMAGE** Overlay 5

TOWN	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Sports Facilities	Historic Areas	Attractions	
Museums			
Historic Areas			
Festivals			
Entertainment			
Eating Places			
Accommodation			

**SUPPLEMENTARY UNIQUE IMAGE**

TOWN	TOWN SURROUNDS
More Attractions	Scenery
Atmosphere	
Appearance	
Town Type	
Climate	
Town Size	



## 5.7 DEVELOPMENT OF LOCAL LEADER IMAGE - ALL TOWNS COMBINED

### 5.7.1 Basic Local Leader Image developed from Physical Image Factors





















In this section the sketches or maps drawn by the local leader respondents ( $N_R=30$ ) are analysed, discussed and illustrated. As for section 5.4, 5.5 and 5.6 only those frequencies higher than 20% were used to develop the image. Note that for clarity Figure 5.7 has only the first twenty physical image factors identified. Table 5.28 lists the balance (13) of the physical image factors and their response rates.

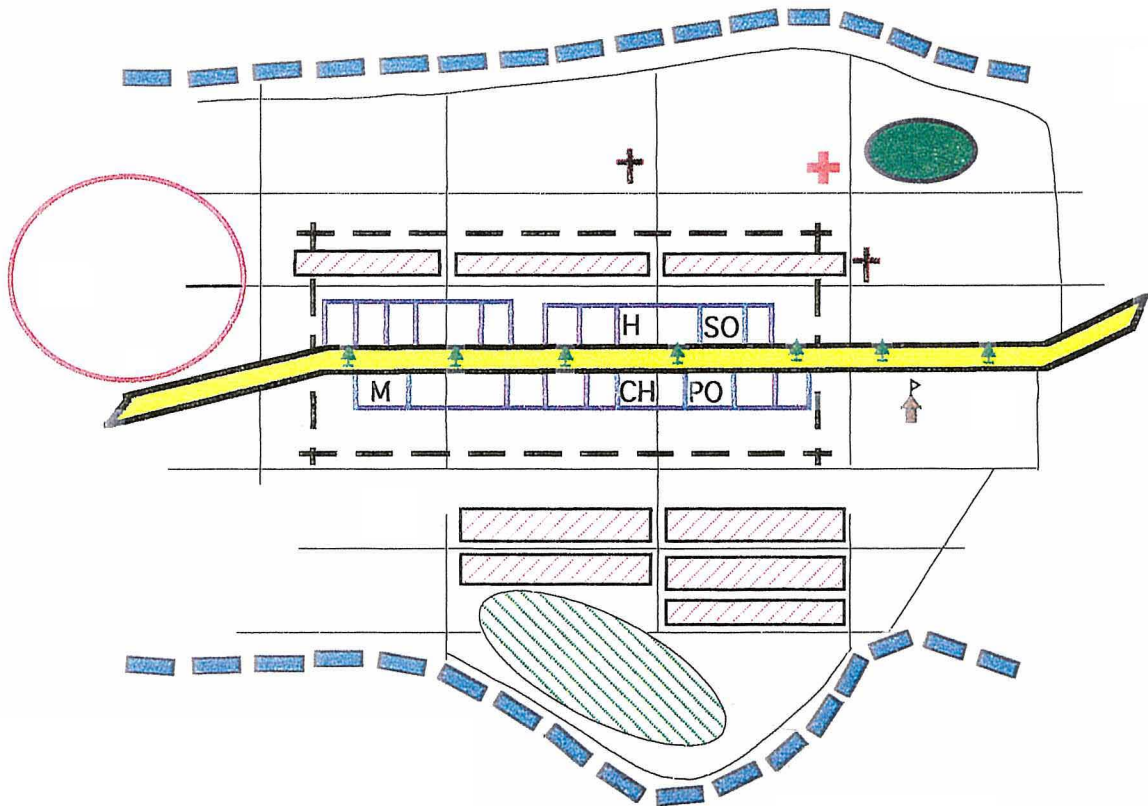
**TABLE 5.28**  
**Balance of Physical Image Factors for the Basic Image of Local Leaders**

PHYSICAL IMAGE FACTORS	PERCENTAGE	RANK
Mountains	23	21
Lookout	23	21
Clubs	23	21
Houses	23	21
Marina	23	21
Boats	23	21
Many Streets, partially named	23	21
Railway	23	21
Town Hall	20	29
Stock Exchange	20	29
Shire Office	20	29
Bridges	20	29
Memorial Park	20	29

The basic image of an "General" town from the local leader's perspective consists of: the main highway (including landscaped streets), the town park, the town centre, hotels, schools, courthouse plus rivers. In identifying and naming the local streets, 40% of the local leaders were able to identify many (six or more, Chapter 3) local streets but not name them, 33% were able to identify some (five or less) streets but not name them and 23% were able to identify many streets and partially name them. Again as for the tourist group, local leader's drew a number of specialty shops or service facilities either within the town centre or adjacent to it. In this case, as for the residents, the list of specialty shops or facilities was larger than that for the tourists or residents with the addition of courthouse, historic areas, museum, residential areas, houses, town hall, stock exchange, shire office, bridges and memorial parks to the local leader's list. Other additions to the local leader image were: sports ovals, mountains, lookout, marina, boats and railway.

**FIGURE 5.7**  
**Basic Local Leader Image All Towns Combined**

1		Main Highway	97%	10		Post Office	30%
2		Town Park	73%	10		Service Organisations	30%
3		River	53%	10		Sports Oval	30%
4		Town Centre	50%	10		Historic Areas	30%
5		Hotels	40%	10		Seashore	30%
5		Many Streets, not named	40%	16		Museum	27%
7		School	37%	16		Hospital	27%
7		Landscaped Streets	37%	16		Shops	27%
9		Some Streets, not named	33%	16		Churches	27%
10		Courthouse	30%	16		Residential Areas	27%



Notable omissions from the local leader's image were: caravan parks, service stations, eating places, food, police station and council pool.

Table 5.29 lists the basic physical image factors under the spatial elements identified in sections 5.5 and 5.6: the Town, the Main Street, the Town Centre, the Town Park and the Town Surrounds.

**TABLE 5.29**  
**Local Leader Physical Image Factors by Spatial Elements**

TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Schools Museums Hospital Churches Residential Areas Clubs Houses Bridges	Many Streets, not named Landscaped Streets Some Streets, not named, Many Streets, partially named	Hotels Courthouse Post Office Service Organisations Historic Areas Shops Town Hall Stock Exchange Shire Office	Town Park Memorial Parks	River Seashore Sports Oval Mountains Lookouts Marina Boats Railway

#### **5.7.2 Basic Local Leader Image developed from Comment Image Factors**

Three comments by local leaders have a response rate greater than 20%, they are: town park (33%), town (20%) and surrounding area (20%). They are discussed in more detail below.

#### **Local Leader's Positive Comments about the Town Park**

Only four comment image factors are categorised from local leader comments about parks. They are listed below with their relevant comments. Five image factors identified by residents, quiet, climate, maintenance, amenities and size, are not identified by the local leaders. It should be noted here that 33% of the local leader sample equals ten respondents while 26% of resident sample equals seventy three respondents, a much larger number of comments to sort and categorise, hence more image factors identified.

**TABLE 5.30**  
**Local Leader Comment Image Factors**

COMMENT IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>TOWN PARK:</b>		
Scenery	"magnificent park"	"beautiful esplanade"
Landscaping	"gardens in this area are known for lovely gardens"	"parkland being redone with beach protection and more trees and facilities"
Attractions	"centenary park, new heritage museum excellent for tourists"	"parkland site of popular Sunday cotters markets"
Activities	"...very pleasant recreational area"	"riverbank (park) for walking and looking at boats"
<b>THE TOWN:</b>		
Town Type	"historic city with many old buildings"	"...quite old and historical"
Attractions	"desperately need guidance to finance and set up tourist attractions"	"goldfield ashes in January & country music in May are big draw cards"
Main Street	"roads nice and wide"	"plenty of parking in main street"
Landscaped Streets	"potted palms placed in main street"	"tree lined streets".
Scenery	"spectacular mountain ranges"	"stunning wooded hillside"
<b>SURROUNDING AREA:</b>		
Attractions	"Porcupine Gorge well worth a visit"	"Pyrite works-historic-interesting example of early gold prospecting & processing..."
Scenery	"Porcupine Gorge spectacular scenery"	"Buckland's Hill - great views"

### **Local Leader's Positive Comments about the Town**

Five comment image factors are identified after sorting and categorising the local leader comments. The comment image factors listed in the table are completely different than those identified by tourists (see section 5.8 for further exploration of similarities and differences between tourist, resident and local leader responses)

### **Local Leader's Positive Comments about the Surrounding Area**

Attractions and scenery are the two comment image factors identified from local leader's comments about the surrounding area.

### **5.7.3 Supplementary Local Leader Image developed from Change Image Factors**

Local leaders identified four variables above 20%: upgrading the landscaping (50%), more attractions (30%), upgrading the streets (30%) and upgrading houses, businesses and vacant blocks (23%). The variables are discussed in more detail below.

### Local Leader Changes in a Town - Upgrading the Landscaping

A number of factors were identified by local leaders which add detail to the physical image factors. Generally the comments made by local leaders refer to more landscaping of the town, the town park, and the streets. Table 5.31 lists the image factors and some typical comments made by respondents. Note in some cases only one comment was available because of the small numbers of responses (15) available.

**TABLE 5.31**  
**Local Leader Change Image Factors**

CHANGE IMAGE FACTORS	TYPICAL COMMENT 1	TYPICAL COMMENT 2
<b>UPGRADING LANDSCAPING:</b>		
Main Street	"centre street gardens on large scale"	"more gardens in main street"
Local Streets	"more gardens in streets"	"more greenery"
Town	"more shade trees"	"more shrubs & trees"
Town Centre	"more relaxed & comfortable CBD by effective landscaping"	
Town Parks	"better gardens & use of space on riverbanks"	"(establish) tropical park in old tip area"
Mall (Town Centre)	"main street into mall"	
<b>MORE ATTRACTIONS:</b>		
Attractions	"more outside eating places"	"focal tourist attraction"
Entertainment	"more shopping & entertainment"	"entertainment facilities for young & families"
<b>UPGRADING THE STREETS:</b>		
Traffic Control	"main street extended into ..... street"	"direct thru traffic past river"
Street Lighting	"lights in main street"	
Footpaths	"replace footpaths"	
Maintenance	"kerb to kerb bitumen"	"repair ....street"
<b>UPGRADING HOUSES &amp; BUSINESSES:</b>		
Atmosphere (Town)	"safeguard village atmosphere"	
Buildings Styles (Town)	"(change) council regulations on site coverage"	
Restore, Preserve, Renovate Buildings (Town)	"more active CBD but retain heritage value"	

### Local Leader Changes in a Town - More Attractions

Further sorting and categorising of this variable was difficult as most responses mentioned specific attractions. Finally two image factors were identified, attractions and entertainment. They are listed in Table 5.31 along with some typical comments.

### Local Leader Changes in a Town - Upgrading the Streets

Four change image factors are identified by local leaders relating to upgrading the streets, three of them, traffic control, street lighting and footpaths are similar to the

tourist and resident responses while the fourth, maintenance, is a new factor specific to the local leaders.

#### **Local Leader Changes in a Town - Upgrading Houses and Businesses**

The low number of actual responses to this variable (6) means that sorting and categorising was difficult, three change image factors were finally identified but only a single comment was made in the table.

#### **5.7.4 Supplementary Local Leader Image developed from Descriptive Image Factors**

Three of the nine variables had response rates greater than 20%. They were: positive descriptions (63%), town type (57%) and negative descriptions (20%). The sorting and categorisation resulted in five descriptive image factors being identified not seven as for the resident Image. (The loss of the: quiet, friendly and climate variables and the addition of negative descriptions accounts for the difference). Table 5.32 lists the five descriptive image factors developed from local leader respondent's answers and lists a number of words which were commonly used by them.

**TABLE 5.32**  
**Local Leader Descriptive Image Factors**

<b>DESCRIPTIVE IMAGE FACTORS</b>	<b>TYPICAL WORDS USED</b>
Scenery (Town Surrounds)	green, beautiful, lush, tropical beauty, scenic, attractive, beach
Atmosphere (Town)	paradise, unique, fantastic, magical, charming, exciting
Appearance (Town)	busy, character
Town Type (Town)	multicultural, cosmopolitan, country, outback, historic, rural, village, tropical,
Negative (Town)	dull, parochial, apathetic, up market, frightening

### 5.7.5 Unique Local Leader Image developed from Comparisons across Towns

#### Unique Local Leader Image from Basic Resident Image

The development of a unique image requires the comparison of the specific group's (tourist, resident, local leader) image of each town with the overall general group image. As mentioned in Chapter 4 (section 4.2, table 4.2) the small number of local leader responses per town precludes statistical analysis of this group on a town by town basis which therefore precludes the use of this method to develop the unique local leader image.

When the resident's basic image of each town was developed in Chapter 4, the local leader responses were included in the data. To obtain some form of unique basic image for the local leader group the same physical image factors obtained for the resident group in each town will be used to compare against the combined local leader group. To do this the 31 basic local leader physical image factors from Table 5.29 will be compared against Table 5.24 which is a table of unique resident image factors for each town. If the local leader physical image factor is identified in this table then it will be listed as unique. Table 5.33 lists the final physical image factors produced when the 31 local leader factors are compared.

**TABLE 5.33**  
**Unique Local Leader Image Factors for each Town**

IMAGE FACTORS	LOCAL LEADER		RESIDENT TOWN RANKINGS					
	%	RANK	Cardwell	Charters Towers	Hughenden	Innisfail	Mareeba	Port Douglas
<b>PHYSICAL IMAGE FACTORS:</b>								
Lookouts	23	21	15	19				7
Memorial Park	20	29	24		13			19
Sport Oval	30	10	27				17	
Residential Areas	27	16	31				19	21
Seashore	30	10	2					2
Museums	27	16			10		4	11
Bridge	20	29			15	4	19	
Courthouse	30	10			18	17		
Houses	23	21		16	18			
River	53	3			2	2	7	13
Historic Areas	30	10		3				
Town Hall	20	29		6				
Stock Exchange	20	29		8				
Mountains	23	21		13				
Boats	23	21				10		19
Shire Office	20	29				10		
Marina	23	21						3

For the comment image factors the small numbers of responses per town will allow sorting and classification directly from individual responses. Examination of the local leader comments reveals that only those comments about the town and surrounding area can be differentiated. Those comments about the town park are so similar for each town that differentiation would be difficult, therefore the town park will not be listed as a unique feature in the summary Table 5.34. Rivers and the seashore will be included as differentiation by river (Hughenden - dry sand river, Innisfail - full flowing river) and by seashore (Cardwell - narrow tidal strip, Port Douglas - long wide beach) is possible.

The 19 unique image factors (including rivers and seashore and excluding town parks) were then sorted and classified into the nine unique image factors. Table 5.34 lists these image factors with the original factors which are also split into the five spatial elements identified earlier in this chapter (section 5.4.1). In this case only six of the unique image factors are listed, the other three (festivals, entertainment, eating places) having no physical or comment image factors relevant to them. The main street spatial element also has no relevant physical or comment image factors attached to it.

**TABLE 5.34**  
**Unique Basic Local Leader Image Factors**

UNIQUE/BASIC IMAGE FACTORS	TOWN	MAIN STREET	TOWN CENTRE	TOWN PARK	TOWN SURROUNDS
Attractions	Dinosaur, Maritime, Historical		Historic Areas, Courthouse, Town Hall, Stock Exchange, Shire Office	Memorial Parks,	Seashore, River, Marina, Bridges, Sport Oval,
Sports Facilities					
Museums					
Historic Areas					
Scenery					Mountains Lookouts, Boats,
Accommodation	Residential Area, Houses				



## Unique Local Leader Image from Supplementary Local Leader Image

Of the four change image factors identified in section 5.7.3, only one, more attractions had comments that could be differentiated. It is listed in Table 5.35 with the relevant comments. Four of the five descriptive image factors in the table can be differentiated by comment between towns the exception being the negative descriptions.

**TABLE 5.35**  
**Unique Supplementary Local Leader Image Factors**

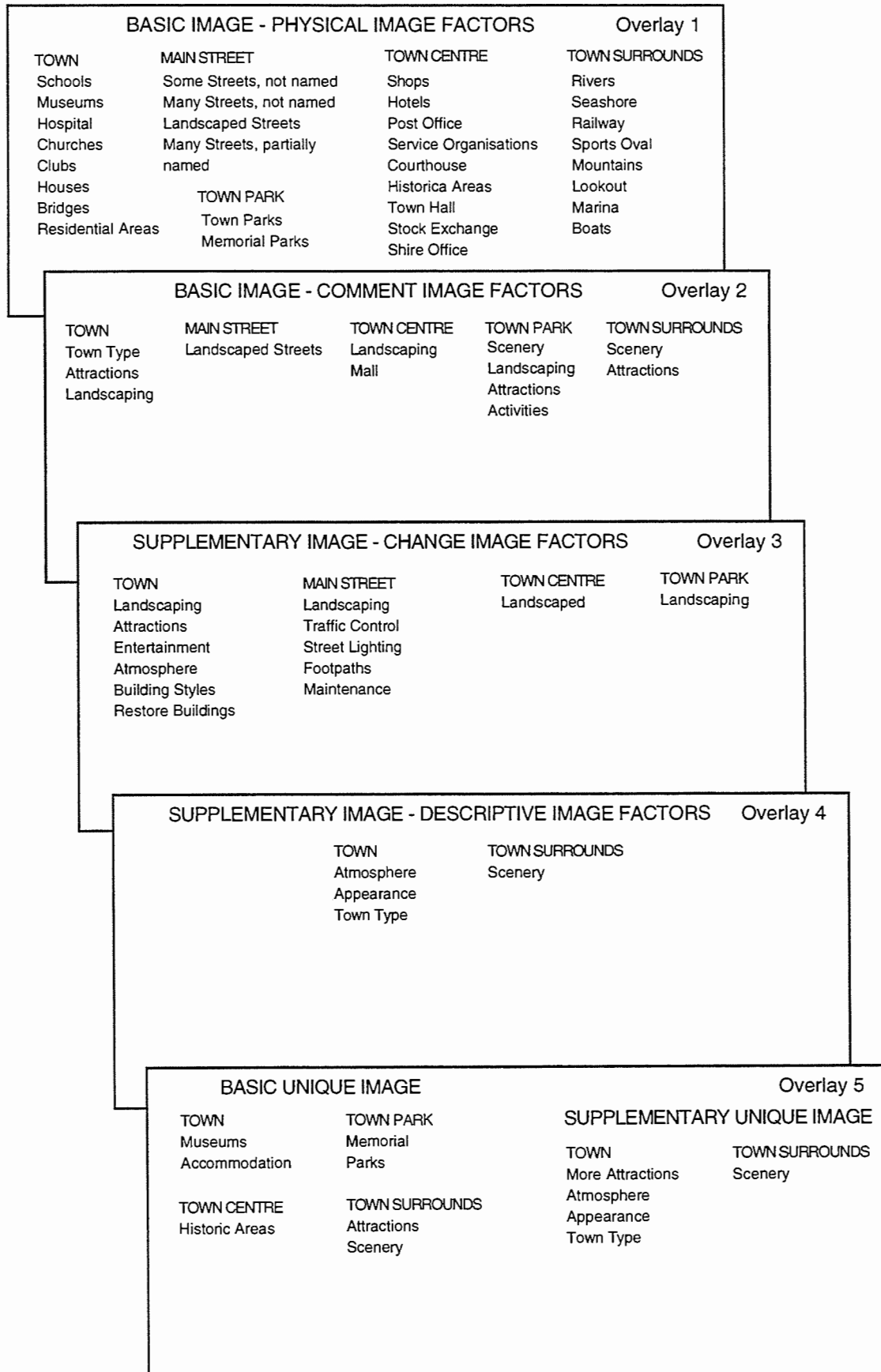
UNIQUE/SUPPLEMENTARY IMAGE FACTORS	
<b>CHANGE IMAGE FACTORS:</b>	
More Attractions (Town)	(Hughenden -more emphasis on dinosaur connection) (Charters Towers - make main street mall with heritage dress & buskers & market stalls) (Innisfail - more facilities on river) (Mareeba - more outside eating places)
<b>DESCRIPTIVE IMAGE FACTORS:</b>	
Scenery (Town Surrounds)	(Innisfail - beauty) (Mareeba - attractive) (Port Douglas - spectacular, tropical beauty)
Atmosphere (Town)	(Charters Towers - unique) (Port Douglas - charming, exciting)
Appearance (Town)	(Charters Towers - busy) (Mareeba - expectations)
Town Type (Town)	(Hughenden - outback, remote) (Charters Towers - old world, historical) (Innisfail - rural tropical) (Mareeba - farming, multicultural) (Port Douglas - village)

### 5.7.6 Summary of Local Leader Image

The local leaders image of an general town is summarised in Figure 5.8. The basic image is similar to the resident image but with more physical image factors identified particularly within the town and town centre. The greater number of image factors is due to the small sample size of local leaders (one local leader respondent = 3.33% while one resident respondent = .36%) so a movement of one or two local leaders in the response rate results in large movements in percentage rates.

Overlay 2 shows that local leaders have a balanced outlook of the town overall with comments fitting all five spatial elements. From the overlay it is apparent that landscaping and attractions are important priorities for local leaders. A detailed image of the local leaders general town park is also apparent from the comment image factors. The supplementary image reinforces the importance of landscaping in local leader's images as well as maintenance, attractions, atmosphere and appearance.

**FIGURE 5.8**  
**Summary of Local Leader Image of an "General" Town**



## 5.8 COMPARISON BETWEEN TOURIST, RESIDENT AND LOCAL LEADER IMAGES - ALL TOWNS COMBINED

### 5.8.1 Comparison of the Basic Tourist, Resident and Local Leader Images

#### Comparison of the Basic Tourist and Resident Images

Table 5.36 compares the basic tourist and resident images. The comparison highlights a number of similarities in the tourist and resident images: first, that fifteen of the seventeen tourist physical image factors are present in the resident image, the exceptions being caravan parks and houses, and secondly, that the major physical image factors in the tourist image are the major factors in the resident image.

**TABLE 5.36**  
**Comparison of Basic Tourist & Resident Images - All Towns**

BASIC IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	IN RANK
PHYSICAL IMAGE FACTORS:							
Main Highway	100	99			1	1	0
Shops	55	55			2	3	1
Some Streets, not named	53	37	13.605	.0002	3	7	4
Caravan Parks	46	14	64.453	.0000	4	37	33
Town Park	39	66	35.132	.0000	5	2	3
Hotels	37	40			6	5	1
Seashore	35	33			7	8	1
Town Centre	33	46	9.678	.0018	8	4	4
River	30	40	4.487	.0341	9	5	4
Many Streets, not named	29	27			10	11	1
Eating Places	28	23			11	16	5
Railway	28	30			11	10	1
Food	26	21			13	19	6
Service Stations	22	23			14	16	2
Post Office	20	25			15	12	3
Houses	20	17			15	30	15
Landscaped Streets	20	21			15	19	3
Hospital	7	20	17.585	.0000	40	22	18
School	11	31	30.077	.0000	31	9	22
Churches	16	24	5.031	.0248	20	13	7
Clubs	15	24	7.519	.0061	21	13	8
Service Organisations	15	24	7.013	.0080	21	13	8
Police Station	11	22	12.322	.0004	31	18	13
Pier	15	21	3.894	.0484	21	19	2
Council Pool	13	20	4.837	.0278	26	22	4
COMMENT IMAGE FACTORS:							
Town	24	14	9.744	.0018	1	3	2
Main Street	23	18			2	2	0
Town Park	13	26	13.498	.0002	4	1	3

Differences between the tourist and resident image are: the addition of eight new factors to the resident image (hospital, schools, churches, clubs, service organisations, police station, pier, council pool) and the different order of preference that the residents attach to their image factors.

As Table 5.36 shows all ten image factors missing from the tourist image (8) and resident image (2) are missing only because of the different order of preference attached to them by the respective groups. The missing factors are identified in each group's image but at a lower order of preference. Therefore all physical image factors for both groups do present each group's image although each group ranks these factors differently. Seven (main highway, shops, hotels, seashore, many streets not named, railway and service stations) of the seventeen tourist physical image factors when compared to the resident factors are ranked within 0 to 2 ranks of each other, that is, they are similar (see chapter 3, section 3.2.7). These seven factors also exhibit no significant differences from Chi Square analysis and have very similar response rates.

The other ten image factors are from three to 33 ranks apart with five of them, some streets not named, caravan park, town park, town centre and river, having significant differences identified from Chi Square analysis. The caravan park and some streets, not named are more strongly represented by the tourists and the other three image factors by residents. For those tourist and resident image factors with equal ranking the response rates were generally very close except for shops 55% (ranked 2 by tourists) and town park 66% (ranked 2 by residents).

Both groups gave preference to a different set of comments, the tourist group commenting more on the town and its main street while the residents responded in greater measure to comments about their town park(s). The town comment image factors showed a significant difference in favour of the tourists while the town park showed a significant difference in favour of the residents. As shown earlier (sections 5.5 and 5.6) in the chapter each comment image factor could be broken down qualitatively revealing important detail about respondent's image. The strength of each groups response is low, all being in the mid to low 20 percentile range.

### Comparison of the Basic Tourist and Local Leader Images

Table 5.37 compares the basic tourist and local leader images. Chi Square analysis was not carried out on the local leader data as case numbers were too low for meaningful comparisons to be made between this group and the tourist group, however some comparison is possible between percentile scores and ranking.

**TABLE 5.37**  
**Comparison of Basic Tourist & Local Leader Images - All Towns**

BASIC IMAGE FACTORS	PERCENTAGE		RANK		DIFFERENCE IN RANK
	TOURIST	LOCAL LEADER	TOURIST	LOCAL LEADER	
<b>PHYSICAL IMAGE FACTORS:</b>					
Main Highway	100	97	1	1	0
Shops	55	27	2	16	14
Some Streets, not named	53	33	3	9	6
Caravan Parks	46	17	4	34	30
Town Park	39	73	5	2	3
Hotels	37	40	6	5	1
Seashore	35	30	7	10	3
Town Centre	33	50	8	4	4
River	30	53	9	3	6
Many Streets, not named	29	40	10	5	5
Eating Places	28	17	11	34	23
Railway	28	23	11	21	10
Food	26	7	13	49	36
Service Stations	22	13	14	38	24
Post Office	20	30	15	10	5
Houses	20	23	15	21	6
Landscaped Streets	20	37	15	7	8
Hospital	7	27	40	16	24
School	11	37	31	7	24
Churches	16	27	20	16	4
Clubs	15	23	21	21	0
Service Organisations	15	30	21	10	11
Courthouse	2	30	65	10	55
Sports Oval	5	30	45	10	35
Historic Areas	13	30	26	10	16
Museums	19	27	18	16	2
Residential Areas	4	27	50	16	34
Mountains	9	23	36	21	15
Lookouts	12	23	30	21	9
Marina	15	23	21	21	0
Boats	8	23	38	21	17
Many Streets, partially named	4	23	50	21	29
Town Hall	8	20	38	29	9
Stock Exchange	5	20	45	29	16
Shire Office	3	20	59	29	30
Bridges	13	20	26	29	3
Memorial Park	3	20	59	29	30
<b>COMMENT IMAGE FACTORS:</b>					
Town	24	20	1	2	1
Main Street	23	17	2	4	2
Town Park	13	33	4	1	3
Surrounding Area	15	20	3	3	0

Thirteen of the seventeen tourist image factors are also local leader image factors. The four that are not, caravan parks, eating places, food and service stations are part of the local leader image but at a very weak level that is, a response rate below 20%.

The strength of the response rates and therefore the image are similar for the thirteen similar factors except for shops 55% (ranked 2 by tourists) and town parks 73% (ranked 2 by local leaders). This means that the local leaders having a much stronger image of town parks than tourists do of shops.

The remaining twenty physical image factors are local leader factors, no tourist factor in this group having a percentage higher than 19%. Three of the twenty factors, clubs, museums and marina, have similar ranking (between 0 and 2).

Apart from the town, which tourist and local leaders ranked 1 and 2 respectively, the other three comments were not shared by the two groups with local leaders identifying the town park and the surrounding area and tourists identifying the main street.

### **Comparison of Basic Resident and Local Leader Images**

Table 5.38 compares the basic resident and local leader images. As above Chi Square analysis was not carried out on the local leader data but comparisons are made between percentiles and rankings.

Seventeen of the top 23 resident physical image factors form part of the local leader image; the six exceptions are: service stations, eating places, police station, food, pier and council pool. As the pier appeared only in the Cardwell data and no local leader questionnaires were completed for Cardwell, the 0% response rate for this factor in the local leader data is explained. Nine of the 23 factors are similar: main highway, town park, town centre, river, hotels, some streets, not named, seashore, school and post office. No large differences between percentile rates is noticeable for the 23 resident rankings meaning that the image of both groups is similar in strength.

**TABLE 5.38**  
**Comparison of Basic Resident and Local Leader Images - All Towns**

BASIC IMAGE FACTORS	PERCENTAGE		RANK		DIFFERENCE IN RANK
	RESIDENT	LOCAL LEADER	RESIDENT	LOCAL LEADER	
PHYSICAL IMAGE FACTORS:					
Main Highway	99	97	1	1	0
Town Park	66	73	2	2	0
Shops	55	27	3	16	13
Town Centre	46	50	4	4	0
River	40	53	5	3	2
Hotels	40	40	5	5	0
Some Streets, not named	37	33	7	9	2
Seashore	33	30	8	10	2
School	31	37	9	7	2
Railway	30	23	10	21	11
Many Streets, not named	27	40	11	5	6
Post Office	25	30	12	10	2
Churches	24	27	13	16	3
Clubs	24	23	13	21	8
Service Organisations	24	30	13	10	3
Service Stations	23	13	16	38	22
Eating Places	23	17	16	34	18
Police Station	22	7	18	49	31
Landscaped Streets	21	37	19	7	12
Food	21	7	19	49	30
Pier	21	0	19	86	67
Hospital	20	27	22	16	6
Council Pool	20	17	22	34	12
Courthouse	11	30	41	10	31
Sports Oval	16	30	31	10	21
Historic Areas	9	30	48	10	38
Museums	16	27	31	16	15
Residential Areas	15	27	33	16	17
Houses	17	23	30	21	9
Mountains	7	23	54	21	29
Lookouts	18	23	26	21	5
Marina	15	23	33	21	12
Boats	10	23	42	21	21
Many Streets, partially named	18	23	26	21	5
Town Hall	8	20	52	29	13
Stock Exchange	5	20	62	29	33
Shire Office	10	20	42	29	13
Bridges	19	20	24	29	5
Memorial Park	14	20	35	29	6
COMMENT IMAGE FACTORS:					
Town	14	20	3	2	1
Town Park	26	33	1	1	0
Surrounding Area	9	20	5	3	2

In the comment image factors, the town park is ranked 1 by both groups although the local leader (33%) had a higher response rate than the residents (26%). The other two comment image factors are identified by local leaders only.

## 5.8.2 Comparison of the Supplementary Tourist, Resident and Local Leader Images

### Comparison of Supplementary Tourist and Resident Images

In Table 5.39, tourists and residents both give preference to changes related to upgrading the streets, however the residents also give preference to three other change image factors, upgrading houses, businesses and vacant blocks, upgrading landscaping and town pride.

Upgrading streets has a difference through ranking but not through Chi Square analysis. Significant differences are apparent between the factors: upgrading houses and businesses and town pride, with residents having the stronger image of these two factors. All factors have low response rates being in the low 20 percentile range.

**TABLE 5.39**  
**Comparison of Supplementary Tourist & Resident Images - All Towns**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		PEARSON		RANK		DIFFERENCE
	TOURIST	RESIDENT	$\chi^2$	p	TOURIST	RESIDENT	IN RANK
CHANGE IMAGE FACTORS:							
Upgrading Streets	25	21	29.003	.0000	1	4	3
Upgrading Houses & Businesses	18	39			3	1	2
Upgrading Landscaping	19	25			2	2	0
Town Pride	11	22	11.066	.0008	6	3	3
DESCRIPTIVE IMAGE FACTORS:							
Positive Descriptions	48	56			1	1	0
Quiet	33	35			2	2	0
Town Type	31	33			3	3	0
Friendly	30	32			4	4	0
Climate	21	25			5	5	0
Spatial (Town Size)	20	16			6	7	1

Five of the tourist and resident descriptive image factors are the same as is their order of ranking, the other factor, town size shows a difference of 1 rank. No significant differences were found. The positive descriptions factor shows a large but not statistically significant difference in response rates, more residents having positive things to say about their town than tourists.



### Comparison of Supplementary Tourist and Local Leader Images

In Table 5.40, tourists identified one change image factor, upgrading streets, in their image of a town while local leaders identified this factor and three others. Two of these, upgrading landscaping and upgrading houses and businesses, are similar in ranking along with upgrading streets but the tourist response rate for these two is low, meaning that the strength of the tourist image is very weak.

**TABLE 5.40**  
**Comparison of Supplementary Tourist & Local Leader Images**  
**All Towns**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		RANK		DIFFERENCE IN RANK
	TOURIST	LOCAL LEADER	TOURIST	LOCAL LEADER	
CHANGE IMAGE FACTORS:					
Upgrading Streets	25	30	1	2	1
Upgrading Landscaping	19	50	2	1	1
Upgrading Houses & Businesses	18	23	3	4	1
More Attractions	13	30	5	2	3
DESCRIPTIVE IMAGE FACTORS:					
Positive Descriptions	48	63	1	1	0
Quiet	33	13	2	6	4
Town Type	31	57	3	2	1
Friendly	30	17	4	4	0
Climate	21	17	5	4	1
Spatial (Town Size)	20	13	6	6	0
Negative	17	20	8	3	5

The local leaders identified only two of the tourist descriptive image factors, positive and town type. The local leader (63% and 57%) response to these two factors was stronger than the tourists (48% and 31%) respectively. The local leaders identified another descriptive image factor, negative descriptors. Positive descriptions and town type are ranked similarly by tourists and local leaders with local leaders having the stronger image of these two. Friendly, climate and town size are also similar in ranking but the local leader image of these factors is very weak. Quiet is dissimilar in ranking.

### Comparison of Supplementary Resident and Local Leader Images

Table 5.41 shows that residents and local leaders share a similar image of three change image factors, upgrading houses and businesses, upgrading landscaping and upgrading streets. Their priorities for these three factors are different with residents ranking

upgrading houses and businesses 1 and local leaders nominating upgrading landscaping as 1. Both have an additional factor, residents - town pride (22% and 13%) and local leaders - more attractions (30% and 17%), which are weakly supported by each other.

**TABLE 5.41**  
**Comparison of Supplementary Resident & Local Leader Images**  
**All Towns**

SUPPLEMENTARY IMAGE FACTORS	PERCENTAGE		RANK		DIFFERENCE IN RANK
	RESIDENT	LOCAL LEADER	RESIDENT	LOCAL LEADER	
CHANGE IMAGE FACTORS:					
Upgrading Houses & Businesses	39	23	1	4	3
Upgrading Landscaping	25	50	2	1	1
Town Pride	22	13	3	5	2
Upgrading Streets	21	30	4	2	2
More Attractions	17	30	5	2	3
DESCRIPTIVE IMAGE FACTORS:					
Positive Descriptions	56	63	1	1	0
Quiet	35	13	2	6	4
Town Type	33	57	3	2	1
Friendly	32	17	4	4	0
Climate	21	17	5	4	1
Negative	17	20	6	3	3

As tourist and resident responses to the descriptive image factors was similar the same comments applied to the tourist and local leader analysis in Table 5.40 can be applied to the resident and local leader analysis here. The one exception is, town size, which is not identified by the resident or local leader groups.

The local leaders identified only two of the resident descriptive image factors, positive (63%) and town type (57%). Their response to these two factors was stronger than the residents (56% and 33% respectively). The local leaders identified another descriptive image factor, negative descriptors. Positive descriptions and town type are ranked similarly by residents and local leaders with local leaders having the stronger image of these two. Friendly, climate and town size are also similar in ranking but the local leader image of these factors is very weak.

### 5.8.3 Comparison of the Unique Tourist, Resident and Local Leader Images

The unique image of each group is made up of a combination of image factors which are identified singularly for each town or which show differentiation across a number of towns. In each group a number of image factors are identified from the basic and supplementary image which are classified as unique. The qualitative method used to determine these factors means that no direct comparison between tourist, resident and local leader factors is possible. In general the same factors were identified by all groups with the resident group identifying more factors or placing the same factor in more spatial elements than the tourist and local leader groups. This similarity is demonstrated in Table 5.42 below.

**TABLE 5.42**  
**Comparison of Unique Tourist, Resident and Local Leader Images**  
**All Towns**

UNIQUE IMAGE FACTORS	TOWN			MAIN STREET			TOWN CENTRE			TOWN PARK			TOWN SURROUNDS		
	TOURIST	RESIDENT	LOCAL LEADER	TOURIST	RESIDENT	LOCAL LEADER	TOURIST	RESIDENT	LOCAL LEADER	TOURIST	RESIDENT	LOCAL LEADER	TOURIST	RESIDENT	LOCAL LEADER
<b>BASIC UNIQUE IMAGE:</b>															
Attractions					Y		Y			Y	Y		Y	Y	Y
Sports Facilities	Y	Y												Y	Y
Museums	Y	Y	Y												
Historic Areas	Y	Y					Y	Y	Y						
Festivals	Y	Y													
Scenery				Y	Y								Y	Y	Y
Entertainment	Y	Y													
Eating Places	Y	Y													
Accommodation		Y	Y										Y	Y	
<b>SUPPLEMENTARY UNIQUE IMAGE:</b>															
More Attractions	Y	Y	Y										Y	Y	Y
Scenery															
Atmosphere	Y	Y	Y												
Appearance	Y	Y	Y												
Service	Y														
Town Type	Y	Y	Y												
Climate	Y	Y													
Town Size	Y	Y													

Y = factor identified by each respondent group

Three of the unique image factors are either unique to the tourist, resident or local leader group or unique to the particular spatial element. In the first group service is specifically tourist. In the second group, residents nominate attractions in the main street and tourists nominate attractions in the town centre.

Residents and local leaders both identify sports facilities around the town and accommodation in the town as part of their unique image. Tourists and residents share a large number (10) of the unique image factors to the exclusion of local leaders, these are: TOWN - sports facilities, historic areas, festivals, entertainment, eating places, climate and town size; MAIN STREET - scenery; under town park - attractions and TOWN SURROUNDS - accommodation.

#### **5.8.4 Summary of the Basic and Supplementary Tourist, Resident and Local Leader Images - All Towns Combined**

This section summarises the basic and supplementary images identified in sections 5.8.1 and 5.8.2 above. Section 5.8.3 which deals with the unique image of the three groups is already a summary.

Table 5.43 lists the physical, comment, change and descriptive image factors identified by the tourist, resident and local leader groups. The table also lists the ranking of that particular image factor whose response rate was over 20%. The rankings are used only to establish the eligibility of each group to a particular image factor and their actual numerical value is ignored in the table. In identifying these clusters between the tourist, resident and local leader groups the terms, frequent, occasional and unique first defined and used in Chapter 4 , section 4.9 and Chapter 5 are redefined and reused as follows:

Frequent	All three groups rank this image factor
Occasional	Two groups rank this image factor
Unique	One group ranks this image factor

**TABLE 5.43**  
**Summary of the Basic and Supplementary Tourist, Resident and Local Leader Images - All Towns**

BASIC IMAGE	RANK			
	TOURIST	RESIDENT	LOCAL LEADER	
PHYSICAL IMAGE FACTORS:				
Main Highway	1	1	1	FREQUENT
Shops	2	3	16	
Some Streets, not named	3	7	9	
Town Park	5	2	2	
Hotels	6	5	5	
Seashore	7	8	10	
River	9	5	3	
Town Centre	8	4	4	
Many Streets, not named	10	11	5	
Railway	11	10	21	
Post Office	15	12	10	
Landscaped Streets	15	19	7	
Eating Places	11	16		OCCASIONAL
Service Stations	14	16		
Food	13	19		
Houses	15		21	
Hospital		22	16	
School		9	7	
Churches		13	16	
Clubs		13	21	
Service Organisations		13	10	
Caravan Parks	4			UNIQUE
Police Station		18		
Pier		19		
Council Pool		22		
Courthouse			10	
Sports Oval			10	
Historic Areas			10	
Museums			16	
Residential Areas			16	
Mountains			21	
Lookouts			21	
Marina			21	
Boats			21	
Many Streets, partially named			21	
Town Hall			29	
Stock Exchange			29	
Shire Office			29	
Bridges			29	
Memorial Park			29	
COMMENT IMAGE FACTORS:				
Town	1		2	OCCASIONAL
Town Park		1	1	
Main Street	2			UNIQUE
Surrounding Area			3	
SUPPLEMENTARY IMAGE				
CHANGE IMAGE FACTORS:				
Upgrading Street	1	4	2	FREQUENT
Upgrading Houses & Businesses		3	4	OCCASIONAL
Upgrading Landscaping		2	1	
Town Pride		3		UNIQUE
More Attractions			2	
DESCRIPTIVE IMAGE FACTORS:				
Positive	1	1	1	FREQUENT
Town Type	3	3	2	
Quiet	2	2		OCCASIONAL
Friendly	4	4		
Climate	5	5		
Spatial (Town Size)	6	7		
Negative			3	UNIQUE

Twelve physical image factors are shared by all three groups, they are classified as frequent and form the foundation of the basic image for the overall group. Five of these factors were identified by the summary of similarities and differences between towns, Table 4.28 in Chapter 4. They should also be identified in the overall image produced in section 5.4. In the occasional list three factors are shared by tourists and residents, they are: eating places, service stations and food. One factor, houses is shared by tourists and local leaders and five factors, hospital, school, churches, clubs and service organisations are shared by residents and local leaders. Finally one unique image factors is identified by tourists - caravan parks, three by residents - police station, pier and council pool and the balance (15) by local leaders.

The comment image factors identify two occasional factors town and town park the former shared by tourists and local leaders and the latter shared by residents and local leaders. The main streets and surrounding area are identified as unique factors by the tourist and local leader groups respectively.

Upgrading streets is a frequent change image factors identified by all three groups while upgrading houses and businesses and upgrading landscaping were occasional factors identified by residents and local leaders. Town pride and more attractions are unique factors identified by residents and local leaders respectively.

Two descriptive image factors, positive and town type are frequent factors, four, quiet, friendly, climate and spatial are occasional shared by tourist and resident groups while one, negative is a unique factor for the local leader group.

## 5.9 CONCLUSION

The purpose of Chapter 5 has been to present the "general" findings of the six surveys carried out in the towns of Cardwell, Charters Towers, Hughenden, Innisfail, Mareeba and Port Douglas. Two objectives were defined at the beginning of the chapter they were: to develop a model of an "general" town and to determine which image factors can be manipulated to change a towns image.

The surveys of the different towns were carried out during November 1995 and May, June, July and August 1996. Five Hundred and fifty three responses were received made up of 246 tourist responses, 277 resident responses and 30 local leader responses. Response rate was 45%. The same data base used in Chapters 3 and 4 was utilised for this chapter.

The data from the three groups were combined and frequencies tabulated to produce the basic, supplementary and unique combined image for all towns and all groups. These combined images were summarised in the matrix Table 5.8 from which the "general" town image was produced in Figure 5.2.

The "general" town image identified five spatial elements: the town, the main street, the town centre, the town park and the town surrounds as the basis of respondent's image. Within these spatial elements a number of specific physical, comment, change, supplementary, unique basic and unique supplementary image factors were identified which added considerable detail to the spatial elements. When the physical image factors from Table 5.8 are compared to the summary of tourist, resident and local leader physical image factors produced in Table 5.43, they are the same with the exception of houses and hospitals which don't appear at all and caravan parks which do appear in Table 5.8. Houses and hospitals were factors identified by either tourist and local leader (houses) or resident and local leader (hospital) but their combined response rates (18% and 14%) were not high enough to include in Table 5.8. The

caravan parks were such a strong image for tourist respondents that it carried through in the final image. Finally the matrix table (table 5.8) was compared to the list of attributes developed by Echtner and Ritchie and others (table 5.9) to gain some understanding of the comparative nature of medium and large town images verses country and state images.

The basic, supplementary and unique images of the each of the three respondent groups, tourists, residents and local leaders was developed and presented. The images were developed from frequency calculation of the overall responses from each group (quantitative) and by individual assessment of group comments on maps, comments about change and descriptive comments (qualitative).

In summarising the combined images of each group in Table 5.43, twelve physical image factors, one change image factor and two descriptive image factors were found to be shared by all groups while nine physical image factors, two comment image factors, two change image factors and four descriptive image factors were shared by at least two of the three groups. In Table 5.42, nine basic unique and supplementary unique factors were shared by all groups, twelve were shared by two groups and three occurred with one group only.

This chapter has described the combined image of each group surveyed and compared and summarised each image between groups. The model of an "General" town is developed from an amalgamation of tourist, resident and local leader images gained from the collection of respondent's "emic" image factors from six towns in North Queensland.

Chapter 6, the final chapter, will conclude this study of town image with a brief discussion and suggestions of implications for further research in this area of the image of towns from a tourist and resident perspective.



## **CHAPTER 6**

### **FURTHER DIRECTIONS AND CONCLUSIONS**

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#### *OUTLINE OF CHAPTER*

##### *6.1 OVERVIEW OF RESULTS*

##### *6.2 LINKS TO PAST RESEARCH, DIFFERENCES, ACHIEVEMENTS*

##### *6.3 APPLICATIONS BY MARKETERS AND TOWN MANAGERS*

##### *6.4 LIMITATIONS OF THE THESIS*

##### *6.5 IMPLICATIONS FOR FURTHER RESEARCH*

##### *6.6 BETTER TOWN FUTURES WITH TOWN RESEARCH*

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#### **6.1 OVERVIEW OF RESULTS**

##### **The Results of Testing the Questionnaire**

The exploratory study used the map drawing methodology of Lynch (1960) and a series of open-ended questions devised by Lynch (Banerjee & Southworth, 1990) and Echtner and Ritchie (1991) to elicit respondent's images of Cardwell. The question asking respondents to sketch their map of the town was modified according to Pearce's (1981) study to take into account a number of criticisms of Lynch's method. The open-ended questions were derived from Lynch's and Echtner and Ritchie's questions (see pp. 57, 58, 67 and Appendices B and C).

The sketch maps produced by respondents produced a large amount of rich, detailed information about the visual nature of respondents' images with written comments on the sketch maps adding detail to these images. All resident maps for this study and the other five studies had considerably more detail in their sketch maps than those of the tourists. This was expected as previous studies (Lynch, 1960; Pearce, 1977; Walmsley & Jenkins, 1992) have shown the connection between image of place and length of stay. As a consequence of these former studies and the confirmation in these studies no further analysis was undertaken in this thesis in relation to this relationship.

Taking into account the above issue, it was then considered that perhaps the more detailed knowledge which respondents had of their town would result in higher response rates for residents when compared to tourists. Comparisons of these percentage rates town by town showed a remarkable closeness between tourist and resident response rates (chapters 3 & 4) when comparing the first ten basic image factors with only one or two exceptions out of ten for each town. Generally though, the overall trend was for response rates for residents to be slightly higher than tourists. Answers to the open-ended questions in the questionnaire were analysed and it was found that many of the questions produced a weak image (low response rates) for the similar image factors already identified in the sketch maps. The questions also identified very few new image factors (5 out of 41) when compared to the sketch maps. All but two of the questions were dropped from the final questionnaire. In the subsequent studies (studies 2, 3, 4, 5, 6) these two questions produced a number of new image factors (eight change and nine descriptive) which added rich supplementary detail to the basic image already obtained from the sketch map question. In Chapter 3 and 4, the importance of the eight change and nine descriptive image factors in each town, were determined from frequency analysis.

In Chapter 5 the factors were further broken down to produce a greater level of image definition from which a "General" town model was produced. It is not proposed to reproduce the "General" town model nor its summary here. It can be found in Chapter 5, section 5.4.7 and Figure 5.2.

Several other aspects of the exploratory questionnaire such as map orientation and plain paper verses ruled paper were analysed in study 1. Map orientation was found to have no effect on the nature of respondents' sketch maps and no significant difference was found between the sketch maps drawn on plain paper and ruled paper.

## The Comparison of the Tourist, Resident and Local Leader Images

Comparison of tourist and resident images was carried out on a town to town basis in Chapters 3 and 4 and these presented interesting results for each town. Generally, the image that tourists and residents had of an individual town was similar with some differences.

Chapter 5 combined the total data base on all six towns and compared tourist, resident and local leader images to determine the similarities and differences of between them. Tables 5.42 and 5.43 summarised these findings in Chapter 5. Table 6.1 combines these two tables into one to make it easier to read.

**TABLE 6.1**  
**Comparison of Tourist, Resident and Local Leader Images**

FREQUENT (ALL THREE GROUPS)	OCCASIONAL (TWO OF THREE GROUPS)	UNIQUE (ONLY ONE GROUP)
<b>BASIC IMAGE - PHYSICAL &amp; COMMENT IMAGE FACTORS:</b>		
Main Highway Shops Some Streets, not named Town Park Hotels Seashore River Town Centre Many streets, not named Railway Post Office Landscaped Streets	Eating Places (T & R) Service Stations (T & R) Food (T & R) Houses (T & LL) Hospital (R & LL) Schools (R & LL) Churches (R & LL) Clubs (R & LL) Service Organisations (R & LL) Town (T & LL) Town Park (R & LL)	Caravan Park (T) Police Station (R) Pier (R) Council Pool (R) Court House (LL) Sports Oval (LL) Historic Areas (LL) Museums (LL) Many Streets, partially named (LL) Mountains (LL) Lookouts (LL) Marina (LL) Boats (LL) Residential Areas (LL) Town Hall (LL) Stock Exchange (LL) Shire Office (LL) Bridges (LL) Memorial Parks (LL) Main Street (T) Surrounding Area (LL)
<b>SUPPLEMENTARY IMAGE - DESCRIPTIVE &amp; CHANGE IMAGE FACTORS:</b>		
Positive Town Type Upgrading Streets	Quiet (T & R) Friendly (T & R) Climate (T & R) Town Size (T & R) Upgrade Houses & Businesses (R & LL) Upgrade Landscaping (R & LL)	Negative (LL) More Attraction (LL) Town Pride (R)
<b>UNIQUE IMAGE - BASIC &amp; SUPPLEMENTARY IMAGE FACTORS:</b>		
Attractions Sports Facilities Museums Historic Areas Scenery Accommodation More Attractions Atmosphere Appearance Town Type	Festivals (T & R) Entertainment (T & R) Eating Places (T & R) Climate (T & R) Town Size (T & R)	Service (T)

Twelve basic, three supplementary and ten unique image factors were shared by all three groups, they formed the foundation of the basic, supplementary and unique image of all three groups.

In the occasional column, three basic, four supplementary, and five unique image factors were shared by tourists and residents alike. Six basic, two supplementary and no unique factors were shared by residents and local leaders.

Finally, two basic (caravan park and main street) and one unique image factor (service) were unique to tourists . Residents identified three basic and one supplementary image factors (police station, pier, council pool, town pride), while local leaders identified sixteen basic and two supplementary image factors as unique to their group.

## **6.2 LINKS TO PAST RESEARCH, DIFFERENCES, ACHIEVEMENTS**

The thesis has explored through the literature review the problems and issues facing towns in Australia today and tourism's potential contribution to solving these problems (Bolam, 1994; Fagence, 1983, 1989; Henshall Hansen, 1990; Jensen, 1977; Logan, 1973; O'Connor, 1980; Schroeder, 1981; Wildman et al., 1990). It has examined the importance of image in our society, particularly the importance of image of the tourism destination and the emerging specialisation of urban tourism with its focus on city marketing, which is largely concerned with the city image (Boulding, 1961; Davies et al., 1990; Echtner & Ritchie, 1991, 1993; Lynch, 1981; Murphy, 1997; Page, 1995; Relph, 1976; Porteous, 1988). It has also examined the problems and issues between tourist and resident, and resident and local leaders in order to demonstrate the importance of obtaining the image that these three groups have of their town (Clark, 1988; Davidson, 1993; Dowling, 1993; Dredge & Moore, 1992; French et al., 1995; Getz, 1993; Murphy, 1983; Richins, 1997; Shortt, 1994). The review identifies that the study of towns in Australia is a neglected area of research in all disciplines, including tourism.

A number of methodologies from other disciplines (Lynch, 1960) and the tourism discipline (Echtner & Ritchie, 1991, 1993) were examined. The need for a methodology to capture the full range of image factors was recognised. At the same time the need for an emic perspective was identified (Cohen, 1979; Dann, 1996; Pearce, 1982). A multimethod approach was developed which would capture the full range of image factors of a town from the emic perspective of tourist, resident and local leaders. The components of destination image studies were examined and found to be too complex for a town image study (Dann, 1996; Echtner & Ritchie, 1993; Fakeye & Crompton, 1991; Jenkins, 1993; Kearsley et al., 1998; Pocock & Hudson, 1978; Tapachai et al., 1996; Walmsley & Jenkins, 1993). Simplified components were developed and used in the study.

The multimethod approach was successfully used to identify the images of six North Queensland towns. The actual map drawing exercise resulted in the collection of a large amount of useful data, recording respondents images, while the open ended questions also successfully recorded respondents supplementary images. The manner of distributing the questionnaire resulted in time savings in administering the questionnaire, while encouraging a greater response rate. The development of a Basic, Supplementary and Unique image simplified the former complex and unsatisfactory models used in previous destination image studies, particularly in the case of town images. Finally, it was shown that the multimethod approach can be simply and quickly utilised to determine the image that tourists and residents have of a town, that is, a truly emic perspective can be obtained from the approach.

### **6.3 APPLICATIONS BY MARKETERS AND TOWN MANAGERS**

The importance of images in this society was identified in the thesis with particular reference to the connection of image and marketing. Images studies were examined from the point of view of destination image and urban tourism. Destination image studies were categorised into those studies dealing with countries, states or regions, cities and towns and it was noted that the study of town images was a neglected area of research. Urban tourism was examined as a recent specialisation of tourism studies which at this time deals with the marketing of cities or place marketing. Within place marketing it was shown that the promotion of an attractive image of a city was a major element of the marketing process and it was suggested that the interest in towns and tourism was a spill over effect (gateway effect) from the growing tourism numbers to and through cities.

Various methods of improving a town's image were described including the Main Street program, the Better Cities program, the Keep Australia Beautiful program and the Placemaking programs. These programs identified the physical, personal, cultural, symbolic, biological and unique factors needed to create a pleasant and attractive town, city or place. The lack of empirical research into the image factors which produce these pleasant and attractive images of towns, cities or places was noted.

A number of issues relating to tourism and local government were identified in the thesis. These issues were: the lack of formal and informal connections between departments and the impact this has on the development application process, the administrative boundaries of local government which can lead to ignorance of the wider implications of a particular tourism proposal, the lack of knowledge of what the silent majority wants, the lack of trust that local residents have of vested interests and the gap between what local government and professionals think residents and tourists want and what they really want.

As mentioned earlier in the chapter, the multimethod approach used in the thesis has been particularly useful in identifying the emic perspective of tourists, residents and local leaders. It is a useful way of obtaining some of the silent majorities' opinions.

The studies have also shown empirically the nature of the image that various groups have of their town. They show that there is generally consensus between the three groups about the image of their town with only minor differences apparent. This fact, means that local councils and their professional advisers can be reasonably certain that they have the same image of the town as their visitors and residents.

Confirming the image factors identified in the "General" town model and using these to produce a set of guidelines or method which will allow local governments and/or town managers to assess quickly and simply the image that tourists and residents have of their town(s). This will provide another useful tool for local governments, town managers and local tourism marketers to utilise in their overall assessment of the tourism potential of a town as well as reducing and alleviating some of the issues and conflicts between local government and tourists and residents. For example, with some modification the "General" town image model would be particularly useful for local government and tourism marketers when inventorying their town assets for a tourism plan (a condensed version of the Hughenden image study was used for this purpose in the Regional tourism plan for the Shires of Flinders, Richmond & McKinley in North Queensland (Graham, 1997)).

#### **6.4 LIMITATIONS OF THE THESIS**

Limitations of the sketch map methodology are concerned with: the extent to which behaviour is influenced by mental maps; time taken to gather information; the concentration on the visual aspects of the image to the exclusion of sound, smell and other emotional or psychological aspects of image; the validity of the maps drawn (how much the image presented by a respondent's map relies on aptitude, education, and

training and the fact that many respondents spent too much time trying to produce a cartographic masterpiece); and reliability, that is, the ability to replicate the results (Walmsley & Lewis, 1993); scoring the sketch maps (Pearce, 1981); and representation (response rates, sample type).

#### **6.4.1 The Extent to Which Behaviour is Influenced by Mental Maps**

Later studies of the cognitive mapping methodology made the implicit assumption that the nature of the cognitive map in people's minds influenced their behaviour and that behaviour could be influenced by altering or changing that environment. Boyle & Robinson (1977 in Walmsley and Lewis 1993) argued that cognitive maps only play a minor role in influencing behaviour. Downs and Stea (1977) commenting on the importance of cognitive mapping refer to the tourism advertising industry which is geared to manipulating and influencing our image of places in order to attract visitors.

The marketing of countries, states, cities, towns, resorts, attractions relies on the projection of an attractive image to would be travellers (Fesenmaier et al., 1996; Law, 1993; Selwyn, 1996). There are no studies refuting the importance of destination image in influencing tourist's destination choice.

#### **6.4.2 The Time Taken to Gather Information**

The time taken to gather information using Lynch's methodology was recognised and a new method of gathering the respondent's maps in order to reduce the time was tested successfully in the exploratory study. The method involved delivering the questionnaire by hand and leaving it with the respondent for 24 hours. At the time of delivery the respondent's desire to participate in the survey was ascertained. If willing to participate, the respondent was given verbal instructions on filling out the questionnaire, particularly the map drawing exercise. They were also offered a pencil at this point to encourage them to complete the questionnaire. The questionnaire was



collected 24 hours later. This method was successful and was used throughout the first six studies.

#### **6.4.3 The Concentration on the Visual Aspects of the Image**

The concentration on the visual aspects of the image to the exclusion of sound, smell and other emotional or psychological aspects of image is a weakness identified in Lynch's studies and in the destination studies. The study recognised the visual nature of the methodology but attempted to get the supplementary factors of the respondents' image by careful wording of the map drawing question. Specifically, a number of open-ended questions were added to the questionnaire, and respondents were told in the sketch map exercise to feel free to add any comments to their drawing that they feel will add detail to their image of the town. The large amount of detail from comments and the two open-ended questions vindicate this approach.

#### **6.4.4 The Validity of the Sketch Maps Drawn**

How much the image presented by a respondent's map relies on aptitude, education, and training and how to stop respondents spending too much time trying to produce a cartographic masterpiece was addressed by a series of statements in the sketch map question asking respondents for a personal and subjective map not a masterpiece and the provision of a practice sheet, an example of a sketch map of another town, and a list of the type of detail which a respondent might use. Respondents were also advised of the nature of the questionnaire on first contact and any immediate questions about the nature of the questionnaire answered immediately. Those respondents intimidated by the questionnaire usually refused to do it.

#### **6.4.5 Reliability - The Ability to Replicate the Results**

Walmsley and Jenkins (1993) have mentioned the difficulty of replicating sketch map studies from the point of view that sketch mapping is a reactive technique which means that the drawing of one map of a particular environment will influence the

drawing of further sketch maps. This of course would be a problem if the same sample is to be approached some time later. In this case, however, the studies were cross-sectional in nature (that is, one shot or status study taken at a particular moment in time) and if a future study were taken of the same town it would of necessity involve a totally different sample. Whether this future sample would produce a similar image is questionable given the changes that time can make to places. In terms of the replicability, the same questionnaire (after modifications from the exploratory study) was used for a further five studies with consistent results as far as image factors identified.

#### **6.4.6 Scoring**

Scoring was done by the researcher and reliability checks carried out by asking three post graduate students to fully score eight randomly selected questionnaires using Proportional Reduction in Error analysis. The average of all scores using this method was .69 which was within an acceptable range of other studies (Pearce, 1981).

#### **6.4.7 Representation**

Response rates for all six studies are listed in Table 6.2. The response rates are considered to be a representative sample of each study.

**TABLE 6.2**  
**Response Rates**

STUDY	% RESPONSE RATE
1 - Cardwell	65
2 - Charters Towers	52
3 - Hughenden	41
4 - Innisfail	38
5 - Mareeba	34
6 - Port Douglas	47

Sample types in studies one through six are representative of the tourist and resident population.

## 6.5 IMPLICATIONS FOR FURTHER RESEARCH

Various possibilities exist for future research. These are:

1. The "General" town model has been developed by combining the data from six studies of individual towns located in North Queensland. The model could be tested by using it to inventory a town's image and then comparing this to a survey of residents and visitors to the town.
2. Evaluation of the "Main Street Programs" using the model. Investigating a town in the process of upgrading its image - what attributes are they focussing on? Are they similar or dissimilar to the model?
3. A study could be designed using one town and two separate questionnaires, one questionnaire using the sketch map methodology used in studies one to six of the thesis and the other using Lynch's "verbal analogue" open-ended questions. The purpose would be to define more clearly the usefulness of the "verbal analogue" questions compared to the sketch map method.
4. If the "verbal analogue" questionnaire tested in three above was appropriate then further study across a number of towns in Australia using the "verbal analogue" questionnaire could be carried out. With a written questionnaire the possibility of a postal survey becomes real.
5. In Chapter 5 it was concluded that there were some differences in respondent's image between small, medium and large towns, particularly small and large towns. It was concluded that a more detailed study of small, medium and large towns was needed in order to show empirically what the differences are and the reasons for them.

6. The differences between images of coastal and inland towns needs to be further explored, particularly with respect to the influences of factors such as climate, seashore, attractions.

7. The six studies of the thesis were cross-sectional in nature. A future study of the same towns could act as a monitoring base capturing the changes taking place in time within these towns. For example, the Oyster Point development (appendix D) taking place in Cardwell is now underway and should make a significant difference to the way tourists and residents view the town. At the same time Mareeba has entered into an aggressive policy to pursue tourism and this coupled with their current Mainstreet program will make significant changes to the image of the town.

8. In line with 7 above, a documentation of towns which have undergone image change or are undergoing image change would be valuable. Questions such as the type of program being utilised to make the changes, what changes are being made, where are they being made, current tourist visits, visits after the changes could be asked and documented. Such documentation would add useful information to the town image database.

9. The connection between the image that respondents have of a town and their desire to stay overnight or just for a break was not addressed in this thesis. It forms a rich area for future studies.

10. The applicability of the findings for towns in Australia could be tested in a number of towns internationally in a number of ways. For instance, are the images that people have of towns in other countries the same, what are the changes occurring in town images in different cultures (what does a Japanese tourist look for in Japanese towns) and what are the images that different cultures look for in Australian towns (what does a Japanese tourist look for in Australian towns? Is it the same as Australian tourists?

This type of study could identify similarities and differences between images of different cultural groups helping our understanding of how Australian towns can position themselves for international tourism.

11. While no major differences were found between the three groups' images some small differences were found. Further study of this aspect, particularly between the resident and local leader groups would confirm and define further these similarities and differences.

12. The applicability of the findings for the towns in Queensland could be tested in a number of towns Australia wide.

## **6.6 BETTER TOWN FUTURES WITH TOWN RESEARCH**

Research first documented the spiralling economic decline of towns in Australia during the 1970' and 1980's. It noted that the decline was brought about by agricultural decline, economic rationalisation, transport improvements and technology advances. In the 90's researchers noted the slowing down of population decline in some towns related to the growth of tourism, defence, manufacturing and retirement. Researchers posited the "uncoupling thesis" as one way of explaining these changes. The thesis basically implied that many towns and local government areas were taking their own future into their own hands. Other researchers noted that tourism was seen by many towns as a way of improving the economic base of towns and regions.

There have been a number of successful tourism development in towns and a corresponding number of failures. A number of reasons have been identified to account for the failures: The first is the ignorance of the negative aspects of tourism development; the second is the lack of knowledge of concepts, education, planning and coordination of tourism development and the third is the lack of any baseline physical, social or economic features necessary to attract tourists and tourist development. In

answer to the third failure, other researchers have noted that a town can find some locational advantage in a regional context which could attract a small tourism economy (Ashworth & Tunbridge, 1990; Henshall Hanson, 1990; Howell, 1988; Jackson, 1989; Jenkins, 1993; Selwood et al., 1996).

The above synopsis gives some understanding of the contribution of researchers to the understanding of the social and economic dynamics of towns, their continued successful economic functioning and the contribution that tourism can make to that functioning.

At present in Australia making a town an attractive place to live or visit can make the difference between survival or decline. The increased demand for "outback tourism", the increased number of international visitors looking for out of the way places and the gateway phenomena mean that towns in Australia will not be in a position to gain economic benefits from tourism unless they present an attractive image.

This thesis investigated the image of six towns in North Queensland. It identified a rich and complex image of towns which was used to develop an "General" town image. Specifically the thesis adds to the destination image and urban/rural tourism data base and develops a new multimethod approach which can be used to assess town and destination images. The thesis also provides a simple method to local government of assessing their town(s) image(s) while focussing on the emic perspective of tourists, residents and local leaders. In particular, the thesis identified no major differences between tourist, resident and local leader images of the six study towns.

The thesis contributes to the growing database on tourism, towns and their images. More importantly the methods developed for determining the image can be replicated relatively simply by local governments. It is considered that the thesis contributes in a scholarly and practical way to the production of better town futures for towns in Australia and potentially internationally.

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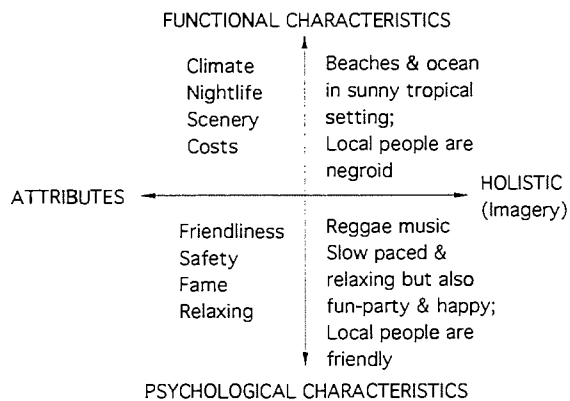
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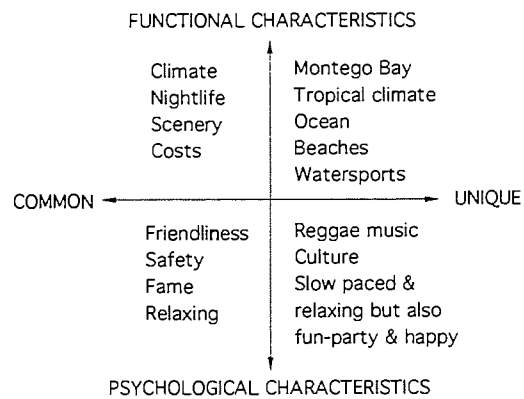
## APPENDIX A

### The Image of Jamaica

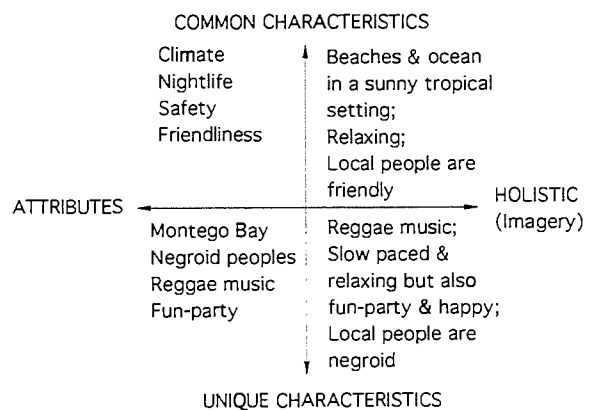
#### ATTRIBUTE/HOLISTIC & FUNCTIONAL/PSYCHOLOGICAL Components of Destination Image (Jamaica)



#### COMMON/UNIQUE & FUNCTIONAL/PSYCHOLOGICAL Components of Destination Image (Jamaica)



#### ATTRIBUTE/HOLISTIC & COMMON/UNIQUE Components of Destination Image (Jamaica)



(Source: Echtner & Ritchie, 1993, 10-11)

**APPENDIX B**  
**The Cardwell Tourist Questionnaire**

**SECTION A**

**PLEASE READ THE NOTES BELOW BEFORE ATTEMPTING QUESTION 1.**

- a. *The purpose of the question below is to find out what images come to mind when you think of Cardwell. Therefore you should not be concerned about your map drawing skill. A rough sketch drawn to the best of your ability is all that's required.*
- b. *Please do your final sketch on the paper provided at the back of this questionnaire. The loose sheet has been provided for you to practice on.*
- c. *When doing this question please do not refer to official maps or guides or to other members of your household.*
- d. *An example of the kind of thing we are looking for is attached. Note the use of comments and observations in the example. Drawing the sketch map will trigger memories of the town, some of these memories can't be drawn so please feel free to add them to the sketch map as comments and/or observations.*

**1. Sketch a map of Cardwell showing what you consider the most interesting and important features of the town.**

*(Paper is provided at the back of this questionnaire)*

**Remember** *it is the places you think you will remember for a long time that we are most interested in you putting on the maps.*

*The sorts of details you might fill in could be:*

- a. shopping areas,*
- b. special buildings,*
- c. historic sites and/or buildings,*
- d. parks,*
- e. scenic areas,*
- f. vegetation,*
- g. differences in various districts,*
- h. street systems,*
- i. location of enjoyable social events,*
- j. local activities,*
- k. places with personal significance or meaning.*

**When you have completed this sketch, please turn to SECTION B**

## SECTION B

**2. Can you give me a list of the distinctive places of the town?**

*A distinctive place might be a street, a building, a tourist attraction, a special part of the town, or any other good or bad physical feature which you feel has special characteristics.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Questions 3, 4, and 5 refer to the list you made in answer to question 2.*

**3. In which of these places do you prefer to be?**

a. _____	c. _____
b. _____	d. _____

**4. a. Which places are most beautiful to you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**b. Why?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**5. a. Which are most unpleasant to you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**b. Why?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Are there any other pleasant or unpleasant places in this town that you forgot to list?

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7. What would you like to change in this town to make it a more attractive place?

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8. What three words best describe Cardwell?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

9. What three words best describe the atmosphere or mood that you experience when in Cardwell?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**SECTION C Information about you (tourists)**

10. Age: \_\_\_\_\_ Years

11. Sex: Male ☐ Female ☐

PTO ➞

**12. Main occupation:** (Please tick the appropriate box)

- |                   |                          |
|-------------------|--------------------------|
| Professional      | <input type="checkbox"/> |
| Technical/Trade   | <input type="checkbox"/> |
| Clerical/Sales    | <input type="checkbox"/> |
| Self Employed     | <input type="checkbox"/> |
| Manager/Executive | <input type="checkbox"/> |
| Semi-Skilled      | <input type="checkbox"/> |
| Home Duties       | <input type="checkbox"/> |
| Retired           | <input type="checkbox"/> |
| Student           | <input type="checkbox"/> |
| Not Employed      | <input type="checkbox"/> |
| Other             | _____                    |

**13. While staying in Cardwell, how are you travelling around?**

(Please tick the appropriate box)

- |                 |                          |
|-----------------|--------------------------|
| Drive a Car     | <input type="checkbox"/> |
| Driven in a Car | <input type="checkbox"/> |
| Walk            | <input type="checkbox"/> |
| Other           | _____                    |

**14. How many nights are you staying in Cardwell?** \_\_\_\_

**15. Is this your first stay in Cardwell?**

Yes ☐      No ☐ How many other times? \_\_\_\_\_

**16. Where do you normally live?**

If Australia, please put your postcode in the box  
(If postcode not available, town/city & state will do)

If Overseas, please give your country of origin

\_\_\_\_\_

**17. What is the purpose of this trip?** (Please tick more than one box if appropriate)

- |                            |                          |
|----------------------------|--------------------------|
| Visiting Friends/Relatives | <input type="checkbox"/> |
| Touring Holiday            | <input type="checkbox"/> |
| Passing Through            | <input type="checkbox"/> |
| Other                      | _____                    |

18. How many nights will you be away from home on this trip? \_\_\_\_\_

19. What is your means of travel on this trip?

(Please tick more than one box if appropriate)

- |                         |                          |
|-------------------------|--------------------------|
| International Air       | <input type="checkbox"/> |
| Domestic Air            | <input type="checkbox"/> |
| Rail                    | <input type="checkbox"/> |
| Coach/Bus               | <input type="checkbox"/> |
| Private Vehicle         | <input type="checkbox"/> |
| Rented Vehicle          | <input type="checkbox"/> |
| Company Vehicle         | <input type="checkbox"/> |
| Yacht/Boat/Cruise Liner | <input type="checkbox"/> |
| Hitch Hiking            | <input type="checkbox"/> |
| Other                   | _____                    |

20. What type of accommodation are you using in Cardwell?

(Please tick the appropriate box)

- |                                |                          |
|--------------------------------|--------------------------|
| Hotel/Motel                    | <input type="checkbox"/> |
| Guest House/Hostel/Backpackers | <input type="checkbox"/> |
| Unit/Flat                      | <input type="checkbox"/> |
| Caravan Park                   | <input type="checkbox"/> |
| Friends/Relatives              | <input type="checkbox"/> |
| Cruise/Charter Boat            | <input type="checkbox"/> |
| Other                          | _____                    |

21. How many people are travelling in your party? \_\_\_\_\_

22. Is Cardwell your final destination on this trip?

Yes ☐ Answer Q23 Only

No ☐ Answer Q's 23 & 24

23. Please list the towns in which you have had at least one overnight stop? (This trip only please)

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PTO ➡

**24. Please list the towns in which you plan to have at least one overnight stay? (This trip only please)**

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**25. Below are some reasons for visiting a town. Please tell us how important each of these reasons were to you in making your decision to stay in Cardwell.**

	Very	Somewhat	Not Very	Not at
all				
Important	Important	Important	Important	
Seeing the natural beauty of the area	1	2	3	4
Opportunity to be with family and friends	1	2	3	4
Being close to nature	1	2	3	4
Provides excitement	1	2	3	4
Something new and different	1	2	3	4
An opportunity to rest and relax	1	2	3	4
Seeing wildlife	1	2	3	4
A learning/educational experience	1	2	3	4
Provides a chance to escape	1	2	3	4
Being physically active	1	2	3	4
A chance to be away from crowds	1	2	3	4
Something to tell my friends about	1	2	3	4
Just passing through	1	2	3	4



**APPENDIX C**  
**The Cardwell Resident Questionnaire**

**SECTION A**

**PLEASE READ THE NOTES BELOW BEFORE ATTEMPTING QUESTION 1.**

- a. *The purpose of the question below is to find out what images come to mind when you think of Cardwell. Therefore you should not be concerned about your map drawing skill. A rough sketch drawn to the best of your ability is all that's required.*
- b. *Please do your final sketch on the paper provided at the back of this questionnaire. The loose sheet has been provided for you to practice on.*
- c. *When doing this question please do not refer to official maps or guides or to other members of your household.*
- d. *An example of the kind of thing we are looking for is attached. Note the use of comments and observations in the example. Drawing the sketch map will trigger memories of the town, some of these memories can't be drawn so please feel free to add them to the sketch map as comments and/or observations.*

**1. Sketch a map of Cardwell showing what you consider the most interesting and important features of the town.**

*(Paper is provided at the back of this questionnaire)*

**Remember** *it is the places you think you will remember for a long time that we are most interested in you putting on the maps.*

*The sorts of details you might fill in could be:*

- a. *shopping areas,*
- b. *special buildings,*
- c. *historic sites and/or buildings,*
- d. *parks,*
- e. *scenic areas,*
- f. *vegetation,*
- g. *differences in various districts,*
- h. *street systems,*
- i. *location of enjoyable social events,*
- j. *local activities,*
- k. *places with personal significance or meaning.*

**When you have completed this sketch, please turn to SECTION B**

## SECTION B

**2. Can you give me a list of the distinctive places of the town?**

*A distinctive place might be a street, a building, a tourist attraction, a special part of the town, or any other good or bad physical feature which you feel has special characteristics.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Questions 3, 4, and 5 refer to the list you made in answer to question 2.*

**3. In which of these places do you prefer to be?**

a. _____	c. _____
b. _____	d. _____

**4. a. Which places are most beautiful to you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**b. Why?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**5. a. Which are most unpleasant to you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**b. Why?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Are there any other pleasant or unpleasant places in this town that you forgot to list?

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7. What would you like to change in this town to make it a more attractive place?

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8. What three words best describe Cardwell?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

9. What three words best describe the atmosphere or mood that you experience when in Cardwell?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**SECTION C Information about you (resident)**

10. Age: \_\_\_\_\_ Years

11. Sex: Male ☐ Female ☐

**12 . Main occupation:** (Please tick the appropriate box)

- |                   |                          |
|-------------------|--------------------------|
| Professional      | <input type="checkbox"/> |
| Technical/Trade   | <input type="checkbox"/> |
| Clerical/Sales    | <input type="checkbox"/> |
| Self Employed     | <input type="checkbox"/> |
| Manager/Executive | <input type="checkbox"/> |
| Semi-Skilled      | <input type="checkbox"/> |
| Home Duties       | <input type="checkbox"/> |
| Retired           | <input type="checkbox"/> |
| Student           | <input type="checkbox"/> |
| Not Employed      | <input type="checkbox"/> |
| Other             | _____                    |

**13 . Usual means of travel around Cardwell?** (Please tick the appropriate box)

- |                 |                          |
|-----------------|--------------------------|
| Drive a Car     | <input type="checkbox"/> |
| Driven in a Car | <input type="checkbox"/> |
| Walk            | <input type="checkbox"/> |
| Other           | _____                    |

**14 . How many years have you lived in Cardwell?** \_\_\_\_\_

**APPENDIX D**  
**The History of the Oyster Point Development**

The history of the Oyster Point development is marked by controversy and conflict. It covers many years and is still continued. Three articles are attached to this appendix which document first the project history from the point of view of Margaret Moorehouse from the North Queensland Conservation Council. The second document is a brief history from the point of view of the Queensland Premiers Department and was provided by Robyn Potter and Geoff Mercer of that department. This document quickly covers the period from 1993 until the commencement of the public inquiry in early 1998. Finally, Margaret Moorehouse comments on the inquiry and the current status of the project and the Conservation Council. The material is presented as received from the authors and is marked article 1, 2 and 3 for easy reference.

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**APPENDIX E**  
**The Final Tourist Questionnaire**

**PLEASE READ THE NOTES BELOW BEFORE ATTEMPTING QUESTION 1.**

- a. *The purpose of the question below is to find out what images come to mind when you think of Charters Towers. Therefore you should not be concerned about your map drawing skill. A rough sketch drawn to the best of your ability is all that's required.*
  - b. *Please do your final sketch on the paper provided at the back of this questionnaire. The loose sheet has been provided for you to practice on.*
  - c. *When doing this question please do not refer to official maps or guides or to other members of your household.*
  - d. *An example of the kind of thing we are looking for is attached. Note the use of comments and observations in the example. Drawing the sketch map will trigger memories of the town, some of these memories can't be drawn so please feel free to add them to the sketch map as comments and/or observations.*
- 1. Sketch a map of the Charters Towers showing what you consider the most interesting and important features of the town.**
- (Paper is provided at the back of this questionnaire)
- Remember*** *it is the places you think you will remember for a long time that we are most interested in you putting on the maps.*
- e. *The sorts of details you might fill in could be:*
    - a. *shopping areas,*
    - b. *special buildings,*
    - c. *historic sites and/or buildings,*
    - d. *parks, e. scenic areas,*
    - f. *vegetation,*
    - g. *differences in various districts,*
    - h. *street systems,*
    - i. *location of enjoyable social events,*
    - j. *local activities,*
    - k. *places with personal significance or meaning..*

**When you have completed this sketch, please answer SECTIONS B & C**

## SECTION B

2. What would you like to change in Charters Towers to make it a more attractive place?

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3. What three words best describe Charters Towers?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

4. Was the road system an important factor in preparing your map?

Yes ☐ GO to Question 5      No ☐ GO to Question 6

5. How important was the road system to you in preparing your map. (circle one)

Very Unimportant      Unimportant      Neither      Important      Very Important

6. Was the towns location an important factor to you in preparing your map?

Yes ☐ GO to Question 7      No ☐ GO to Question 8

7. How important was the towns location to you in preparing your map. (circle one)

Very Unimportant      Unimportant      Neither      Important      Very Important

## SECTION C Information about you

8. Age: \_\_\_\_\_ Years

9. Sex: Male ☐ Female ☐

10. Main occupation: (Please tick the appropriate box)

Professional	<input type="checkbox"/>	Technical/Trade	<input type="checkbox"/>
Clerical/Sales	<input type="checkbox"/>	Self Employed	<input type="checkbox"/>
Manager/Executive	<input type="checkbox"/>	Semi-Skilled	<input type="checkbox"/>
Home Duties	<input type="checkbox"/>	Retired	<input type="checkbox"/>
Student	<input type="checkbox"/>	Not Employed	<input type="checkbox"/>
Other	_____		

11. Usual means of travel around Charters Towers? (Please tick the appropriate box)

Drive a Car	<input type="checkbox"/>	Driven in a Car	<input type="checkbox"/>
Walk	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>
Hitch Hike	<input type="checkbox"/>	Bus/Passenger Van	<input type="checkbox"/>
Other	_____		

12. How many nights are you staying in Charters Towers? \_\_\_\_\_

13. Is this your first stay in Charters Towers?

Yes ☐

No ☐ How many other times? \_\_\_\_\_

14. Where do you normally live?

If Australia, please put your postcode in the box  
(If postcode not available, town/city & state will do)

If Overseas, please give your country of origin \_\_\_\_\_

15. What is the purpose of this trip? (Please tick more than one box if appropriate)

Holiday

☐

Work Related

☐

Visit Friends/Relatives

☐

Winter Resident

☐

Touring Holiday

☐

Passing Through

☐

Other \_\_\_\_\_

16. How many nights will you be away from home on this trip? \_\_\_\_\_

17. What is your means of travel on this trip? (Please tick more than one box if appropriate)

International Air

☐

Domestic Air

☐

Rail

☐

Coach/Bus

☐

Private Vehicle

☐

Rented Vehicle

☐

Company Vehicle

☐

Yacht/Boat

☐

Hitch Hiking

☐

Other \_\_\_\_\_

18. What type of accommodation are you using in Charters Towers?

(Please tick the appropriate box)

Hotel/Motel

☐

Guest House/Hostel

☐

Backpackers

☐

Unit/Flat

☐

Caravan Park

☐

Friends/Relatives

☐

Cruise/Charter Boat

☐

Other \_\_\_\_\_

19. How many people are travelling in your party? \_\_\_\_\_

20. Is Charters Towers your final destination on this trip?

Yes ☐

No ☐

**APPENDIX F**  
**The Final Resident & Local Leader Questionnaire**

**PLEASE READ THE NOTES BELOW BEFORE ATTEMPTING QUESTION 1.**

- a. *The purpose of the question below is to find out what images come to mind when you think of Charters Towers. Therefore you should not be concerned about your map drawing skill. A rough sketch drawn to the best of your ability is all that's required.*
  - b. *Please do your final sketch on the paper provided at the back of this questionnaire. The loose sheet has been provided for you to practice on.*
  - c. *When doing this question please do not refer to official maps or guides or to other members of your household.*
  - d. *An example of the kind of thing we are looking for is attached. Note the use of comments and observations in the example. Drawing the sketch map will trigger memories of the town, some of these memories can't be drawn so please feel free to add them to the sketch map as comments and/or observations.*
- 1. Sketch a map of the Charters Towers showing what you consider the most interesting and important features of the town.**  
(Paper is provided at the back of this questionnaire)
- Remember*** *it is the places you think you will remember for a long time that we are most interested in you putting on the maps.*
- e. *The sorts of details you might fill in could be:*
    - a. *shopping areas,*
    - b. *special buildings,*
    - c. *historic sites and/or buildings,*
    - d. *parks, e. scenic areas,*
    - f. *vegetation,*
    - g. *differences in various districts,*
    - h. *street systems,*
    - i. *location of enjoyable social events,*
    - j. *local activities,*
    - k. *places with personal significance or meaning..*

**When you have completed this sketch, please answer SECTIONS B & C**

## SECTION B

2. What would you like to change in Charters Towers to make it a more attractive place?

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3. What three words best describe Charters Towers?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

4. Was the road system an important factor in preparing your map?

Yes ☐ GO to Question 5      No ☐ GO to Question 6

5. How important was the road system to you in preparing your map. (circle one)

Very Unimportant      Unimportant      Neither      Important      Very Important

6. Was the towns location an important factor to you in preparing your map?

Yes ☐ GO to Question 7      No ☐ GO to Question 8

7. How important was the towns location to you in preparing your map. (circle one)

Very Unimportant      Unimportant      Neither      Important      Very Important

## SECTION C Information about you

8. Age: \_\_\_\_\_ Years

9. Sex: Male ☐ Female ☐

10. Main occupation: (Please tick the appropriate box)

Professional	<input type="checkbox"/>	Technical/Trade	<input type="checkbox"/>
Clerical/Sales	<input type="checkbox"/>	Self Employed	<input type="checkbox"/>
Manager/Executive	<input type="checkbox"/>	Semi-Skilled	<input type="checkbox"/>
Home Duties	<input type="checkbox"/>	Retired	<input type="checkbox"/>
Student	<input type="checkbox"/>	Not Employed	<input type="checkbox"/>
Other	_____		

11. Usual means of travel around Charters Towers? (Please tick the appropriate box)

Drive a Car	<input type="checkbox"/>	Driven in a Car	<input type="checkbox"/>
Walk	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>
Hitch Hike	<input type="checkbox"/>	Bus/Passenger Van	<input type="checkbox"/>
Other	_____		

12. How many years have you lived in Charters Towers? \_\_\_\_\_

**APPENDIX G1**  
**Combined Image Charters Towers**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.4
2	Town Park	68	
3	Historic Areas	56	
4	Town Centre	45	
5	Shops	43	
5	Some Sts, not named	43	
7	Hotels	40	
8	Town Hall	37	
9	Post Office	35	
10	Stock Exchange	34	
11	Houses	31	
12	Schools	27	
13	Motel	23	
13	Railway	23	
15	Hospitals	22	
16	Police	21	
17	Mountains, Hills	20	
17	Lookouts	20	
17	Museum	20	

**APPENDIX G2**  
**Tourist Image Charters Towers**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.6
2	Historic Areas	66	
3	Some Sts, not named	55	
4	Shops	50	
5	Town Park	48	
6	Town Centre	45	
7	Houses	36	
8	Post Office	34	
9	Hotels	32	
10	Town Hall	30	
11	Museum	27	
11	Stock Exchange	27	
11	Backpacker	27	
11	Railway	27	
15	Police	25	
15	Many Sts, not named	25	
17	Eating Places	20	



**APPENDIX G3**  
**Resident Image Charters Towers**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.7
2	Town Park	85	
3	Hotels	47	
3	Historic Areas	47	
5	Town Centre	45	
6	Town Hall	43	
7	Schools	42	
8	Stock Exchange	40	
9	Shops	38	
10	Post Office	36	
10	Hospitals	36	
12	Some Sts, not named	34	
13	Mountains, Hills	28	
13	Nursing Home	28	
13	Many Sts, partially named	28	
16	Houses	26	
16	Council Pool	26	
16	Motel	26	
19	Lookouts	25	
19	Venus Battery	25	
19	Service Organisations	25	
22	Entertainment Centre	23	
22	Churches	23	
22	Some Sts, partially named	23	
25	Service Stations	21	

**APPENDIX H1**  
**Combined Image Hughenden**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.8
2	Railway	60	
3	River	57	
4	Some Sts, not named	54	
5	Shops	51	
5	Landscaped Streets	51	
7	Hotels	46	
8	Dinosaur Museum	45	
9	Post Office	41	
9	Caravan Park	41	
10	Schools	39	
11	Service Stations	34	
11	Town Centre	34	
13	Railway Station	30	
14	National Parks	29	
14	Bridge	29	
14	Many Sts, not named	29	
17	Service Organisations	27	
18	Town Parks	26	
19	Food	24	
19	Swimming Pool Council	24	
21	River	22	
22	Memorial Park	21	

**APPENDIX H2**  
**Tourist Image Hughenden**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.10
2	Caravan Park	68	
3	Some Sts, not named	62	
4	Railway	54	
5	Hotels	49	
6	Dinosaur Museum	46	
7	Service Stations	43	
7	Landscaped Streets	43	
9	Shops	41	
10	Railway Station	38	
11	River	35	
12	Schools	30	
12	Swimming Pool Council	30	
14	Many Sts, not named	27	
15	Bridge	24	
15	Motels	24	
17	Post Office	22	

**APPENDIX H3**  
**Resident Image Hughenden**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.11
2	River	76	
3	Railway	64	
4	Shops	60	
5	Post Office	58	
5	Landscaped Streets	58	
7	Town Centre	49	
8	Schools	47	
8	Some Sts, not named	47	
10	Dinosaur Museum	44	
10	Hotels	44	
12	Town Parks	42	
13	National Parks	38	
13	Memorial Park	38	
15	Service Organisations	33	
15	Bridge	33	
17	Many Sts, not named	31	
18	Courthouse	29	
18	Food	29	
18	Houses	29	
18	Showground	29	
22	Police	27	
22	Hospital	27	
22	Eating Places	27	
22	Service Stations	27	
22	Clubs	27	
27	Railway Station	24	
28	Community Centre/Hall	20	
28	Tannery	20	
28	Swimming Pool Council	20	
28	Caravan Park	20	
28	Cenotaph/Statue/Clock	20	

**APPENDIX 11**  
**Combined Image Innisfail**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	98	These factors are Identified Figure 4.12
2	River	87	
3	Town Park	57	
4	Many Sts, not named	45	
5	Shops	43	
5	Bridges	43	
7	Town Centre	40	
8	Some Sts, not named	39	
9	Churches	36	
10	Food	35	
10	Hotels	35	
12	Hospital	29	
13	Boats	28	
14	Eating Places	27	
15	Service Organisations	26	
16	Police	23	
16	Shire Office	23	
18	Caravan Parks	20	

**APPENDIX 12**  
**Tourist Image Innisfail**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.14
2	River	83	
3	Food	52	
3	Shops	52	
5	many Sts, not named	50	
6	Hotels	43	
6	Some Sts, not named	43	
8	Caravan Parks	40	
8	Town Park	40	
10	Churches	38	
11	Bridges	33	
11	Town Centre	33	
13	Eating Places	29	
14	Hospital	26	
15	Motels	24	
15	Boats	24	
17	Post Office	21	

**APPENDIX I3**  
**Resident Image Innisfail**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.15
2	River	89	
3	Town Park	68	
4	Bridges	51	
5	Town Centre	46	
6	Many Sts, not named	42	
7	Shops	37	
7	Some Sts, not named	37	
9	Churches	35	
10	Hospital	32	
10	Shire Office	32	
10	Boats	32	
13	Police	30	
13	Hotels	30	
13	Service Organisations	30	
16	Eating Places	26	
17	Courthouse	25	
18	Food	23	

**APPENDIX J1**  
**Combined Image Mareeba**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.16
2	Town Parks	67	
3	Shops	59	
4	Some Sts, not named	50	
5	Information Centre	46	
5	Town Centre	46	
7	River	41	
8	Many Sts, not named	34	
9	Caravan Park	32	
10	Food	30	
11	Landscaped Streets	29	
12	Clubs	28	
13	School	26	
13	Service Organisations	26	
15	Golf	22	
16	Hospitals	21	
16	Bridges	21	
16	Railway line	21	
19	Sawmill	20	
19	Motel	20	
19	Surrounding Area	20	

**APPENDIX J2**  
**Tourist Image Mareeba**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.18
2	Town Parks	61	
3	Shops	58	
4	Caravan Park	55	
5	Some Sts, not named	52	
6	River	42	
7	Many Sts, not named	39	
8	Information Centre	35	
8	Landscaped Streets	35	
8	Town Centre	35	
11	Railway line	29	
12	Food	26	
11	Surrounding Area	26	
14	Clubs	23	
14	Service Organisations	23	

**APPENDIX J3**  
**Resident Image Mareeba**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.19
2	Town Parks	71	
3	Shops	60	
4	Information Centre	53	
4	Town Centre	53	
6	Some Sts, not named	49	
7	River	40	
8	School	38	
9	Food	33	
10	Clubs	31	
10	Golf	31	
10	Many Sts, not named	31	
13	Hospitals	29	
13	Hotels	29	
13	Service Organisations	29	
13	Motel	29	
17	Sports Oval	27	
17	Cemetery	27	
19	Bridges	24	
19	Landscaped Streets	24	
19	Residential areas	24	
22	Service Stations	20	
22	Churches	20	
22	Sawmill	20	

**APPENDIX K1**  
**Combined Image Port Douglas**

RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.20
2	Seashore	94	
3	Marina	79	
4	Shops	68	
5	Tourist Areas	59	
6	Some Sts, not named	50	
7	Hotels	49	
8	Town Centre	46	
9	Lookout	44	
10	Clubs	42	
11	Town Park	41	
12	Eating Places	40	
13	Landscaped Streets	38	
14	Caravan Parks	37	
15	Museum	36	
16	River	34	
17	Markets	31	
18	Churches	30	
19	Many Sts, not named	25	
20	Food	21	
21	Memorial Parks	20	

**APPENDIX K2**  
**Tourist Image Port Douglas**

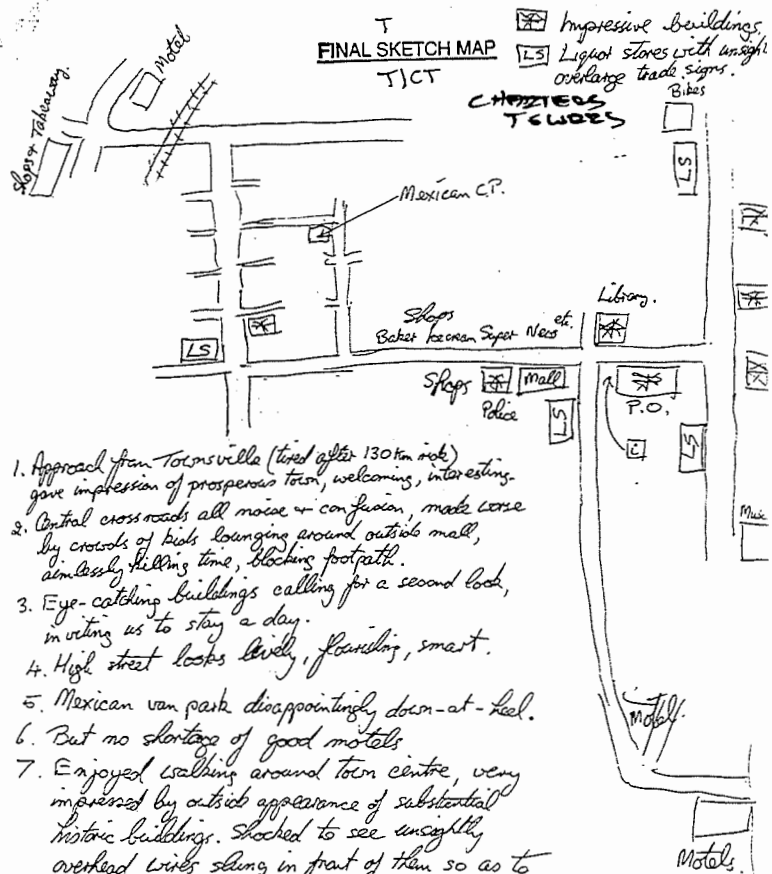
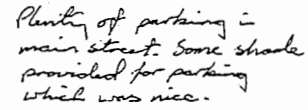
RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.22
2	Seashore	94	
3	Shops	73	
4	Marina	71	
5	Some Sts, not named	65	
6	Caravan Parks	63	
7	Tourist Areas	49	
8	Eating Places	45	
8	Town Centre	45	
10	Hotels	43	
11	Clubs	39	
12	Lookout	35	
13	Markets	33	
13	Landscaped Streets	33	
13	Town Park	33	
16	Museum	29	
16	Churches	29	
16	River	29	
19	Food	27	



**APPENDIX K3**  
**Resident Image Port Douglas**

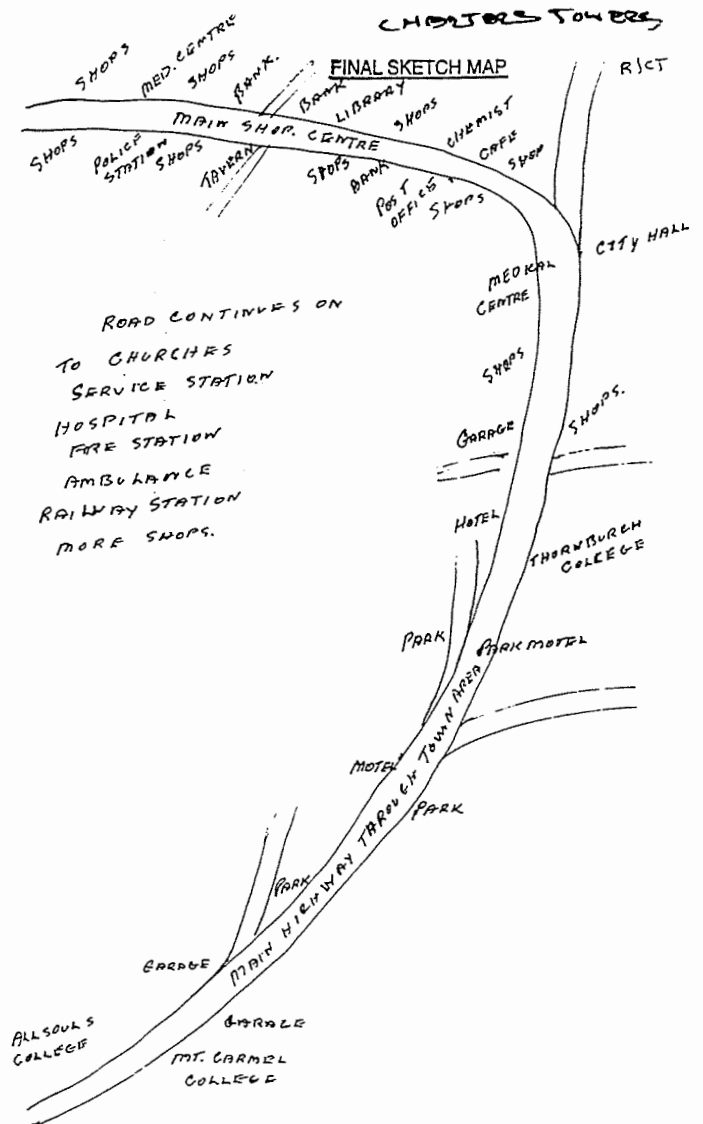
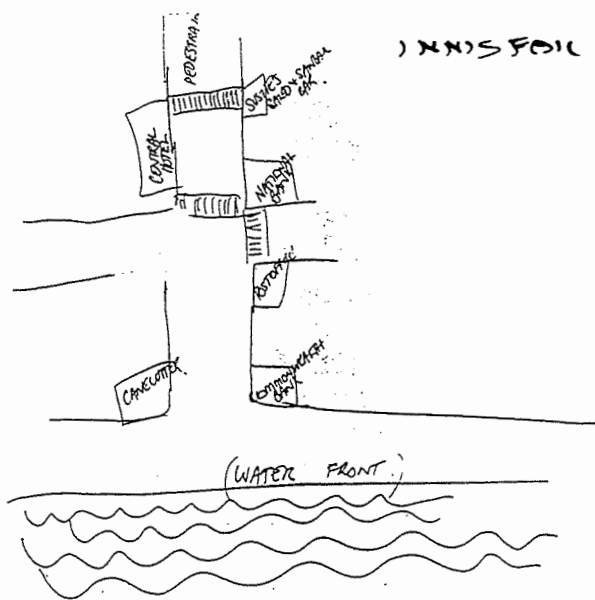
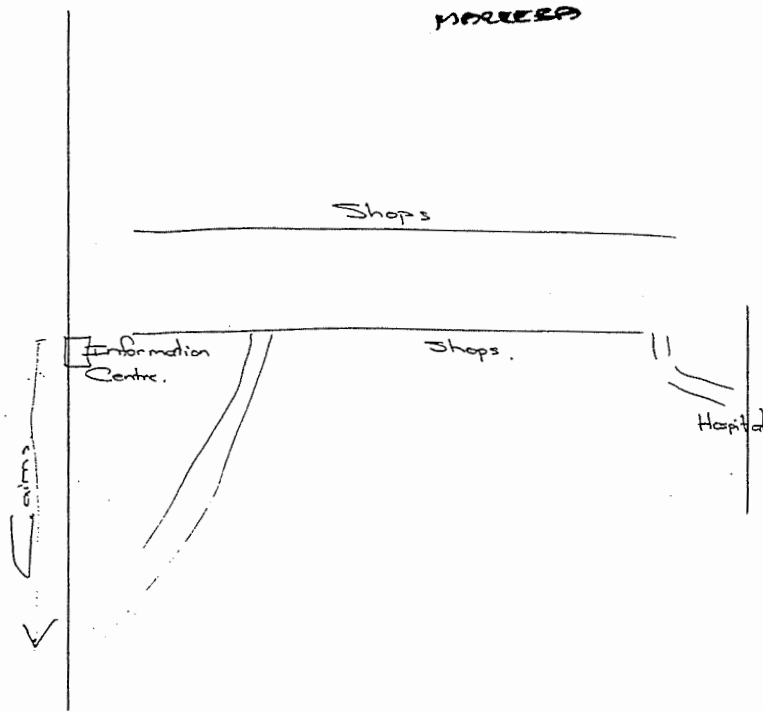
RANK	PHYSICAL IMAGE FACTORS	%	
1	Main Highway	100	These factors are Identified Figure 4.23
2	Seashore	94	
3	Marina	85	
4	Tourist Areas	69	
5	Shops	63	
6	Hotels	54	
7	Lookout	52	
8	Town Park	48	
9	Town Centre	46	
10	Clubs	44	
11	Museum	43	
11	Landscaped Streets	43	
13	River	39	
14	Eating Places	35	
14	Some Sts, not named	35	
16	Churches	31	
16	Many Sts, not named	31	
18	Markets	30	
19	Memorial Parks	28	
19	Boats	28	
21	Service Organisations	24	
21	Residential Areas	24	
23	Golf	22	

YUCHENPES

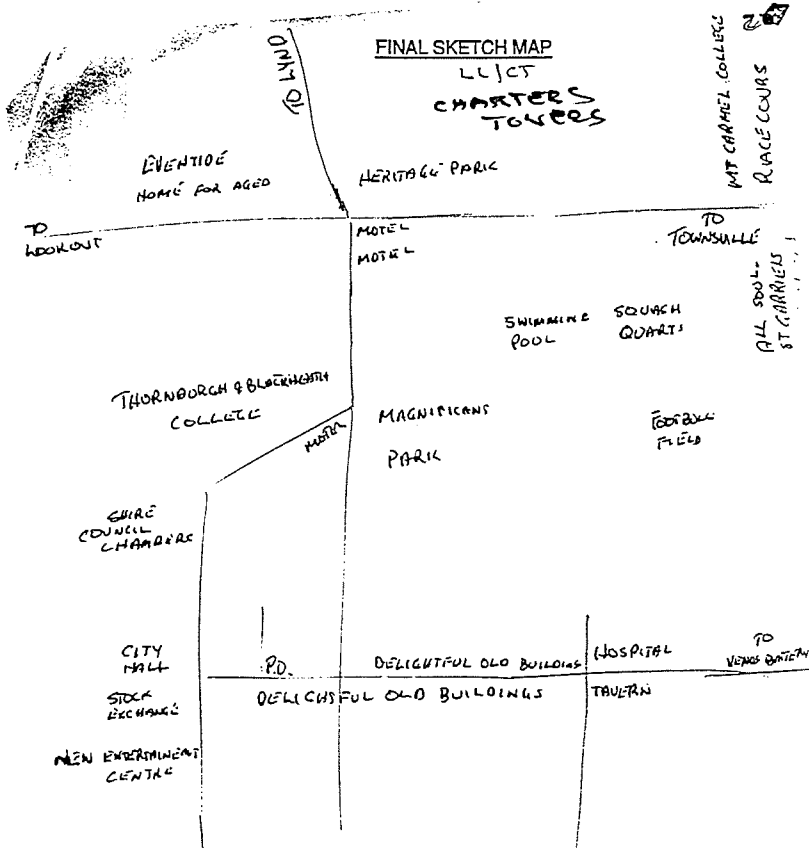


1. Approach from Townsville (twice after 130 km in) gave impression of prosperous town, welcoming, interesting.
2. Central cross roads all noise & confusion, made worse by crowds of kids loitering around outside mall, aimlessly killing time, blocking footpath.
3. Eye-catching buildings calling for a second look, inviting us to stay a day.
4. High street looks lively, flourishing, smart.
5. Mexican van park disappointingly down-at-heel.
6. But no shortage of good motels.
7. Enjoyed walking around town centre, very impressed by outside appearance of substantial historic buildings. Shocked to see unsightly overhead wires strung in front of them so as to spoil the view for a photo.
8. Profoundly disappointed at content & presentation of material in museum & assay room of Stock Exchange building. More jumbles of bric-a-brac, labelled with illegible or misspelt scrawl. I am no wiser about either the history of the place, the sources of its past & present wealth, or its planned future. (And is not low-silicate glass an anachronism in an historic assay room?)

# APPENDIX M Three Samples of Resident Respondent Maps



# APPENDIX N Three Samples of Local Leader Respondent Maps



HISTORICAL CITY WITH MANY OLD BUILDINGS -  
A STEP BACK INTO HISTORY WHILE KEEPING UP TO  
MODERN TIMES. TOURIST POTENTIAL STILL UNTAPPED  
DESPERATELY NEEDS GUIDANCE TO FINANCE AND  
SET UP TOURISTS ATTRACTIONS

BOWEN  
PARK TO  
HULLMOR  
TO CLERMONT  
TO MT. LISA

