

**The role of image and the factors of influence
in selecting a honeymoon destination**

**A dissertation submitted by
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In partial completion of the award of
BA (Hons.) Tourism Management**

**'I hereby declare that the dissertation submitted
is wholly the work of Mathilde Yonnet.**

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manner or are listed in the acknowledgements together with the nature and scope of
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1. Introduction

Honeymoon tourism

Despite the statistics of divorce, honeymoons as a cultural institution remains popular: the number of honeymoon is rising mostly due to the remarriages. Following the wedding rings, the oaths and the wedding party, the honeymoon represents the starting point of the matrimonial adventure. In our cultures, honeymoon is the trip realised by the new married couples during the period following the wedding. It represents for them the first veritable while of intimacy after the restless of the wedding ceremony.

Nowadays, the honeymoon is a tradition allowing the couple to discover themselves outside the daily life environment. But originally the trip was much more important because there was no cohabitation before the wedding. If today honeymoon trips are so successful, it is for the pleasure in discovering together and the possibility to get precious common memories.

Some destinations have always been sought-after, due to its major symbolic reminding love, such as Italian cities, Venice, Florence or Rome. But now exotic and far-distant islands have plenty of followers. Many destinations have understood the stakes and show-off their skills and originality to lure lovers. Because wedding and honeymoon refer to romance and dream, Tour Operators and travel agencies sell dreams, they lure honeymooners through attractive offers, tariff promotions for new married couples and other specials.

The honeymoon as well as the wedding is an once-in-a-lifetime experience, it is a special trip and a very important vacation to married couples, beyond doubt one of the most important vacations in a married couple's life. Many couples now can afford honeymoons, but what is being purchased has changed over the years. And honeymoon destinations images too.

Research areas and aims

Considering this evolution and the honeymoon trip features, the objectives of this dissertation will be to understand the tourist's decision-making process in selecting a honeymoon destination, and the factors involved, and investigate the tourist's destination image from its formation.

To achieve this, it will be necessary first to understand the travel decision-making process, and in particular the role of the important factors that motivate and influence tourist decision making and travel behaviour.

Tourist Destination's Image (TDI), in that it affects the individual's subjective perception and consequent behaviour and destination choice, will need to be studied to determine its potential influence, and to explain honeymoon destination performance.

Approach

In order to investigate the image, two populations from two distinctive countries have been chosen, participating in a sort of multi-attributes approach. Data through a questionnaire have been collected from young people, all not yet married, from United Kingdom and France.

The comparison of the results will serve to identify the differences and similarities of choices that exist among respondents from two geographic origins. Destination choice criteria will be analysed to underline the potential influence of other factors.

Many research studies demonstrate the strategic importance of tourist's destination image; here we will investigate about honeymoon destination performance, in other terms which specific criteria will attract honeymooners and which image they already have about it. Honeymoon tourism represents itself a significant and specific market, very interesting to study because of its features; however there have been very few researches completed on this tourism, perhaps due to the lack of relevant available data on it.

Dissertation contents

A review of research studies and authors' theories and concepts (such as 'Tourist's Destination Image', 'Travel Decision Process', 'Push-Pull' factors) will be first presented through the *Literature Review*.

The *Data Collection Methodology* part detail how has been obtained through the primary data, the other sources of data used, and explain how the results evaluation will be done.

Then results from the questionnaire will be analysed in the *Data Results and Analysis of Findings* chapter.

Finally the *Conclusions* will draw together and synthesize the findings from the information collected and presented.

Key words: *Honeymoon tourism, Image destinations, Image formation, British market, French Market*

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