

Research Paper

The Impact of Awareness on Tourism Marketing Slogan on Length of Stay and Travel Budget Allocation of Young Travellers

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Abstract: Tourism remains a vital industry in advancing the growth and development of global economies, whereby tourism marketing initiatives have become a dominant technique to realize a destination's full potential. We consider both length of stay and travel budget allocation of young travellers to understand the role of tourism marketing initiatives of destinations. Using ordered probit on the Asian Barometer Survey, whose respondents are university students from Philippines, Thailand, and Japan, the degree of awareness of a country brand, and demographic variables, specifically age, gender, marital status, and educational attainment have shown varying relationships with the length of stay and travel budget allocation. These findings have implications in developing effective tourism marketing initiatives.

Keywords: Tourism slogan, young travellers, Asian Barometer Survey

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Introduction

The United Nations World Tourism Organization (UNWTO) reported that despite economic and political uncertainties in both the local and global economies, international tourism demand demonstrates resilience. Tourism is one of the few sectors that drive global economic progress. Moreover, the UNWTO forecasted sustained growth for international tourism, projecting 1.8 billion international tourists by 2030 and an average of 43 million new tourists every year from 2010 to 2030, combined (Wulandari, 2013).

National Tourism Organisations (NTOs) have been working towards the promotion of their respective tourism destinations with the hope of catapulting their

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industries to the international scene. To achieve this, tourism marketing initiatives such as marketing campaigns in the form of tourism slogans have been one of the most conventional tools used. Furthermore, they are the most powerful in creating demand (Dinnie, 2008).

Case in point, in 2012, the Philippines launched the *It's More Fun in the Philippines* (IMFP) campaign. It sought to differentiate the Philippines and establish a strong brand identity emphasising on specific locations and the people of the country to attract tourists to the Philippines (Vadehra, 2014). The increase in tourist arrivals and receipts has been attributed to the success and *virality* of the said slogan (Mutuc, 2016), where data on tourist arrivals from the Department of Tourism (DOT) for the period 2012 to 2015 showed a steady increasing number of arrivals since the launching of the slogan. In 2016, according to the DOT, international tourist arrivals reached more than five million, breaching the four million mark as of the end of August 2016, and sustaining the upward growth trend. This is the first time the country surpassed four million arrivals in the first eight months of the year. According to the latest report from the DOT, the figure was 12.59% higher than the 3.59 million arrivals in the same period last year. More recent statistics from the DOT revealed that as of August 2017, international arrivals already exceeded four million.

Similarly, in 1990, Malaysia first launched *Visit Malaysia Year* (VMY) which brought about 25 million tourists annually. VMY is a septennial event which attracted more than 28 million visitors in 2014. However, Malaysia has always been known for the slogan *Malaysia Truly Asia*, launched in 2007 in conjunction with the third VMY and the country's 50th Independence Day. According to the Ministry of Tourism and Culture Malaysia (MOTAC), the successive launching of VMYs have been a success as indicated by tourist arrivals reaching more than 20 million, and receipts amounting to more than USD 10.0 billion. According to Wulandari (2013), the slogan has proven to gain the attention (i.e., interest and curiosity) of potential tourists as it captured the essence of the country's unique diversity and summed up the distinctiveness and allure of Malaysia as an exceptional tourist destination (Tourism Malaysia, 2017). As cited by Wulandari (2013), tourists were influenced to choose Malaysia over other countries in Asia, as it is "truly Asia" as the slogan suggests.

These tourism slogans are deemed to be one of the success factors of tourism destinations, traditionally measured by tourist arrivals and revenues. Buck (1993) believed that success is determined by the image or reputation a destination has in the consciousness of the market. Khan (2014) cited the increasingly significant role played by Destination Marketing Organisations (DMOs) in creating tourism slogans for countries in the face of fierce competitions. There have been sustained initiatives in creating national destination identities that can represent the image of a

country through a logo, campaign, or slogan, which are deemed catchy by the tourist market (i.e., can be easily recalled in top of mind awareness [ToMA]).

Indeed, destinations are critically defined by the images that capture the impressions, imaginations, and emotional thoughts associated with it (Khan, 2014). As emphasised by Buck (1993), the success of tourism industries is highly dependent on images, which influence outsiders to visit a destination. Thus, a distinct image is vital for influencing holiday choice and preference (Lopes, 2011; Ryan & Gu, 2008; Henderson, 2007; Tasci & Gartner, 2007; Hosany, Ekinci & Uysal, 2006; Beerli & Martín, 2004; Echtner & Ritchie, 2003; Baloglu & McCleary, 1999; Cohen, 1993; Gartner, 1993; Crompton, 1979). The creation of an image is attributed to a number of factors like individual tourist experience (Gartner, 1993), demographic variables (Baloglu & McCleary, 1999), word of mouth (e.g., from family and friends) (Camprubi, Guia & Comas, 2013), and consciously tailored communication for promotional purposes (Ryan & Gu, 2008).

In line with this, while there has been an established relationship between the length of stay at a destination and travel budget allocation, we would like **to understand and to trace the role of selected demographic variables and tourism marketing initiatives of destinations on the length of stay and travel budget allocation of young travellers**, as our research objective. Hence, we pose the following research questions:

- How does degree of awareness of a country brand affect length of stay?
- How do young travellers' demographic variables affect length of stay?
- How does degree of awareness of a country brand affect travel budget allocation?
- How do young travellers' demographic variables affect travel budget allocation?

To address these, we will analyse the awareness of young travellers to marketing campaigns, specifically, country slogans of ASEAN Member States (AMS), namely: Thailand, Viet Nam, Indonesia, Singapore, the Philippines, Malaysia, Myanmar, Cambodia, Lao PDR, and Brunei Darussalam, and their relationship with the length of stay and travel budget allocation of young travellers in ASEAN.

The findings generated from this study will be helpful to policymakers in the tourism industry, specifically in assessing the impact of tourism slogans and other demographic factors on length of stay and travel budget allocation. Furthermore, the findings will be helpful in better understanding the behaviour of young travellers, which in turn, will help craft more robust initiatives targeting this segment. Of equal importance, the relationships between brand awareness, travel expenditures, length of stay, and demographic attributes, have not yet been established for specific age groups and geographical locations. The lack of microeconomic data made it difficult to establish the relationship among these variables. Likewise, most past studies primarily focused on the role of traditional branding and communication tools such as images, logos, videos, among others. Hence, other than the specific research

objectives we have set, we also aim **to bridge the gap in the existing literature** by identifying a specific age group, the millennials¹, located in Asia in understanding the relationship among the aforementioned variables.

The Role of Tourism Marketing Slogans on Arrivals and Spending

Why Countries Create Tourism Marketing Slogans

With the increasing number of tourists and growing realisation of direct and indirect benefits that can be reaped from the industry, competition in tourism is becoming fierce. Countries continue to strive towards attracting more visitors. The promotion of each country's unique identity or branding has become a necessity, whereby the creation of an impactful tourism slogan has become an element of competitiveness (Semone & Kozak, 2012; Kozak & Baloglu, 2011). Tourism slogans are capitalised as “destination differentiators” that sum up the defining characteristics of a tourism destination into a few key concepts (Semone & Kozak, 2012; Supphellen & Nygaardsvick, 2002). Slogans serve as “hooks” or “handles” that capture the meaning and uniqueness of a brand. In contrast with brand name and logo, slogans are significant in articulating the message of a brand image (Kohli, Leuthesser & Suri, 2007).

The creation of slogans requires resources and efforts on the part of NTOs and governments. These are considered investments in better marketing the tourism industry of a country (Legoharel & Wong, 2004). Thus, the success of a country's tourism industry depends on the effectiveness of tourism slogans in encouraging tourists to visit a destination country.

BrandFinance (2015) bridges the gap between tourism marketing and finance by measuring the value of “nation brand” and translating them into their financial values. That is, a boost in tourism branding, specifically in the form of slogans, resulting in increased visitor arrivals and longer average length of stays (Lopez, 2014). The number of visitor arrivals and length of stay in tourism destinations are traditional indicators for tourism marketing effectiveness.

Governments have worked on tourism marketing strategies that target specific levels of tourist spending, specifically above-average and high-spending tourists (Oxford Business Group, 2017; Mekong Tourism Office [MTO], 2008; Ministry of Culture and Tourism Turkey, 2008). Tourism slogans are modified to adapt to the target market of a tourism destination, which is conventionally, higher spending tourists.

¹ Also known as Generation Y, they are the demographic cohort demographers define as those born in the early 1980s up to mid-1990s. The millennial cohort encompasses the definition of young travellers adapted in this study as suggested by Howe and Strauss (2000).

Destination branding, through tourism slogans, can also draw international visitors to countries as observed in UNWTO's Annual World Tourism Ranking, specifically for 2012: the Philippines launched the IMFP slogan that attracted 4.27 million visitors in the same year. In 2015, other AMS launched their respective tourism slogans that drew an impressive number of tourist arrivals: Viet Nam's *Timeless Charm* with 7.94 million tourists, Thailand's *Amazing Thailand* with 29.88 million tourists and Malaysia's *Truly Asia* with 25.7 million tourists (UNWTO, 2014; Barros & Machado, 2010; Castro, Armario, & Ruiz, 2007; Gokovali, Bahar, & Kozak, 2007)

Launching effective tourism slogans and meeting their expected outcomes ensure that the potentials of the tourism industry are harnessed. From existing literature on tourism marketing, it can be observed that in general, tourism slogans are altered and modified occasionally to adjust to the changing industry landscape, with a goal of further increasing tourist arrivals, length of stay in a destination, and spending.

Length of Stay and Demographic Variables

For socio-demographic attributes and their effects on tourist arrivals, it was found that educational attainment, gender, age, and marital status have varying directions of relationship with length of stay of tourists in a destination. For example, educational attainment has a positive and significant relationship with length of stay. That is, tourists with higher educational attainment have longer average length of stay at tourist destinations (Peypoch, Randriamboarison, Rasoamananjara & Solonandrasana, 2012; Wang, Little, & DelHomme-Little, 2012; Barros & Machado, 2010). On the contrary, Menezes, Moniz, and Vieira (2008) found that tourists with higher level of education tend to have shorter duration of stays at tourism destinations.

Moreover, there are studies that revealed a positive relationship between gender and length of stay. Male tourists stay longer at tourism destinations (Peypoch et al., 2012; Wang et al., 2012; Barros & Machado, 2010), while Menezes et al. (2008) found otherwise. The youth² have shorter duration of stay at tourism destinations, while tourists belonging to the age cohort 60 years old and above have longer length of stay (Peypoch, et al., 2012; Thrane, 2012; Barros & Machado, 2010; Alegre & Pou, 2006).

Furthermore, studies found that marital status is related to tourists' length of stay. Married tourists tend to spend shorter stays at destinations (Otoo, Agyeiwaah, Dayour, & Wireko-Gyebi, 2016; Menezes et al., 2008), while Kruger and Saayman (2014) found otherwise.

² The youth concept is fluid. In Singapore, it refers to persons aged 15-35 years. In Ireland, 10-25. In South Asia, 18-35. In the Philippines, 15-30 as defined by the Youth in Nation-Building Act of 1994. The United Nations defines youth as those aged 15-24.

Travel Expenditure and Demographic Variables

We also explore the association of travel expenditures (i.e., we assume travel budget allocation is equivalent to spending) with demographic variables such as educational attainment, age, gender, and marital status.

Specifically, Ojinma and Nlem (2014), Brida, Disegna, and Scuderi (2012), Kim and Qu (2008), Nicolau and Más (2005), Alegre and Pou (2004), and Soest and Kooreman (1987) found that educational attainment affects travel expenditure, whereby visitors with higher educational attainment are likely to spend more on tourism. On the contrary, Asgary, De Los Santos, Vincent, and Davila (1997) and Cannon and Ford (2002) found otherwise wherein educational attainment had no influence on tourist expenditure.

Meanwhile, age has a positive relationship with travel expenditure, whereby older tourists spend more on travelling (Bernini & Cracolici, 2015; Ojinma & Nlem, 2014; Brida et al., 2012). On the other hand, the empirical studies of Wang, Rompf, Severt, and Peerapatdit, (2006), and Agarwal and Yochum (2000) showed that age does not have significant effects on tourist expenditure.

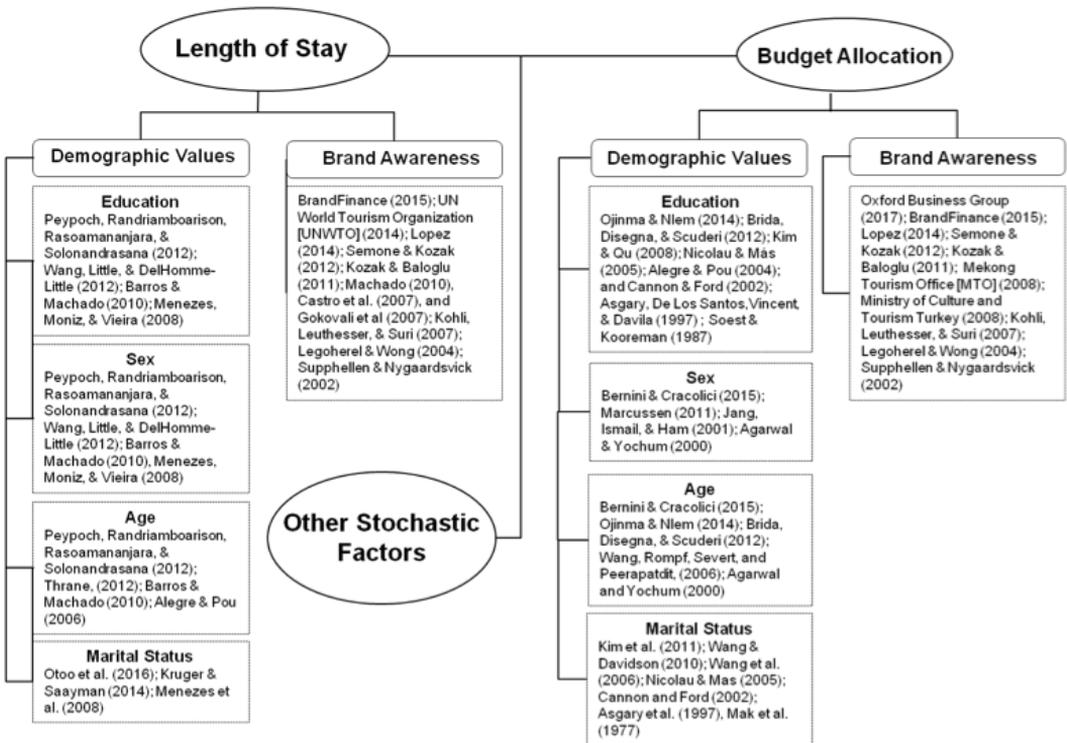


Figure 1. Literature map

Furthermore, there is evidence that gender does not significantly affect tourism expenditures under the assumption that expenditures are decided upon by a group of people instead of an individual (Bernini & Cracolici, 2015; Marcussen, 2000; Jang, Ismail, & Ham, 2001; Agarwal & Yochum, 2000).

Studies have not shown a consensus on the role of marital status in influencing expenditure. Married tourists tend to spend more on travel-related expenditures (Kim et al., 2011; Nicolau & Mas, 2005; Asgary et al., 1997), while Mak, Moncur, and Yonamine (1977) showed otherwise. On the contrary, Wang and Davidson (2010), Wang et al. (2006), and Cannon and Ford (2002) found that marital status and expenditure were not related.

Conceptual Framework

From the various literature documenting the relationship of demographic variables and degree of awareness on country tourism slogans with length of stay in a destination and travel budget allocation, we also premised this study on a marketing finding espoused by Holloway (2004) that consumers, tourists in our case, must be influenced on three different levels in the communication process: (1) at a cognitive level, the consumers should be aware of the product and understand what it can do for them; (2) at an affective level, the consumers should be able to respond emotionally to the message, believe and sympathize with it; and (3) at a behavioural level, the message must make the consumers act based on what they learned; that is, consumers must be willing to buy and consume the product. Furthermore, we also premised this study on the finding of Brierley (1995) whereby slogans that are used for marketing purposes have to be short and memorable, wherein emphasis is placed on the power of the slogan to be easily recalled by target audience.

Cognisant of the availability of other means of communication in country branding (i.e., logo, video, music, images), we chose awareness on tourism slogans as one of our predictors of length of stay and travel budget allocation since Brierley (1995) suggests that slogans are the most effective means to gain target audience's attention.

Given the abovementioned background, Figure 2 illustrates the relationships that we are trying to determine. To address our research problem and research objectives, aside from establishing relationships (i.e., statistically significant), we are also testing the hypothesis of positive (+), negative (-), or ambiguous (0) relationship between our exogenous and endogenous variables on the basis of our a priori expectations and literature review.

To derive these relationships, we will employ a qualitative response model due to the nature of the data – mostly categorical or dummy variables.

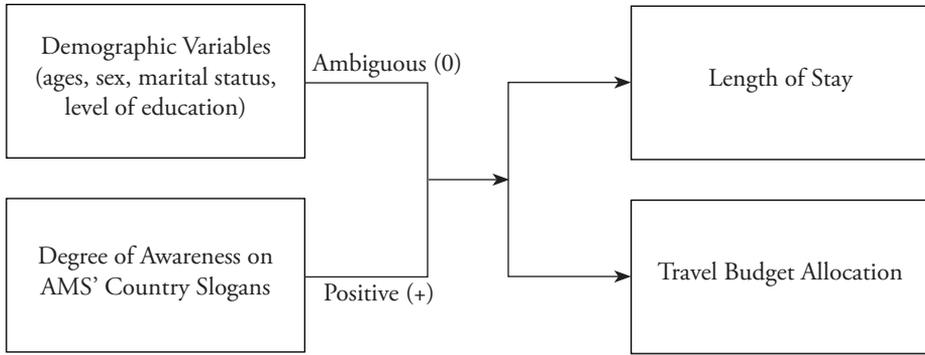


Figure 2. Conceptual framework map

Methodology

Qualitative Response Model

From the design of our empirical framework, as will be discussed in the section on Model Specification, it warrants the need to implement a qualitative response model (QRM), specifically an ordered probit model that will enable us to determine the probabilities of the different possible outcomes of an endogenous variable that is categorical and ordinal in nature, as suggested by Gujarati and Porter (2009). Also, compared to logistic models, probit models can be generalised to account for non-constant error variances (Cameron & Trivedi, 2009).

The ordered outcomes are modelled to arise sequentially as a latent variable, y_i^* , crosses progressively higher thresholds (Cameron & Trivedi, 2009). For individual i , we have Equation 1,

$$y_i^* = \mathbf{x}_i \beta + u_i \tag{1}$$

where a normalisation is that the regressor \mathbf{x} does not include an intercept. For very low y_i^* (i.e., length of stay is short; and travel budget allocation is low), for $y_i^* > \alpha_1$, length of stay and travel budget allocation increases. For $y_i^* > \alpha_2$, it increases further; and so on if there were additional changes. Hence, for an m -alternative ordered model, Cameron & Trivedi (2009) defined:

$$y_i = j \text{ if } \alpha_{j-1} < y_i^* \leq \alpha_j, \text{ for } j = 1, \dots, m \tag{2}$$

where $\alpha_0 = -\infty$ and $\alpha_m = \infty$. Then,

$$\begin{aligned} \Pr(y_i = j) &= \Pr(\alpha_{j-1} < y_i^* \leq \alpha_j) \\ &= \Pr(\alpha_{j-1} < \mathbf{x}_i \beta + u_i \leq \alpha_j) \\ &= \Pr(\alpha_{j-1} - \mathbf{x}_i \beta < u_i \leq \alpha_j - \mathbf{x}_i \beta) \\ &= F(\alpha_j - \mathbf{x}_i \beta) - F(\alpha_{j-1} - \mathbf{x}_i \beta) \end{aligned} \tag{3}$$

where F is the cumulative distribution function (CDF) of u_i . The regression parameter, β , and the $m-1$ threshold parameters, $\alpha_1, \dots, \alpha_m$, are obtained by maximising the log likelihood with $p_{ij} = \Pr(y_i=j)$ as defined in Equation 3. In our estimation tool (i.e., Stata), we exclude an intercept from the regressors. As emphasised by Cameron and Trivedi (2009), “if instead an intercept is estimated, then only $m-2$ threshold parameters are identified” (p. 512).

For the ordered probit model, u is standard normally distributed with $F(\cdot) = \Phi(\cdot)$, the standard normal CDF. The sign of the regression parameter, β , can be immediately interpreted as determining whether the latent variable, y^* , increases with the regressor. If β_j is positive, then an increase in x_{ij} necessarily decreases the probability of being in the lowest category ($y_i=1$) and increases the probability of being in the highest category ($y_i=m$).

Data Management and Survey Design

To address the objectives of our study in understanding and tracing the role of selected demographic variables and tourism marketing initiatives of destinations to the length of stay and travel budget allocation of young travellers, the Asian Barometer Survey (ABS) data was utilised. ABS is an online survey conducted by the Asian Institute of Management (AIM)³ across higher educational institutions (HEIs) in South East Asia and East Asia.

As reported by Rivera (2016), the ABS data captures the assessment of attitudes (i.e., awareness, openness, and outlook) and level of preparedness of the youth towards the establishment of the ASEAN Economic Community of 2015 (AEC) and other important future issues relating to tourism, economic policies, and social protection that resonate with the youth in Asia. Analysis of the data can generate timely and relevant insights into what the youth perceive as benefits and opportunities that integration poses to them, negative consequences that may arise from increased competition, and how equipped they are for a more integrated Asia. Its fundamental strategy is to identify the characteristics and personal concerns of the youth. Hence, it places emphasis on profiling young travellers and compiling their concerns (e.g., educational, employment, travel, and leisure opportunities).

Young people are considered to be one of the fastest-growing tourism groups at present. However, despite the increasing number of young travellers, tourism literature is still dominated by the adult tourist market as well as mass tourism (Han, Kim & Kiatkawsin, 2017). Young travellers are defined as teenagers, college students, young professionals or young adults (Howe & Strauss, 2000). Moreover, according

³ AIM is a leading business school in the Philippines. Its faculty, students, teaching materials, and research are predominantly Asian; with programmes designed for Asian needs; and with an approach attuned to Asian management and responsive to peculiar Asian issues, while enhanced by a global perspective. See <http://aim.edu>.

to Howe and Strauss (2000), university students are good representative samples of young travellers. They are characterised as being budget-conscious because of their low purchasing power (Nash, Thyne & Davies, 2006).

Regarding the purchasing power of young travellers, we assume in this study that their respective budgets are most likely being provided by their parents. However, we do not discount the likelihood of them having an additional source of income (i.e., working students). Hence, we look into their budgetary allocation for travel, and its accompanying incidental expenses, more than the totality of their income. They maximise utility in travelling (in terms of choice of destination, low-cost or major airline, type of accommodation, scope of activities, among others) subject to their budgetary allocation.

Moreover, according to Rivera (2016), the youth has become the primary focus of the ABS because of their increasingly critical role in the success of any plans for tourism development and policy formulation. Likewise, much of the tourism growth and development experienced in the recent years in Asia has been fuelled by the steady growth of a skilled and primarily young workforce, complemented by a boost in their demand for consumer goods.

The sampling strategy employed by the platform is stratified random sampling. Universities and HEIs in ASEAN and in East Asia were considered and invited to be part of the strata for the youth sample. Letters of invitation were sent to various HEIs, who are members of the ASEAN University Network (AUN) and others recommended by AUN. Institutions that accepted our invitation were considered partner-universities. They would be responsible for facilitating the survey procedure, where a random sample of student-respondents will then be drawn from their respective student-population, both Undergraduate and Graduate, within a given data-gathering period. Students submitted their responses on their own volition. Full confidentiality of the respondents' identities was observed. Their responses were consolidated and organised after the data-gathering period.

The ABS was administered through an online portal. According to Hohwü et al. (2013) and Lind, Marchal, and Wathen (2014), advantages of such data gathering and sampling include: (1) minimisation of time and costs, (2) enhancement of the scope and coverage of surveys, (3) reduction of human error in encoding, (4) guarantee of rapid encoding and processing of survey results, and (5) restricted access to the survey and compliance with standard statistical references.

The online survey was conducted for the whole month of September 2016 with 2,351 observations⁴ - students from participating HEIs in South East Asia and East

⁴ Participating schools included: Saint Louis University (Baguio, Philippines), Cor Jesu College (Davao, Philippines), University of San Carlos (Cebu, Philippines), Holy Angel University (Pampanga, Philippines), Ritsumeikan Asia Pacific University (Beppu, Japan), University of Thai Chamber of Commerce (Bangkok, Thailand).

Asia, specifically the Philippines, Thailand, and Japan. However, given the econometric model in next section, from the total sample, we only selected respondents who travel to AMS, which reduced the sample size subject for analysis to 1,488.

Model Specification

The ordered probit specification of the variables influencing length of stay and travel budget allocation is given by Equation 4 and Equation 5, respectively, which will be estimated using Maximum Likelihood Estimation (MLE).

$$LOSTAY_i = f(AGERES_i, \mathbf{v}GENDERRES_i, \mathbf{v}MASTAT_i, \mathbf{v}EDUCAT_i, \mathbf{v}AWTSLO_i) + \epsilon_i \quad (4)$$

$$TRAVBU_i = f(AGERES_i, \mathbf{v}GENDERRES_i, \mathbf{v}MASTAT_i, \mathbf{v}EDUCAT_i, \mathbf{v}AWTSLO_i) + \epsilon_i \quad (5)$$

Where our endogenous variables are denoted by:

$LOSTAY_i$ is the normal length of stay of respondent i in an ASEAN destination represented by four (4) categorical outcomes, namely: (1) 1 to 2 days; (2) 2 to 3 days; (3) 3 to 4 days; and (4) more than 4 days.

$TRAVBU_i$ is the normal travel budget allocation of respondent i in an ASEAN destination represented by five (5) categorical outcomes, namely: (1) below USD200.00; (2) between USD200.00 and USD399.00; (3) between USD400.00 and USD599.00; (4) between USD600.00 and USD799.00; and (5) more than USD800.00.

Where our exogeneous variables are denoted by:

$AGERES_i$ is the age of respondent i in years. According to Peypoch et al. (2012), Thrane (2012), Barros and Machado (2010), and Alegre and Pou (2006), tourists belonging to the age cohort 60 years old and above age have longer length of stay. For travel budget allocation, Bernini and Cracolici (2015), Ojinma and Nlem (2014), Brida et al. (2012) found that tourists belonging to the age cohort 60 years old and above age spend more, while Wang et al. (2006) and Agarwal and Yochum (2000) found that there is no relationship between age and travel expenditure. However, it must be noted that the composition of the sample in this study are mostly millennials, which might render this variable insignificant. For the purposes of expressing the econometric model, we specified this variable as necessary in explaining the endogenous variable should we consider a more diverse sample.

$\mathbf{v}GENDERRES_i$ is a vector of dummy variables indicating whether respondent i is female or male. It assumes a value of 1 if respondent i is female; and 0 otherwise. According to Peypoch et al. (2012), Wang et al. (2012) and Barros and Machado (2010), male tourists stay longer than female tourists, while Menezes et al. (2008)

found otherwise. For travel budget allocation, Bernini and Cracolici (2015), Marcussen (2000), Jang et al. (2001), and Agarwal and Yochum (2000) found that there is no relationship between gender and budget allocation.

$\mathbf{v}MASTAT_i$ is a vector of dummy variables indicating whether respondent i is single ($SINRES_i$), married ($MARRES_i$), or divorced/separated/widowed ($DSWRES_i$). To avoid the dummy variable trap, we set $DSWRES_i$ as the base category. According to Otoo et al. (2016) and Menezes et al. (2008), married tourists have shorter stays at destinations, while Kruger and Saayman (2014) found otherwise. For travel budget allocation, Kim et al. (2011), Nicolau and Mas (2005), and Asgary et al. (1997) found that married tourists spend more than their unmarried counterparts, while Mak et al. (1977) found otherwise. On the contrary, Wang and Davidson (2010), Wang et al. (2006), and Cannon and Ford (2002) found that there is no relationship between marital status and travel budget allocation.

$\mathbf{v}EDUCAT_i$ is a vector of dummy variables indicating whether respondent i has reached college level ($COLRES_i$) and/or has reached graduate studies, at least a master's degree ($MASRES_i$). According to Peypoch et al. (2012), Wang et al. (2012), and Barros and Machado (2010), tourists with high educational attainment stay longer at destinations, while Menezes et al. (2008) found otherwise. For travel budget allocation, Ojinma and Nlem (2014), Brida et al. (2012), Kim and Qu (2008), Nicolau and Más (2005), Alegre and Pou (2004), and Soest and Kooreman (1987) found that tourists with high educational attainment spend more at destinations, while Asgary et al. (1997) and Cannon and Ford (2002) found that there is no relationship between education and travel budget allocation.

$\mathbf{v}AWTSLO_i$ is a vector of dummy variables indicating whether respondent i is (1) not aware of the AMSs country slogans (i.e., Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam), (2) is aware but finds it unappealing; (3) is aware but finds it just appealing; and (4) is aware and finds it very appealing. According to UNWTO (2014), Machado (2010), Castro et al. (2007), and Gokovali et al. (2007), there is a positive relationship between brand awareness and length of stay. For travel budget allocation, Oxford Business Group (2017), MTO (2008), and Ministry of Culture and Tourism Turkey (MCTT) (2008) found a positive relationship between brand awareness and travel budget allocation.

ε_i is the stochastic disturbance term that captures all other variables that may affect $LOSTAY_i$ and $TRAVBU_i$ but were not included in our econometric model.

Results and Discussion

Descriptive Statistics

For the respondents in the ABS, Table 1 shows the distribution of sample across the HEIs who participated in the survey. Respondents were from Japan, the Philippines, and Thailand. It must be noted that the sample is not restricted to Japanese, Filipinos, and Thais as these HEIs also have other nationalities that are a part of their population, mostly are also coming from other AMS.

Table 1. Distribution of sample across strata (universities)

Strata (HEIs)	Frequency	Percent	Cumulative
Cor Jesu College (Davao, Philippines)	11	0.74	0.74
Holy Angel University (Pampanga, Philippines)	179	12.03	12.77
Ritsumeikan Asia Pacific University (Beppu, Japan)	11	0.74	0.74
Saint Louis University (Baguio, Philippines)	11	0.74	0.74
University of San Carlos (Cebu, Philippines)	11	0.74	0.74
University of Thai Chamber of Commerce (Bangkok, Thailand)	11	0.74	0.74
TOTAL	1,488	100.00	

On the other hand, Table 2 shows the age distribution of our sample. The majority (73.92%) are within the age range of 16 to 20. This is expected as the survey targeted HEIs as strata where the sample will be sourced, as explained earlier, although we also have a minority (4.57%) of respondents aged 26 and above.

Table 2. Distribution of sample across age and gender

Age Range	Male	Female	Total	Precent	Cumulative
16-20	357	743	1,100	73.92	73.92
21-25	114	26	320	21.52	95.43
26-30	21	22	43	2.89	98.32
31-35	6	5	11	0.74	99.06
36-40	2	7	9	0.60	99.66
>40	1	4	5	0.34	100.00
TOTAL	501	987	1,488	100.00	

The presence of respondents aged 26 and above, as seen in Table 2, is indicative of the likely differences in marital status (i.e., single, married, divorced/separated/widowed). Table 3 illustrates this distribution. Since the majority are within the age cohort 16 to 20 (and are university students), it is highly probable that a majority

(98.25%) are single with a few (1.75%) who are otherwise, primarily due to the presence of respondents aged more than 25.

Table 3. Distribution of marital status in sample

Marital Status	Frequency	Percent	Cumulative
Single	11,462	98.25	98.25
Married	23	1.55	99.80
Divorced/Separated/Widowed	3	0.20	100.00
TOTAL	1,488	100.00	

Likewise, Table 4 shows the distribution of the sample according to their level of education at the time the survey was conducted. As expected, a majority (89.85%) are undergraduate students, as a consequence of the choice of population, with a minority (8.87%) pursuing graduate studies.

Table 4. Distribution of level of education in the sample

Education	Frequency	Percent	Cumulative
College (Undergraduate)	1,337	89.85	89.85
Master (Graduate)	132	8.87	98.72
No Response	19	1.28	100.00
TOTAL	1,488	100.00	

In line with the respondents' self-rated awareness on the tourism slogans of AMS, it can be observed from Table 5a that for countries that have established tourism industries (i.e., Malaysia, Singapore, Thailand), a majority of the respondents were aware of their slogans and they also found it appealing. On the other hand, for countries that have emerging tourism industries (i.e., Brunei Darussalam, Cambodia, Myanmar), a majority of the respondents were not that aware of their slogans. From this, we can construe the need for more intensive and integrated promotional strategies for country destinations. Refer to Table 5b for the specific tourism slogan for each AMS.

Table 5a. Distribution of degree of awareness on AMS' tourism slogan in the sample

ASEAN Member States	<i>ANOTAW_i</i> %	<i>AWBNA_i</i> %	<i>AWAAP_i</i> %	<i>AWAVA_i</i> %	TOTAL
Brunei	777 52.22	308 20.70	334 22.45	69 4.64	1488 100
Cambodia	618 41.53	338 22.72	455 30.58	77 5.17	1488 100
Indonesia	462 31.05	420 28.23	496 33.33	110 7.39	1488 100
Lao PDR	697 46.84	360 24.19	365 24.53	66 4.44	1488 100

Table 5a. (con't)

ASEAN Member States	$ANOTAW_i$	%	$AWBNA_i$	%	$AWAAP_i$	%	$AWAVA_i$	%	TOTAL
Malaysia	302	20.30	325	21.84	590	39.65	271	18.21	1488 100
Myanmar	602	40.46	382	25.67	421	28.29	83	5.58	1488 100
Philippines	104	6.99	206	13.84	448	30.11	730	49.06	1488 100
Singapore	324	21.77	282	18.95	541	36.36	341	22.92	1488 100
Thailand	311	20.90	304	20.43	546	36.69	327	21.98	1488 100
Viet Nam	488	32.80	359	24.13	491	33.00	150	10.08	1488 100

Table 5b. AMS' tourism slogans

ASEAN Member States	Tourism Slogan
Brunei Darussalam	A Kingdom of Unexpected Treasure
Cambodia	Kingdom of Wonder
Indonesia	Wonderful Indonesia
Lao PDR	Simply Beautiful
Malaysia	Malaysia, Truly Asia
Myanmar	Myanmar: Let the Journey Begin
Philippines	It's More Fun in the Philippines
Singapore	Your Singapore
Thailand	Amazing Thailand
Viet Nam	Viet Nam, Timeless Charm

Marginal Effects after Ordered Probit

After subjecting the ABS to our econometric model to determine the relationship between our endogenous variables, length of stay and travel budget allocation, with our exogenous variables, socio-demographic variables and degree of awareness on country slogans, the following empirical results emerged.

In deriving the relationship between length of stay and our exogenous variables, Table 6 shows the marginal effects after ordered probit. It can be observed that the age of tourists has a statistically insignificant relationship with length of stay. As Menezes, et al. (2008) and Alegre and Pou (2006) suggested, this result may have been influenced by the inclusion of other variables related to age. However, upon inspecting for multicollinearity (i.e, mean Variance Inflation Factor (VIF) of 6.66), this is not the case. On the other hand, the insignificant relationship can be explained by the fact that the respondents are constrained to a specific age cohort (i.e., youth; school age).

Table 6. Marginal effects after ordered probit for length of stay (LOSTAY_i)

Variable	Marginal Effects per Outcome			
	dy/dx (1) 1 to 2 days	dy/dx (2) 2 to 3 days	dy/dx (3) 3 to 4 days	dy/dx (4) More than 4 days
<i>AGERES_i</i>	-0.0001	-0.0002	-0.0002	0.0017
<i>FEMALE_i</i> (*)	0.0010	0.0023	0.0030	-0.0215
<i>SINRES_i</i> (*)	0.0026	0.0061	0.0134	-0.0601
<i>MARRES_i</i> (*)	0.0097***	0.0191***	-0.1261	-0.2100**
<i>COLRES_i</i> (*)	-0.0018	-0.0041	-0.0024	0.0382
<i>MASRES_i</i> (*)	-0.0028	-0.0066	-0.0137	0.0641
<i>ANOTAW_i</i>	-0.0009*	-0.0021*	-0.0024	0.0196*
<i>AWBNAP_i</i>	-0.0014**	-0.0032**	-0.0037**	0.0299***
<i>AWAAPP_i</i>	-0.0012**	-0.0028**	-0.0033*	0.0269**
<i>AWAVAP_i</i>	-0.0023***	-0.0052***	-0.0061**	0.0494***
Predicted Probability <i>Pr(y_i = j)</i>	0.0154	0.0398	0.5210	0.2683
n	1,488	Prob > chi2	0.0000	
Log Likelihood	-1,734.1332	Pseudo R2	0.0145	

***Statistically significant at $\alpha=0.01$; **Statistically significant at $\alpha=0.05$; *Statistically significant at $\alpha=0.10$

(*) *dy/dx* is for discrete change of dummy variable from 0 to 1

In terms of gender of tourists, results show a statistically insignificant marginal effect. That is, it does not explain length of stay. This is counterintuitive to the studies of Peypoch, et al. (2012), Wang, et al. (2012), Barros and Machado (2010), and Menezes, et al. (2008), which found that male tourists are expected to stay longer at a destination. Thus, it can be construed that decisions regarding the duration of stay are often made in groups, thereby making an individual's gender insignificant.

Results also indicate that being single has no direct relationship with length of stay. However, those who are married are more likely to stay for shorter days at a destination, specifically for a maximum of three days. This result is consistent with the findings of Menezes, et al. (2008) suggesting that married tourists tend to have less available time to sustain longer stays at destinations perhaps because of family obligations back home.

Young travellers' level of education demonstrated an insignificant impact on length of stay. That is, the possession of an undergraduate and graduate degree does not influence a tourist's decision on their preferred duration of stay. Although this

result may be due to our limited categories for education, we are exploring whether there is a difference since graduate students have higher earning capacities and more time to travel compared to undergraduates. The insignificant statistical result may also be indicative that tourism activities are done and planned during academic breaks, making educational attainment an insignificant variable. This result is different from the findings of Peypoch, et al. (2012), Wang, et al. (2012), and Barros and Machado (2010) that showed higher level education are associated with longer expected stays, and by Menezes, et al. (2008) that showed otherwise.

Lastly, the degree of awareness of young travellers about country slogans exhibited a varying level of significance with lengths of stay – a lower degree of awareness resulted in an increasing likelihood for tourists to stay at a destination. This can be ascribed to curiosity and the prompt to learn more about a country (i.e., in contrast with the concept espoused by Holloway (2004)) that tourists are expected to stay longer in countries whose tourism slogans they are not aware of. In the same manner, an increasing awareness to tourism slogans resulted in a growing likelihood for tourists to stay longer at a destination, wherein high level of awareness becomes an incentive for a longer stay. This finding is also consistent with that of UNWTO (2014), Machado (2010), Castro, et al. (2007), and Gokovali, et al. (2007) indicating that the stronger the destination image, the longer tourists stay at a destination. This is also consistent with the response of consumers on the communication process at the cognitive, affective, and behavioural level as espoused by Holloway (2004).

In deriving the relationship between travel budget allocation and our exogenous variables, Table 7 shows the marginal effects after ordered probit. It can be observed that age revealed a positive relationship with travel budget allocation. This validates the findings of Bernini and Cracolici (2015), Ojinma and Nlem (2014), and Brida, et al. (2012) – older tourists are expected to have higher travel budget allocation.

In terms of the variable gender, results showed a statistically insignificant relationship wherein it is not an explanatory variable of travel budget. This result is consistent with the findings of Bernini and Cracolici (2015), Jang, et al. (2001), and Agarwal and Yochum (2000). Since both male and female tourists are deemed to have equal earning capacities, gender becomes an insignificant variable explaining travel budget allocation. It can also be implied that decisions on travel budget allocation are more dependent on earning capacities rather than gender. However, the respondents included in the ABS have no earning capacity yet at the time of the survey.

Moreover, marital status is not a significant predictor of travel budget allocation. Results are consistent with the findings of Wang and Davidson (2010), Wang, et al. (2006), and Cannon and Ford (2002) explaining that tourists decide on their travel budget allocations regardless of their marital status.

In terms of educational attainment, results showed that having undergraduate and graduate degrees still does not influence travel budget. This is consistent with the

studies of Cannon and Ford (2002) and Asgary et al. (1997) suggesting that tourists finance their travels using their savings, thereby making their level of education an insignificant variable in determining their travel budget allocation.

Table 7. Marginal effects after ordered probit for travel budget allocation (TRAVBU_i)

Variable	Marginal Effects per Outcome				
	dy/dx (1)	dy/dx (2)	dy/dx (3)	dy/dx (4)	dy/dx (5)
	Below USD 200.00	Between USD 200.00 and USD 399.00	Between USD 400.00 and USD 599.00	Between USD 600.00 and USD 799.00	More than USD 800.00
<i>AGERES_i</i>	-0.0078**	-0.0009**	0.0021**	0.0021**	0.0045**
<i>FEMALE_i</i> (*)	-0.0063	-0.0007	0.0017	0.0017	0.0036
<i>SINRES_i</i> (*)	-0.0678	-0.0033	0.0199	0.0177	0.0340
<i>MARRES_i</i> (*)	0.0161	0.0016	-0.0044	-0.0043	-0.0090
<i>COLRES_i</i> (*)	-0.0203	-0.0020	0.0056	0.0055	0.0113
<i>MASRES_i</i> (*)	-0.0559	-0.0091	0.0135	0.0155	0.0362
Table 7. (con't)					
<i>ANOTAW_i</i>	0.0206*	0.0023*	-0.0055*	-0.0056*	-0.0119*
<i>AWBNAP_i</i>	0.0002	0.0000	-0.0001	-0.0001	-0.0001
<i>AWAAPP_i</i>	0.0042	0.0005	-0.0011	-0.0011	-0.0024
<i>AWAVAP_i</i>	-0.0118	-0.0013	0.0031	0.0032	0.0068
Predicted Probability Pr($y_i = j$)	0.3120	0.2519	0.2112	0.1009	0.1234
<i>n</i>	1,488		Prob > <i>chi</i>²	0.0000	
Log Likelihood	-2,253.8425		Pseudo <i>R</i>²	0.0138	

***Statistically significant at $\alpha=0.01$; **Statistically significant at $\alpha=0.05$; *Statistically significant at $\alpha=0.10$

(*) dy/dx is for discrete change of dummy variable from 0 to 1

However, the degree of awareness of young travellers to country slogans exhibited a positive relationship with travel budget allocation. For example, lower level of awareness to country slogans resulted in lower travel budget allocation. They become hesitant to have high travel-related expenditures in a country whose tourism slogans they are unaware of. In the same manner, a higher degree of awareness provides more incentives for tourists to spend more than their allotted budget, thereby making travel budget go overboard. This is consistent with the studies of Oxford Business Group

(2017), MTO (2008), and MCTT (2008). Hence, as Holloway (2004) contended, tourists react to a slogan on a behavioural level wherein they act on what they have learned; that is, consumers must be willing to buy and consume the product.

Our empirical findings were based on a sample of 1,488 respondents. Both models used in determining the relationship between lengths of stay and travel budget allocation with our exogenous variables were both overall significant at 1%. As per the adjusted coefficient of determination, only 1.45% of the variation in length of stay, and only 1.38% of the variation in travel budget were explained by our exogenous variables. This is indicative of the need to add more exogenous variables to the model. However, for this study, we only focused on selected socio-demographic variables and degree of awareness to country slogans. See Appendix 1 and Appendix 2 for the details of the ordered probit regression using MLE.

Conclusion

In this study, we have subjected the Asian Barometer Survey to QRM, specifically an ordered probit model, to establish the relationship between selected demographic variables and degree of awareness on the tourism country slogans of AMS, as per the design of our conceptual framework.

In addressing our research problem, we selected some socio-economic variables and quantified respondents' degree of awareness on AMS' country slogan. We found empirical evidence that the degree of awareness of a country slogan and marital status of young travellers affect the length of stay in tourism destinations. Other demographic attributes such as age, gender, and educational attainment do not influence length of stay. Furthermore, the results obtained in this study show that the age of young travellers influences travel budget allocation, while the awareness to a country slogan does not. Other demographic attributes, specifically gender, marital status, and educational attainment do not influence travel budget allocation of young travellers.

In addressing our research objectives, we have established that the awareness of a country slogan influences length of stay but may induce travel budget allocation of young travellers. The analysis has also emphasized the influence of the socio-demographic attributes of young travellers, specifically marital status and age, on length of stay and travel budget allocation, respectively. Married tourists are more likely to stay for shorter days at a destination, while older tourists are expected to have higher travel budget allocation.

As a matter of recommendation, we found that tourism slogans are effective marketing initiatives that may influence young travellers to stay longer in a destination. However, awareness to tourism slogans does not necessarily influence their budget allocation. The results of the study therefore point towards the need to incorporate marketing strategies that emphasise the competitive and reasonable pricing of a tourist destination through tourism slogans. The concept of "value for money" may

be emphasized and integrated in the design of tourism slogans to induce increased travel budget allocation of young travellers. However, it must be emphasized that the respondents belong to the millennial population (Generation Y). Hence, the results of this study may differ highly, compared to the baby boomers, Generation X, or Generation Z travellers due to life stage, income, disposable time, and travel patterns.

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Appendix 1. Ordered probit results using Maximum Likelihood Estimation on length of stay

<i>LOSTAY_i</i>	Coefficient	Standard Error	z	P> z	95% Confidence Interval	
<i>AGERES_i</i>	0.0053	0.0109	0.49	0.626	-0.016	0.0266
<i>FEMALE_i</i>	-0.0649	0.0629	-1.03	0.302	-0.1883	0.0584
<i>SINRES_i</i>	-0.1739	0.6943	-0.25	0.802	-1.5347	1.1869
<i>MARRES_i</i>	-0.9255	0.6999	-1.32	0.186	-2.2974	0.4463
<i>COLRES_i</i>	0.1196	0.1238	0.97	0.334	-0.1231	0.3622
<i>MASRES_i</i>	0.1862	0.1348	1.38	0.167	-0.0781	0.4504
<i>ANOTAW_i</i>	0.0595	0.0331	1.8	0.072	-0.0053	0.1243
<i>AWBNAP_i</i>	0.0906	0.0343	2.64	0.008	0.0234	0.1579
<i>AWAAPP_i</i>	0.0816	0.0328	2.49	0.013	0.0173	0.1459
<i>AWAVAP_i</i>	0.15	0.0355	4.23	0	0.0805	0.2196
/cut1	-0.1563	0.8902			-1.901	1.5885
/cut2	-0.0938	0.8901			-1.8384	1.6508
/cut3	0.0528	0.8901			-1.6918	1.7975
/cut4	1.4748	0.8909			-0.2714	3.221

Appendix 2. Ordered probit results using Maximum Likelihood Estimation on travel budget allocation

<i>TRAVBU_i</i>	Coefficient	Standard Error	z	P> z	95% Confidence Interval	
<i>AGERES_i</i>	0.0222	0.0104	2.14	0.032	0.0019	0.0426
<i>FEMALE_i</i>	0.0179	0.0609	0.29	0.768	-0.1014	0.1372
<i>SINRES_i</i>	0.1854	0.631	0.29	0.769	-1.0513	1.4222
<i>MARRES_i</i>	-0.0454	0.6365	-0.07	0.943	-1.2929	1.2022
<i>COLRES_i</i>	0.0571	0.1195	0.48	0.633	-0.177	0.2913
<i>MASRES_i</i>	0.1643	0.1288	1.28	0.202	-0.0882	0.4168
<i>ANOTAW_i</i>	-0.0585	0.0335	-1.75	0.081	-0.1242	0.0072
<i>AWBNAP_i</i>	-0.0007	0.0346	-0.02	0.984	-0.0685	0.0672
<i>AWAAPP_i</i>	-0.012	0.0332	-0.36	0.718	-0.0771	0.0532
<i>AWAVAP_i</i>	0.0334	0.0354	0.94	0.345	-0.0359	0.1027
/cut1	-2.7339	0.8792			-4.4572	-1.0107
/cut2	0.0486	0.8328			-1.5837	1.681
/cut3	0.6994	0.8328			-0.9329	2.3318
/cut4	1.2947	0.833			-0.3379	2.9272
/cut5	1.6951	0.8334			0.0617	3.3285

