



# **THE IMPACT OF ANCILLARY EXPENDITURES ON THE IMAGE OF THE DESTINATION AND THE POSTSTAY BEHAVIOURS : THE CASE OF TOURISM IN FRENCH POLYNESIA**

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## Abstract:

There is increasing competition between sun destinations. The figures of tourist numbers show that French Polynesia does not seem to be the best adapted to the current market conditions. The cost of living there is very high. The objective of this study is to determine whether the latter does not represent an obstacle to the development of tourism. To do this, the impact of ancillary expenses on the evolution of image attributes and post-stay behaviours is studied. The data are analyzed by structural equations.

Keywords : destination image ; supplementary expenses ; post-stay behaviours ; enchantment.

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## Introduction

The first European sailors, back from French Polynesia, often referred to the terrestrial, human and cultural beauties encountered. From these stories is born the myth, diffused by Bougainville, of the lost paradise associated with Tahiti and its islands. Later, the writings, films and songs evoking these distant islands only reinforced this idyllic image<sup>1</sup>. This is still the case today. Table 1 below presents perceptions of French Polynesia by country (Ministère du tourisme, des transports aériens internationaux, de la modernisation de l'administration et de la fonction publique, 2015). The associations of these attributes with the image of French Polynesia are very strong.

Table 1: Perception of French Polynesia by country

Table 1
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However, this favourable or even very favourable attitude does not seem to translate into an influx of tourists in terms of what is experienced by competing destinations (Figure 1).

Figure 1: Trend in the number of tourists in cumulative annual numbers (Institut de la Statistique de la Polynésie française, 2016).

Figure 1
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The decline in the number of tourists observed in Tahiti until 2010 is contrary to the global trend (Institut d'Emission d'Outre-Mer, 2015). According to Rival (2015), this trend in Polynesian tourism can be explained by the development of the Internet. This medium would have helped to demystify this often fantasized destination by allowing to discover, in a few

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<sup>1</sup> Read « Les révoltés de la Bounty » by Jules Verne (1879) ; Watch Lewis Millestone's film « les révoltés du Bounty » (1962) ; Listen to Jacques Brel' songs on les Marquises ; Admire Gauguin's paintings.

clicks, the real contours of it. Moreover, according to Rival (2015), the growth of other tourist destinations, such as the Maldives and Seychelles, which are more competitive in terms of time and transport costs, may also explain the decline in tourist numbers. In fact, Tahiti has passed from the first world's best paradisiac place to the 20th place (Conseil d'Orientation Stratégique du Tourisme-Polynésie française, 2011). Is this the end of the myth as the tourist's choices suggest? This is not certain, as the works of Lefevre and Bousquet (2017) seem to indicate, which show that French Polynesia remains a very attractive destination. So the problem would be elsewhere. According to Gay (2011), the lack of competitiveness stems from the very high price level, which generates an exorbitant cost of living that tourists complain about. French Polynesia is indeed an expensive destination. According to the Institute for Statistics of French Polynesia (ISPF), on average, a tourist spends 250,000 cfp (2450 US\$) for an average stay of 13.4 days. Ancillary expenditure represents 27% of these costs (660 US\$) (Institut de la Statistique de la Polynésie Française, 2013).

Is French Polynesia a victim of competitors who use similar arguments and thus a similar positioning? What impact can the price have on tourists and their post-stay behaviour? Does the cost of spending involve negative word of mouth? To provide an answer to these various questions, the objective of this study is to identify the effects of ancillary expenditure on the formation of the image of French Polynesia and its impact on post-stay behaviour. The aim is also to try to determine the direct impact of these expenses on these behaviours. The post-stay stage is little studied. However, it seems interesting to determine the impact of the memory left by the stay on tourist behaviour. Are they satisfied with their stay? Do they intend to recommend the destination to their loved ones? Do they want to come back? Can the level of incidental expenses disrupt post-stay behaviours developed by the image of the destination?

These different questions make it possible to envisage a hypothesis model including direct and indirect links between ancillary expenditure, image attributes and post-stay behaviours. It is

presented following the development of research hypotheses. Many of these are based on the retail outlet marketing literature. Tourism, like distribution, is a service. Their marketing situations are fairly close: location of points of sale or tourist reception areas; activities, cultures and landscapes that help define the product variable of the destination's marketing; price levels for transport, activities and services linked to the stay. The atmosphere, a variable studied for shops, is also evoked to characterize tourist places through the experiential approach of marketing. The results of the analyses are then presented and discussed. Research prospects are finally being considered.

### **The research hypothesis model**

#### **Hypothesis of the impact of ancillary expenditure on the image of the destination and post-stay behaviour**

In his work on in-store behaviour, Zielke (2008) shows that price influences purchase intention. It is also an antecedent of perceived value (Kerin et al., 1992). This depends on the values associated with the product (before and after consumption) and the value the customer associates with the store. Thus, paying a higher price increases perceived security, reduces the quality and emotional value associated with the store and increases loyalty (Fall Diallo et al., 2014). The question therefore arises, for both shops and tourist destinations, of the impact of price (stay and ancillary expenses) on the perception of value and the intention to repeat the purchase. In the case of product purchases, consumers frequently associate prices with the quality of the materials used and the way they are made. Thus, the higher the price, the more buyers think that the perceived or subjective quality of the product is high. It seems then possible to make the hypothesis that: **The higher the incidental expenditure, the better the image of the destination (H1)**. these initial developments, which also evoke the link between

price and fidelity, make it possible to introduce hypotheses linking the level of spending to post-stay behaviour. However and in addition to the above, Fall Diallo, courtell et al (2014) indicate that customers want quality at a reduced price. Thus, the hypothesis is that: **the higher the ancillary expenditure, the less intention to return is strong** (H2c).

Satisfaction with a product or service will fluctuate when the consumer compares service costs with perceived performance. Their perception will be negative if they feel they have been harmed. It will be positive if, after comparing expenses to earnings, he considers himself a winner (Fisk and Coney, 1982). Thus, it is possible to hypothesize that: **the higher the ancillary expenses, the less satisfaction with the stay is high** (H2a).

Finally, one of the motivations to express oneself socially, to make public recommendations about products or services is the possibility of highlighting one's experiences of consumption (Hennig-Thurau et al, 2004). Word of mouth, electronic or personal, can be positive or negative. Among the determinants of negative word-of-mouth, Morrongielle and N' Goala (2012) identify revenge against the company. However, according to Athanassopoulos, Gounaris et al. (2001), a consumer is more motivated to communicate about a satisfying experience than about one of his or her mistakes. Thus, the hypothesis is that: the higher the ancillary expenses, the lower the recommendation to the people around me (H2b).

### **Hypothesis of the impact of the destination image on post-stay behaviour**

Environments affect the cognitive processing of individuals (Donovan and Rossiter, 1982; Hui et al., 1997). They can lead them to experience stimulation and/or pleasure. Stimulation awakens and pushes the person to react to his environment. Pleasure refers to the well-being and satisfaction felt by the individual in his environment. In commerce, the environment can be specifically designed and organized to provoke an emotional response to create well-being and pleasant sensations (Bakini Driss et al., 2009; Derbaix, 1987). Positive emotions caused by the

store atmosphere increase visiting time, expense and satisfaction (Jones, 1999; Lemoine, 2002). Obermiller and Bitner (1984) have shown that an assortment is valued all the more positively when the environment is pleasant. Satisfaction is subjective. It results from the comparison, at the end of consumption, of the company's actual performance with that expected by the customer (Gauthier, 2003). In this study, tourist satisfaction can be equated with a positive perception of the image or experience attributes of the destination. Subjectivity makes it possible to suppose that there is a specific reference point for each person, which will be compared with a variable feeling according to personal perceptions. Finally, Cottet, Lichtlé et al. (2005) showed the positive effect of perceived store value on satisfaction. Thus, the hypothesis put forward is that: **the more the image of the destination is improved after the stay, the more satisfied the tourists are** (H3a).

Individuals, after consuming a service or product, can positively or negatively promote their purchases (Anderson, 1998). In the context of tourism consumption, Gartner (1993) has shown that the image of the destination is one of the key attributes of the purchasing decision process. It also influences post-stay behaviours such as word-of-mouth (Chon, 1990). Thus, the hypothesis is that: **the more the image of the destination is improved after the stay, the more tourists recommend the destination** (H3b).

Chon's (1990) work on post-stay behaviours also indicates that among them is the intention to repeat the purchase, or in the context of tourism, the intention to return. According to (Belhsen and Sentel, 2015), post-stay satisfaction explains the desire of tourists to return to the same places. Oliver (1981) adds that the emotions of satisfaction persist after service consumption and remain present in the brain for reuse when service consumption is repeated. Thus, the hypothesis put forward is that: **the more the image of the destination is improved after the stay, the more tourists plan to return** (H3c).

The proposed hypothesis model to guide data analysis follows the chronology of a tourist trip:

Figure 2: The research hypothesis model

Figure 2

### **Data collection and hypothesis validation methodology**

The main concern of the data collection was to compare, in a single questionnaire, the images with which tourists arrive and those with which they leave at the end of their stay. In the first instance, according to the proposed method (Chamard and Liquet, 2009), an open-ended question was asked via the Internet: "Indicate to us without restraint what you associate with the following region, its main features of character, the image you have of it, everything that arouses your imagination, etc.". The sample was limited to persons known to the interviewers to ensure that they had never been to French Polynesia. 15 people responded. The answers to this question allowed us to identify a first list of image attributes that have been completed with elements present in the studies published by the Ministry of Tourism of French Polynesia. Thirty-six items were finally selected for inclusion in the questionnaire, broken down into the attribute categories proposed by Echtner and Ritchie (2003). They define the image of a destination from its natural resources, price level, hospitality, climate, quality/price ratio and attractions. The questionnaire was administered at Faa'a airport to 123 tourists at the end of their stay. It measures the evolution of the image of French Polynesia. The response modes range from -3 to -1 (degraded image compared to the respondent's idea at the time of arrival), 0 (confirmed image) or +1 to +3 (image improved).

Example :

Table 2



Face-to-face respondents were selected using the systematic random method. After their stay, interviewing departing people allows to measure their behaviour after their stay.

The hypothesis model to be analyzed involves direct and indirect relationships between dependent and independent variables. Thus, the path analysis seems to be perfectly adapted to characterize and make it possible to understand the relationships between the variables. It lends itself all the better to the analysis of this model as it is recursive (Thiéart, 1999; Grapentine, 2000). The factorization of variables responds to a requirement of path analysis that does not treat variables in latent form with multiple measures (Thiéart, 1999; Maruyama, 1998). The factorization of the variables turns them arbitrarily into manifest variables. The aggregation process of the selected items is the factor score. This choice follows the recommendations of Gruen, Summers and Acito (2000), which are themselves inspired by the work of Lastovicka and Thamodaran (1991), as well as that of Kumar, Scheer et al (1995). The factorization method used is the one developed by Anderson and Rubin. This is a variation of Barlett's method. Its advantage is that it preserves the orthogonality of the factors (McDonald and Burr, 1967; Tucker, 1971). Before carrying out the factorization, it was necessary to determine whether it should be carried out on "abstract" categories, those used to present questions in the questionnaire or "natural", those resulting from factor analysis. Since the work of Echtner and Ritchie (2003) does not present any scale of measurement, it seemed preferable to work with natural dimensions derived from the factor analysis carried out on all the items. The optimization of the measurement scales has been carried out using indices from structural equations unless it contains less than four items. In this case, the reliability of the scale is evaluated using Cronbach's alpha (Evrard, Pras and Roux, 2000).

As shown in the previous model (Figure 2), six dimensions emerge from the factor analysis. The first is the **Tangible Culture** (quality of pearls, quality of vanilla, beautiful accommodation, quality accommodation, relaxation farniente, exoticism, romance, luxury,

quality cuisine). The second concerns **Natural resources** (marine diversity, marine beauty, lagoon beauty, beautiful sea, beautiful atolls and islands, flora diversity, beautiful flora, beautiful landscapes). The third measures **Transport infrastructures** (transport comfort, bus regularity). The fourth concerns **Intangible culture** (cultural richness, Maohi art quality). The fifth one evokes the **Activities** (quality of dives, land excursions, nautical excursions, quality of sports activities, quality of events, spa establishments) and the last one, the **Living conditions** of local populations (healthy environment, easy living, price level).

Table 1 : Averages calculated on model dimensions

Table 3
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The measurement carried out at the end of the stay shows that tourists have had their image of Polynesia globally improved during their holidays, except for transport infrastructures and living conditions. The three post-stay behaviours, rated on a Likert scale with 7 response modalities, are very high.

Example :

Table 4
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Ancillary expenses are, on average, 2110 US\$. The variance from the planned budget is measured on a scale of -3 to +3.

Example :

Table 5
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Negative modalities correspond to an expenditure that is lower than forecast, the null modality corresponds to the respect of the planned budget and the positive modalities correspond to an overrun. 63.4% of respondents felt that they had exceeded their initial budget. The advantage of using the expenditure variance against the planned budget is that it ignores each individual's spending capacity.

The choice of path analysis, like any regression analysis, calls for an examination of the multicollinearities of explanatory variables. While it is rarely possible to have independent explanatory variables, it is nonetheless necessary to determine whether their level of dependence is acceptable. The VIF (Variance Inflation Factor) test provides this indication. It calculates the level of dependence of each explanatory variable on all other explanatory variables. Based on these indicators, multicollinearities are highlighted. According to Neter, Wasserman et al. (1985), a VIF test value of 10 or higher should not be accepted. 5 calls for the analyst's vigilance on the stability of his results. Some authors limit the acceptable dependency threshold to a VIF test value of 5 (Ghewy, 2010). The results in Table 3 indicate quite acceptable levels of colinearities.

Table 3 : VIF test results

Table 6
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After adding and purifying the inter-variable relationships on the basis of the Modification Indices (M. I.) and Critical Ratios (C. R.), the model finally obtained is presented in Figure 3. The model adjustment indices are all within commonly accepted limits :

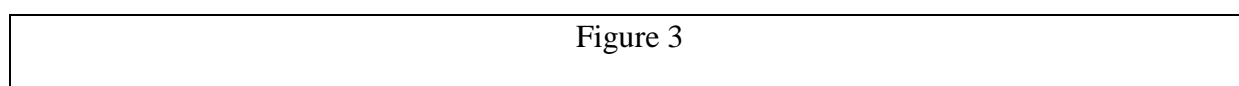
Table 4 : Indices of adjustment of the hypothesis model

Table 7
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The living conditions variable is removed from the model when it is optimized. This means that it has no significant influence on post-stay behaviour and is not influenced by the amount of ancillary expenditure. Tourists come on holidays, are sensitive to the functional elements of the tourist offer (natural resources), to experiential elements (tangible and intangible culture) but are not interested in the sociological elements of their holiday destination (living conditions of the local populations).

The level of ancillary expenditure has a positive influence on the evolution of the image of French Polynesia that tourists feel during their stay. hypothesis H1 is validated on the relationship between Ancillary Expenditure and Natural Resources (C. R. 2,932), as well as Intangible Culture (C. R. 2,144) and Activities (C. R. 4,004). Those who spend the most are

Figure 3 : the calculated hypothesis model



those who experience a greater improvement in the image of natural resources, the image of intangible culture and possible activities in French Polynesia. These three regressions are positive. The strongest link concerns the Activities. The price of the stay has a positive influence on the image that tourists remember about Polynesia.

Of the H2 hypothesis of the link between Spending and Post-Stay Behaviour, only H2b is validated according to a linear or cubic relationship. The regression model on which the structural equations are based is linear, but the cubic regression is retained because its  $R^2$  (0.133) is stronger than the one of the linear regression (0.034). The constant of this regression function is strong (6.322 on a scale of 1 to 7). This means that the intention to recommend is strong, increases up to a tipping point (+1.19 of the Measured Expenditure from -3 to +3, which corresponds to 1780 US\$ or 1820 US\$ depending on the method of calculation) from which the expenditure is considered to be too high in relation to the planned budget and the intention to recommend decreases. With regard to H2a and H2c, the amount of ancillary expenditure does not significantly influence satisfaction or the intention to return.

Hypothesis H3 is also validated. The evolution of image attributes, following the stay of tourists, influences post-stay behaviour. Satisfaction is positively influenced by the variable Material Culture (C. R. 6,514) which also has a positive link with Intent to Return (C. R. 3,346) and Intangible Culture (C. R. 3,199). Natural Resources (C. R. 4,091) and Transport

Infrastructure (C. R. 2,642) positively influence the intent to recommend the destination. The more the perception of these image attributes is improved during the stay, the more positive post-stay behaviours visitors experience. The Activities variable is significantly related to Satisfaction (C. R.; -2,468) and Intent to Return (C. R. -2,145) but negatively. The activities offered by tourism professionals in French Polynesia show their limits: they deteriorate post-stay behaviour. What is important for the validation of this hypothesis 3 are the variables that have the strongest C. R.s, the two variables of culture and that of natural resources.

## **Conclusion and discussion of results**

This research provides two important answers depending on the explanatory variables considered. First of all, satisfaction and the intention to return are reinforced by the improvement of the image of Polynesian culture. These elements of experiential marketing make it possible to promote loyalty and thus the phenomenon of repeaters, which is still low in Polynesia. Tahiti is, for many tourists, the journey of their lives. The percentage of these repeaters, again returning within five years, was 20% in 2014. If it is difficult to get tourists back, man should therefore also seek to increase the number of people wishing to come to French Polynesia. For this, it is to be hoped that those who have come will convince their entourage to come in turn. An attempt should therefore be made to encourage Intentions to recommend the destination. For this purpose, functional attributes such as Natural Resources in particular make it possible to communicate to others the desire for a trip to our islands.

The direct path of the model takes into account the direct impact of the level of Ancillary Expenditure on post-stay behaviour. These expenditures, which are often higher than expected, do not unduly disrupt post-stay behaviour. They only limit the intent to recommend the destination. This link confirms the work of Athanassopoulos et al. (2001), according to which

consumers prefer to communicate on satisfying experiences. Ancillary expenses have no significant effect on the other dimensions of post-stay behaviour, satisfaction and intention to return. The results of this research may therefore leave you perplexed: the post-stay behaviours are very positive (see table 2) and do, overall, only improve with the observed evolution of the image of French Polynesia. Thus, tourists seem to be more than satisfied and nothing seems to alter their point of view. Is this situation due to what some authors call enchantment (Oliver et al., 1997)? The overspending measured and the post-stay behaviours observed make it possible to provide an element of understanding of the importance of the enchantment of tourists for leisure destinations. Enchanted holidaymakers seem to be accepting significant additional expenses, even higher than the holiday budget envisaged.

It is then necessary to ask ourselves the question of possible marketing options in such a situation in order to better understand the managerial implications of this work. If the objective is to build customer loyalty, the experiential orientation taken by the communication of French Polynesia, based on culture, seems to be the right one. If the objective is to broaden the base of people wishing to come to Polynesia, one should not neglect the functional attributes of the Polynesian offer (natural resources). Therefore, it is important to continue to highlight the postcard, which Tahiti Tourisme does through images of tourists posted on the home page of its website. Reducing the level of ancillary expenditures would also contribute to this effort (H2b) by encouraging word-of-mouth. Secondly, if the objective is to increase the average spending, French Polynesia has an interest in targeting a high-end clientele or increasing the possibilities of ancillary activities (H1). As the percentage of repeaters is low and the impact of ancillary expenditure on post-stay behaviour is limited (H2), why seek to reduce the costs of this destination?

This work suggests opportunities for future research. It seems interesting, for the tourist territories, to try to identify the antecedents of this strong improvement in image. It should also

be measured whether a marketing positioning on enchantment would be competitive and sustainable over time. Indeed, the one-day performance level, which brings the customer to enchantment, can then become the norm for him or her.

Whatever the different results of this study and the interpretation given to them, they confirm the enchanting destination image of French Polynesia.

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Table 1

	Japan	Germany	China	Australia	Corée	United states	Mean	Attribute ranking	
White sand beaches	4,94	4,67	4,25	4,63	4,1	4,58	<b>4,53</b>	1	
Sunset	4,67	4,4	3,75	4,25	4,3	4,43	<b>4,30</b>	2	
Natural wealth	3,89	4,1	4,5	4,31	4,4	4	<b>4,20</b>	3	
Exotic destination	4	4,5	3,75	4,13	3,7	4,36	<b>4,07</b>	4	
Sports activities	4,17	4,4	3,5	4,19	4	3,85	<b>4,02</b>	5	
Cultural richness	3,89	3,5	4,75	3,38	3,9	3,82	<b>3,87</b>	6	
Bungalow on the beach	4,39	4,3	3	3,75	3,8	3,87	<b>3,85</b>	7	
Shopping	2,94	2,1	3,25	2,88	3,1	2,63	<b>2,82</b>	8	
Mean	<b>4,11</b>	<b>4,00</b>	<b>3,84</b>	<b>3,94</b>	<b>3,91</b>	<b>3,94</b>	All-attributes average =		3,96
Rank : 1 = not strong ; 3 = neutral ; 5 = very strong							Average without shopping =		4,12
Source : Etude Hawaï Pacific University. In: Stratégie de développement touristique dela Polynésie française.									

Figure 1

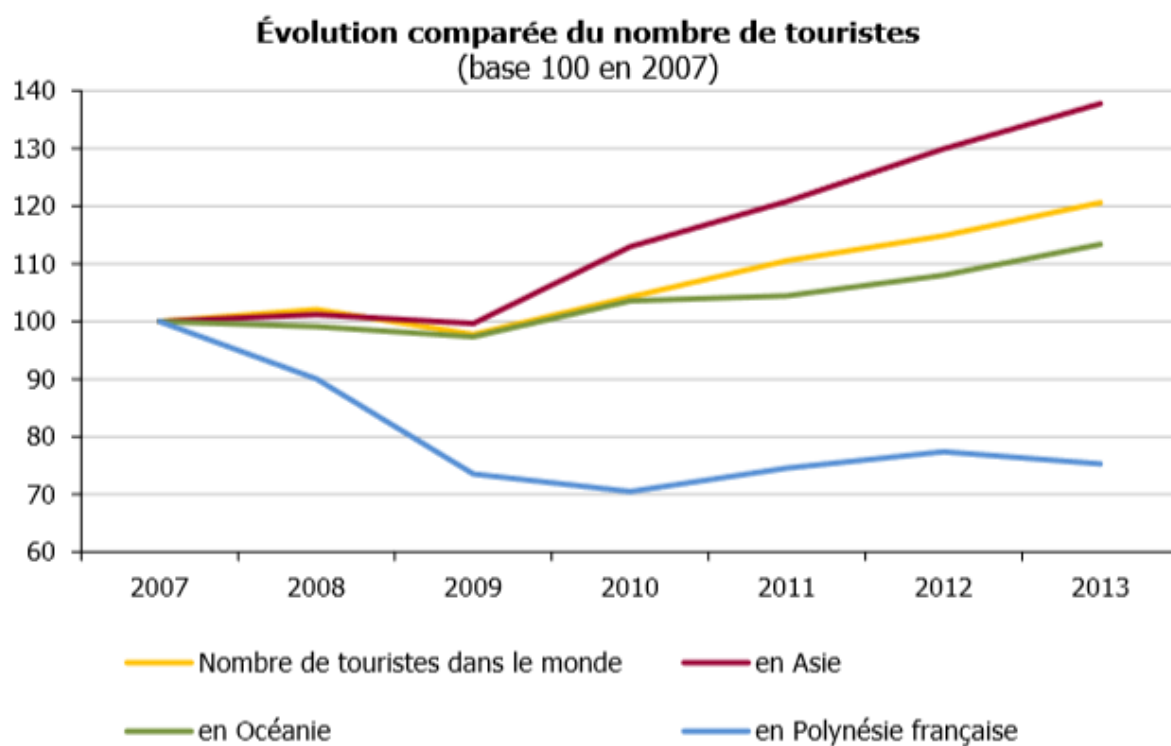


Figure 2

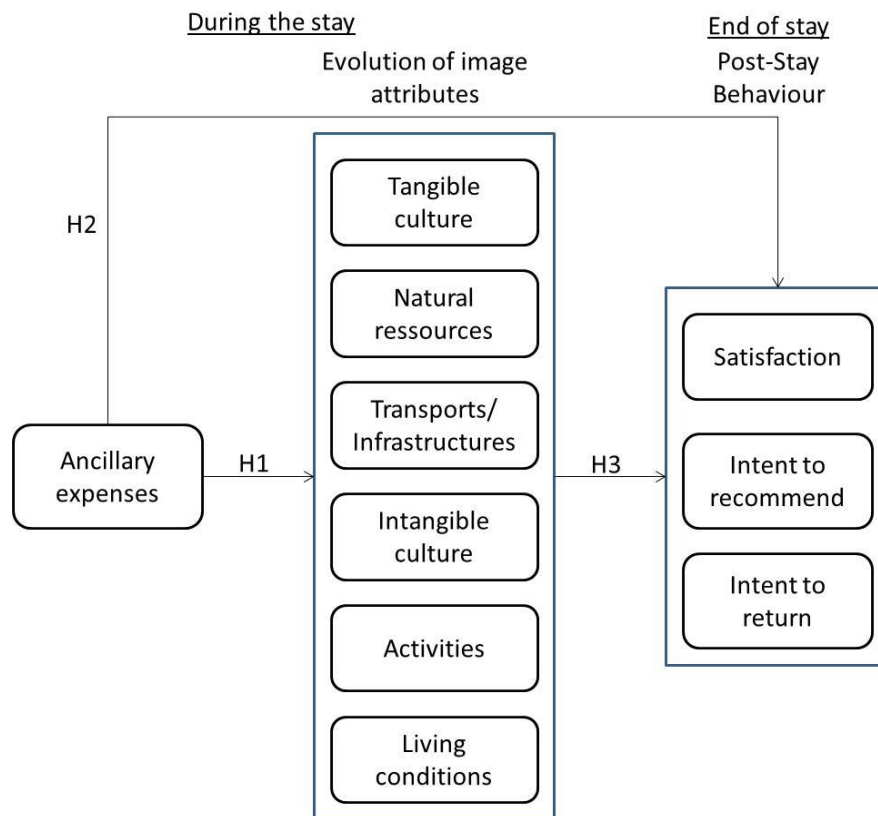




Table 2

How has your image of French Polynesia's <b>natural resources</b> changed?	Deteriorated image				Improved image			
Diversity of the marine environment (sharks, turtles, fish, coral)	-3	-2	-1	0	1	2	3	
Beauty of the marine environment (sharks, turtles, fish, coral)	-3	-2	-1	0	1	2	3	

Table 3

	Image attributes (-3 to -1: degraded image; 0: confirmed image; +1 to +3: improved)						Post-stay behaviour			expenditure variance to the budget
	Tangible culture	Natural resources	Infrastructures /transport	Intangible culture	Activities	Living conditions	Satisfaction	Intent to recommend	Intent to return	
Answers	-3 to +3	-3 to +3	-3 to +3	-3 to +3	-3 to +3	-3 to +3	1 to 7	1 to 7	1 to 7	-3 to +3
$\alpha$ Cronbach	0,944	0,960	0,866	0,852	0,897	0,731	/	/	/	/
Means	1,33	1,54	-0,86	1,52	1,03	-0,45	6,16	6,17	6,17	0,94

Table 4

<b>Your overall satisfaction with your stay :</b>	<div> <div>Do not agree at all</div> <div>Neutral</div> <div>Totally agree</div> </div>						
	1	2	3	4	5	6	7
Overall, you are satisfied with your stay.	1	2	3	4	5	6	7
You will recommend a trip to Polynesia to your close relations.	1	2	3	4	5	6	7
You intend to return to French Polynesia.	1	2	3	4	5	6	7

Table 5

In your opinion, how much did you spend during your stay (excluding accommodation and food provided at your place of stay): .....

These expenses match your estimated budget:

Expenses < Forecasts			Expenses = Forecasts		Expenses > Forecasts	
<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> 0	<input type="checkbox"/> +1	<input type="checkbox"/> +2	<input type="checkbox"/> +3

Table 6

Coefficients <sup>a</sup>								
		Non-standardized coefficients		Standardized coefficients			Collinearity statistics	
Modèle		B	Standard error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	6,117	,113		54,064	,000		
	Expenditure variance to the budget	,041	,066	,055	,613	,541	,850	1,176
	Tangible culture	,673	,176	,591	3,826	,000	,290	3,450
	Natural ressources	-,091	,154	-,080	-,592	,555	,379	2,642
	Transports Infrastructures	,096	,106	,085	,905	,367	,794	1,260
	Intangible culture	,010	,139	,009	,070	,944	,462	2,165
	Activities	-,280	,156	-,246	-1,798	,075	,369	2,709
	Living conditions	,070	,119	,061	,588	,557	,635	1,575

a. Variable dépendante : Satisfaction

Table 7

CMIN/DF	P	RMR	GFI	AGFI	RMSEA
0,418	0,958	0,043	0,992	0,963	0,000

Figure 3

