

# Measuring the impact of events' impression management in foreign destinations and its impact on behavioral intentions

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## Abstract

This study measured the impact of events' impression management, which stimulates positive behavior intentions towards a country. The research objectives of this study was: to recognize the impression management factors; to measure the impact of events impression on stimulating tourism behavior intentions; and to identify the significant impression management factors in the event tourism industry. Prior studies indicated that impression management is made up of several factors: (1) self-promotion (2) ingratiation (3) exemplification (4) intimidation (5) supplication. Thus, the researchers hypothesized that each factor impacts visitors' tourism behavior intentions (re/visit the destination, recommend to others, and intention to attend event). This research used the quantitative approach, with a positivist perspective. Data was collected through administrated questionnaires. 700 questionnaires were distributed during September 2018, but only 384 were returned complete, creating a 55% response rate. Results supported that events' impression management stimulate intentions. Exemplification and Intimidation were the significant impression factors that impact visitors' intentions to (re) visit the destination, recommend to others, and intention to attend event. This study contributed academically by widening the breadth of impression management taxonomy and scale development. It enhanced the understanding of impression management in relation to tourism and events management, disclosing the various strategies needed for image building.

**Key words:** Behavior Intentions, Event Tourism, Management, Impression Management

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## 1.0 Introduction

People travel not only for leisure purposes or for relaxation, but also for entertainment (sports, concerts, fairs, etc.), business (meetings, conventions, workshops, tradeshows, etc.), education (conferences, study exchange, fieldtrips, etc.), and personal milestones celebration (anniversaries, weddings, birthdays, etc.) (Okoli, 2012). There are almost countless types of events that encourage one to travel; some are demanded frequently, while others seldom by individuals. Events are a central part in people's lives - as leisure and disposable incomes rise (Negm and Elsamadicy, 2017). High demand for events, celebration, and entertainment has developed the significance of event tourism (Mihajlović and Vidak, 2017).

Events play a key role in building a more successful and attractive tourism destination (Okoli, 2012). Events can create a huge economic and touristic impact on the hosting destination (Kotler *et al.*, 2014). Events around the world are generating billions of revenue and changing the way businesses operate (Getz and Page, 2016). For example: “*in the USA, they generate almost one trillion dollars in direct, indirect and induced spending. In Europe, the event industry continues to grow steadily. In Asia, it is booming*”. As a result, tourist destinations around the world are realizing that events are a vital component in attracting people (GIHE, 2018). For this reason, this study plans on focusing specifically on event tourism, even though there are many types of tourism.

Image perception and development is one of the most popular research topics in the academic literature (Kotler *et al.*, 2014). Consumers are bombarded by choices of available destinations to visit that hold several different events (Negm and Elsamadicy, 2017). The images held by event destinations are critical factors in decision-making. Destination image plays a major role in the competitiveness found in the tourism and hospitality field of events (Mihajlović and Vidak, 2017).

Research noted that impression management is key to destination tourism and image management, planning, and recovery (Kalyoncu, and Yuksek, 2017). Impression management is a process in which people attempt to influence the perception of other people about a person, object, or event. They do so by regulating and controlling information in social interactions (Bolino and Turnley, 1999). Many research studied impression management of people (Aslan and Toygar, 2015). Prior studies focused on factors that allow individuals to be influential in order to gain social power and to create a sense of identity in the result (Demir, 2002). Impression management aids in the identity formation that will help an individual to develop the desired character or other techniques for the social norms and the court-accepted rules of other individuals (Chiang and Chen, 2014). Impression management can be implemented also on events and locations. However, there is a lack of research on this implementation and studied context (Kalyoncu and Yuksek, 2017). Thus, this study is academically important. This study plans to develop test impression management elements on events held in foreign destinations. It plans to develop empirical evidence that proves that each nation's distinctiveness can act as tools of communication and a magnet to holding events, which further increase tourism flow (Negm and Elsamadicy, 2017).

Impression management is a critical topic that needs to be implemented in regions, especially areas that are perceived as unstable (whether politically, economically, sociably, etc.). Literature declared that it is significant to understand the impression management strategies used to protect images, following a predicament (Nelsen, 2005). It is also significant for nations to meet the expectations of tourists and try to create positive impressions. Events play a role in doing so. Positive impressions will let people perceive the event tourism as worthy, organized, respectable, and pleasurable (Kotler *et al.*, 2014). Event tourism organization and development use impression management techniques, either consciously or unconsciously, while serving tourists (Kalyoncu, and Yuksek, 2017). Hence, this study is practically important as well. This study plans to investigate impression management impact on event tourism.

Impression management aims at controlling, directing, and sustaining the interactions that occur at the beginning and end of relationships, so that individuals' relationships with their environment can be managed (Aslan and Toygar, 2015). Event tourism creates a positive atmosphere among people. Research has shown that no matter the scope, events need to be properly planned, organized, and executed for it to be successful (Kalyoncu, and Yuksek, 2017). The image of the host is at stake and therefore, cannot afford to fail in terms of poor turnout of the invitees and unsatisfactory entertainment of guests (Kotler *et al.*, 2014). The quality of events has to be high enough to attract the desired attendance (Getz and Page, 2016).

Events tourism with strong, positive images is more likely to be considered and chosen in the travel decision process of potential visitors (Allen *et al.*, 2006). Events are major stimuli of tourism. Events significantly influence the development of a destination (Kotler *et al.*, 2014). Event tourism impression can have: “*a significant effect on the formation of destination image and can help with promoting, positioning and branding it, which can contribute to a more favorable perception as a potential tourist destination*” (Oklobdžija, 2015, p.94). Hence, the research objectives of this study are: (1) to recognize the impression management factors; (2) to measure the impact of events impression on stimulating tourism behavior intentions; and (3) to identify the significant impression management factors in the event tourism industry.

## 2.0 Literature Review

Studies showed that it is necessary to incorporate strategic planning of events to realize the full potential of event tourism (Oklobdžija, 2015). Events are capable of stimulating tourism and boosting the development of a destination (Mihajlović and Vidak, 2017). According to Oklobdžija, (2015), events in a destination has the power to: “*attract more tourists (especially in the off-peak seasons); serve as a catalyst for urban renewal, and for increasing the infrastructure and tourism capacity of the destination; foster a positive destination image; contribute to general place marketing; and animate specific attractions or areas*” (p.92). Getz and Page (2016) declared that destination events create attractions, catalyst for further development, image builders, and animators of the destination.

Oklobdžija, (2012) stated that the attainment of event tourism is achieved with the support of: “*the accommodation facilities of an appropriate standard, the high level of cooperation between tourist agencies, the availability of specific information about events and follow-up activities, and most importantly, proper marketing activities*” (p.96). According to Silvers (2004), event is all about people: “*people coming together to create, operate and participate in an experience*”. Events favorably differentiate destinations from its competition, or positively position the destination in the minds of consumers. The creation and management of a distinctive and appealing perception or image of the destination is needed (Mihajlović and Vidak, 2017). Thus, impression management plays a role in handling visitors’ observations and opinions (Kalyoncu, and Yuksek, 2017).

Kalyoncu, and Yuksek (2017) specified that: “*impression management aims at controlling, directing and sustaining the interactions that occur at the beginning and end of relationships so that individuals’ relationships with their environment can be managed*” (p.17). Piwinger and Ebert (2001) rationalized that impression management is a process of influencing the observations and opinions of others about something. Impression management creates a sense of identity (Demir, 2002). Schlenker (1980) outlined this practice as: “*the conscious or unconscious attempt to control an expected image in areal or imaginary social interaction*” (p.6). Impression management contains two dimensions: self-focused and other-focused (McFarland *et al.*, 2003). Self-focused dimension demonstrates the endorsed person, object, area or events’ genuine existing abilities and qualities. Other-focused dimension is the opinions of certain people’s experiences (an evaluator or current consumer) that foster expectations among others.

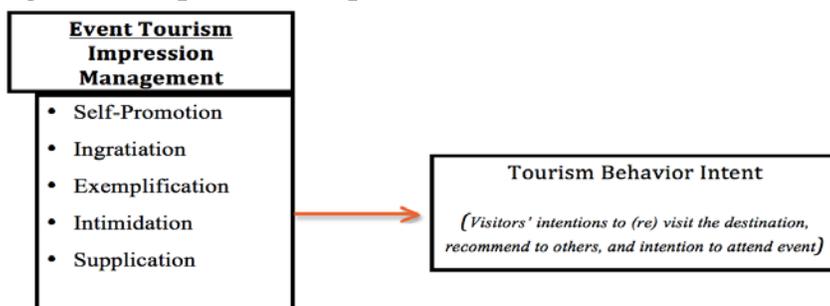
When it comes to event tourism, impression management strategy provides a framework that will inform and support the attraction of tourists (Kalyoncu, and Yuksek, 2017). Yan and Ho (2017) explained that applying impression management has the ability to: raise awareness and knowledge of key destination experiences and events; increase the number of people considering a visit the destination; convert potential visitors; and boost the network of destination advocates for the region. Accordingly, communicating a positive impression and image of the destination or event plays a major role in the competitiveness found in the tourism and hospitality field (Getz and Page, 2016).

Jones and Pittman (1982) developed a broad taxonomy that reflects several impression management behaviors identified by earlier researchers. They identified five theoretical groupings of impression management strategies that are commonly used: (1) *self-promotion*, whereby the endorsed person, object, area or events’ point out their abilities or accomplishments in order to be seen as competent by observers; (2) *ingratiation*, whereby endorsed person, object, area or events’ use flattery behaviors to elicit an attribution of likability from observers; (3) *exemplification*, whereby endorsed person, object, area or events’ go above and beyond the call of duty in order to gain the attribution of dedication from observers; (4) *intimidation*, where endorsed person, object, area or events’ signal their dominant power; and (5) *supplication*, where endorsed person, object, area or events’ illustrate their weaknesses or shortcomings in order to elicit an attribution of being needy from observers.

Prior studies indicated that there is a growing interest in impression management in various fields of operations, markets, and industries (Manzur and Jogaratnam, 2006). The concept of impression management has been widely used for investigating issues, such as presentation of staff, business images, or the interaction between customers and service workers (Yan and Ho, 2017). Katz (2016) illustrated that there are shortcomings though in prior studies. The prior research and literature focused primarily on just a few impression management strategies (Bolino and Turnley, 1999; Yan and Ho, 2017). There are insufficient amount of studies dedicated to study impression management in the field of tourism and hospitality, especially in event tourism (Kalyoncu, and Yuksek, 2017). To enhance the understanding of impression management in relation to event tourism service, the present study intended to disclose the various factors and strategies used for image building or presentation of destinations and events.

This study redresses these academic gaps by using existing impression management theory, which assess several impression management behaviors based on the taxonomy proposed by Jones and Pittman (1982). Prior studies illustrated that visitors’ impression developed towards a destination and event have an influence on intention to return and willingness to recommend the occasion (Kalyoncu, and Yuksek, 2017). Chen and Tsai (2007) supported these findings by indicating that image had a direct effect on trip quality and behavioral response and intentions. Based on the review of the literature, a proposed conceptual model was developed (Figure 1). The researcher hypothesized that: *(H1) Events’ impression management impact tourism behavior intentions*. Each element (strategy) under the impression management is also assessed individually in order to identify the significant impression management elements (strategy) in the event tourism industry. Thus, the additional hypotheses are: *(H1.1) self-promotion (H1.2) ingratiation (H1.3) exemplification (H1.4) intimidation (H1.5) supplication impacts tourism behavior intentions*.

**Figure 1: Proposed Conceptual Framework**



**3.0 Research Methods and Design**

This research aimed to provide deeper insights into the studies presented in the literature. This section describes the methodology and tactics that were used to test the research hypotheses. This study used a cross sectional design and had a descriptive purpose. Furthermore, since the needed information was known beforehand, the research process was carried out using quantitative research approach, with a positivist perspective (formal and structured procedures). This study's primary objective was to examine, describe, and predict the relationships among predictor and criterion variables. The predictor variables were the sub-variables of impression management; these variables control event tourism, impacting tourists' intention to revisit the destination. A correlational research design exposed non-causal relationships among the said variables. The data collection of the study included participant selection and recruitment, instrumentation, and survey administration. The data collected would yield statistical descriptions about behavior intentions and the attributes of the elements of impression management: self-promotion, ingratiation, exemplification, intimidation, and supplication.

### **3.1 Population and Sampling**

Getz and Page (2016) argued that tourism has been in the ascendancy for some time in both developed and developing nations. Research indicated that the driving force is: "*globalization, not only in terms of rising disposable incomes and the freer movement of people, but also in terms of global branding and media coverage. Movement of peoples (diaspora) acts to propel growth in event numbers and diversity*" (Getz, 2013, p.3). When it comes to Egypt, many citizens are traveling abroad. These citizens believe that the cost of traveling abroad is relatively the same as travelling to local sites in Egypt (Turner, 2018). Reports show that Egyptians like to take advantage of every single public holiday, bridging certain holidays with the weekends to make the vacation longer. This gives them the opportunity to amend their life's routine. Thus, they enjoy planning inbound or outbound trips (Negm and El-Samadicy, 2017). *Therefore, this research focused on: individuals who traveled and attended events outside their home country, Egypt.*

The research aimed to collect and analyze not less than 384 *questionnaires* from the studied population. Krejcie and Morgan (1970) table was the reference for the sample size. They declared if a population was over one million than 384 was an adequate sample quantity. Cohen (1969) supported the statement and stated that 384 were suitable in examining a city population of 15,000,000 or 100,000. The *consumers intercept data collection method* was used to reach the respondents and to ensure the collection of large amounts of data in a relatively short period of time in order to test the hypotheses. The data collection was conducted during summer and autumn 2018. The researchers stopped random consumers on the streets (street intercepts), in shopping malls (mall intercepts), college campuses, sports clubs, and retail outlets. This distribution was conducted between the hours of 5:00 and 7:00 pm, Sundays through Thursday and on Friday and Saturday between the hours of 1:00 and 6:00 pm. The approached respondents were asked if they were willing to participate in a brief research study. Those who agreed were given a brief description of the survey process and an administrated questionnaire on the spot to fill out.

### **3.2 Survey Instrument**

An administrated-based survey, consisting of 4 main sections, collected usable data from the participant. The first section in the survey contained three introduction questions. The questions assessed: *the type of events that attracts the tourist; whether the tourist traveled specifically for the attendance of the event; and does the events meet their expectations.*

The second section in the survey measures the impression management factors concerning the event tourism: self-promotion, ingratiation, exemplification, intimidation, and supplication. A five-point Likert-type interval scales are used to measure the variables in the current study, namely (1) Strongly disagree, (2) disagree, (3)

neutral, (4) agree, and (5) strongly agree. The scales are taken from Jones and Pittman's (1982) taxonomy. Jones and Pittman's (1982) taxonomy is particularly well suited for scale development because of its breadth. Moreover, it provides a more suitable basis for developing an impression management scale than other impression management taxonomies because it focuses on specific behaviors. Thus, by using the impression management tactics proposed by Jones and Pittman, this study contributes academically not only to developing a scale appropriate for measuring impression management in event tourism, but also validating empirically the taxonomy outlined by the authors. The third section assesses the participants' behavior intentions. A five-point Likert-type interval scales with three items measuring behavioral intentions were adopted from previous studies (Castro *et al.*, 2007; Chen and Tsai, 2007). The behavioral intentions items represent three related conceptual areas, including intention to (re) visit the destination, recommend to others, and intention to attend event. The survey's final section gathered demographics, including the gender, age, education, marital status, occupation, income, and geographic location from the participant.

The questionnaire contained words that are simple and straightforward. The survey was originally created in the English language. However, an Arabic version was also created due to the fact that the native language in Egypt is Arabic. The researcher used the back-translation process in order to ensure that the language conversion was done accurately. This procedure was vital because it helped to develop an equivalent questionnaire.

Since the scales that measured the variables in this study were taken from prior studies of different context, a pilot test was conducted before the actual distribution. The pilot study estimated the reliability of the scale items and identifies areas of improvement prior to the full study. The pilot study participants gave their feedback in areas pertaining to the considered variables in the research survey. The researcher took the comments from the pilot and adjusted the statements in each measurement to be clear and comprehensible among the target population before the actual data collection.

## **4.0 Results**

Out of the 700 administrated questionnaires, the researcher received back 384 during September 2018, which were complete and accurate. Hence, this research received a response rate of 55%. The data used the statistical package for social science – version 20 – to conduct various analyses and test the hypotheses.

### **4.1 Reliability Analysis**

The scales used in this study were taken from prior studies. These studies tested impression management related to impression management in organizational settings and individuals. In this study, the scales are implemented on impression management related to event tourism. Thus, the reliability analysis aided the researcher to indicate the stability, consistency and the “goodness” of each instrument that measured the variables midst the studied topic. The Cronbach's Alpha in this analysis pointed to how well the scale's statements were positively correlated to one another. The closer the Alpha was to one, the higher the internal consistency. According to the results, the variables' scales: ingratiation ( $\alpha = 0.767$ ), intimidation ( $\alpha = 0.881$ ), supplication ( $\alpha = 0.890$ ), and behavior intentions ( $\alpha = 0.790$ ) are reliable scales as is in the field of event tourism. However, the variables, self-promotion and exemplification needed some items to be removed in order for the scale to be consistent. Once the items were removed, the scales self-promotion ( $\alpha = 0.701$ ) and exemplification ( $\alpha = 0.754$ ) were reliable. Once the scales were fine-tuned, the overall questionnaire had a Cronbach's Alpha of 0.78, signifying that all questions were correlated to one another.

### **4.2 Validity Analysis**

The validity analysis was conducted to help distinguish whether the scale measured what it was supposed to assess. This study used the content validity and face validity tests. The content validity test was performed to ensure how well the dimensions and elements of a concept (variable) had been defined. Face validity was performed next to confirm the results of the previous validity analysis (Kidder and Judd, 1986). This analysis included a group of expert judges (professors in marketing and qualified researchers) who evaluated and confirmed the instrument and indicated that the items used to measure the variables assessed the concept correctly. Based on the results, the scales were valid, and the researchers were able to proceed in analyzing the data further.

**4.3. Frequency Analysis**

The frequency analysis was conducted on the socio-demographic questions and the introduction questions. Based on the results, the participants' were of different backgrounds (age, gender, income, education, job status, marital status, and number of children). Table (1) shows the respondents' traits.

**Table 1: Frequency of the Respondents' demographic Characteristics**

Demographic characteristic	N	%	Demographic characteristic	N	%	Demographic characteristic	N	%
<b>Gender:</b>			<b>City of Residence:</b>			<b>Age:</b>		
Female	138	35.9	Cairo	41	10.7	Under 20	3	0.8
Male	246	64.1	Alexandria	131	34.1	20 less than 35	251	65.4
			Other			35 less than 50	93	24.2
						50 and above	37	9.6
<b>Level of Education:</b>			<b>Job Status:</b>			<b>Average Monthly Income:</b>		
Elementary School	11	2.9	Engineering	146	38	Less than 2,000	0	0
High School	254	66.1	Banking	61	15.9	2,000 less than 5,000	74	19.3
College	83	21.6	Medical	88	22.9	5,000 less than 10,000	152	39.6
Post Graduate	34	8.9	Academic	19	2.6	Over 10,000	158	41.1
Other	2	0.5	Laborer	37	9.6			
			Technician	13	3.4			
			Other	29	7.5			
<b>Marital Status:</b>			<b>No. of Children:</b>					
Single	141	36.7	None	157	40.9			
Married	199	51.8	One	86	22.4			
Divorced	32	8.3	Two	80	20.8			
Widowed	12	3.1	More than two	61	15.9			

The respondents were asked three general questions regarding their personal experience with event tourism: *Have you traveled before to specifically join a particular event? In general, what events would encourage you to travel to certain destinations for attendance? When traveling, does the event tourism meet the expectations you had?* Based on the results, the majority of the respondents (82.6%) traveled to attend a precise event. The minority of the respondents (17.4%) fortuitously attended an event while they were touring a specific country, without any potential plans. The respondents attended the following events subsequently: business (27.9%), festivals (25%), religious proceedings (13.8%), concerts (13.3%), sports (12.5), academic conference (5.2%), and art exhibitions (2.3%). According to the responses, the majority were satisfied with the event as it met their expectations (77%), while some disagreed (23%).

4.4 Correlation Coefficient Analysis

Correlation analysis studies the strength of a relationship between two numerical measured, continuous variables. In this study, the correlation analysis was conducted on the overall impression management (including all its factors) on stimulating intentions for tourism (behavior Intentions). Results show that impression management is significant and positive in the context of event tourism. Table (2) illustrates the results of the correlation analysis. Based on correlation analysis, when isolated, not all the sub-variables that make-up impression management impacted the event tourism. According to the analysis, self-promotion and ingratiation did not have a relationship with behavior intentions to (re) visit the destination, recommend to others, and intention to attend event. However, *exemplification* impacted behavior intentions in a weak but significant manner. The relationship direction is inversed. *Intimidation* impacted behavior intentions in a positive, moderate, and significant manner. *Supplication* impacted behavior intentions in a positive, weak, and significant manner. Table (3) illustrates the outcome of the correlation analysis.

Table 2: Correlation Analysis Impression Management on Behavior Intention

		Behavior Intention
Impression Management	Pearson Correlation	.155**
	Sig. (2-tailed)	.002
	N	384

Table 3: Correlation Analysis

		Self Promotion	Ingratiatio n	Exemplificatio n	Intimidatio n	Supplicatio n	Intent
Self Promotion	Pearson Correlation	1	.408**	.289**	-.145**	-.239**	-.071
	Sig. (2-tailed)		.000	.000	.004	.000	.165
	N	384	384	384	384	384	384
Ingratiation	Pearson Correlation	.408**	1	.250**	.104*	.079	-.007
	Sig. (2-tailed)	.000		.000	.041	.125	.897
	N	384	384	384	384	384	384
Exemplificat ion	Pearson Correlation	.289**	.250**	1	.175**	.038	<b>-.247**</b>
	Sig. (2-tailed)	.000	.000		.001	.460	.000
	N	384	384	384	384	384	384
Intimidation	Pearson Correlation	-.145**	.104*	.175**	1	.456**	<b>.316**</b>
	Sig. (2-tailed)	.004	.041	.001		.000	.000
	N	384	384	384	384	384	384
Supplication	Pearson Correlation	-.239**	.079	.038	.456**	1	<b>.166**</b>
	Sig. (2-tailed)	.000	.125	.460	.000		.001
	N	384	384	384	384	384	384
Intention	Pearson Correlation	-.071	-.007	-.247**	.316**	.166**	1
	Sig. (2-tailed)	.165	.897	.000	.000	.001	

N	384	384	384	384	384	384
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#### 4.5 Multiple Regression Analysis

In this study, the research used this analysis to test the hypotheses. In order to get accurate results, the research checked whether data statistics was suitable to give valid results (before further analysis) by conducting methodological assumptions: multicollinearity, scatterplots, Normal P-P Plot, and outliers. Results indicated that there were no problems with the data on hand.

The researcher examined the ANOVA (Analysis of Variance), which tested whether the overall regression model was a good fit for the data. The results showed that the impression management factors when implemented on events in the model predicted the dependent variable (behavior intentions). The variables were significant with an ANOVA value of 0.000. The analysis also showed that the adjusted R squared value was 0.190. Thus, the impression management factors in the proposed model explained 19% of the variance in the consumers' (re) visit the destination, recommend to others, and intention to attend event.

The multiple regression analysis was used next to test the hypotheses. This study contained five main hypotheses, (H1) *self-promotion* (H2) *ingratiation* (H3) *exemplification* (H4) *intimidation* (H5) *supplication* impacts visitors' behavior intentions - to (re) visit the destination, recommend to others, and intention to attend event. According to the analysis of hypothesis one, the impact of *self-promotion* on behavior intentions has a sig value of 0.108. This value is greater than the common alpha level of 0.05. The high sig. value ( $>0.05$ ) indicates that this hypothesis is not supported. According to the analysis of hypothesis two, the impact of *ingratiation* on behavior intentions has a sig value of 0.988. This value is greater than the common alpha level of 0.05. The high sig. value ( $>0.05$ ) indicates that this hypothesis is not supported. According to the testing of hypothesis three, the impact of *exemplification* on behavior intentions has a sig value of 0.000. This value is less than the common alpha level of 0.05. The sig. value ( $<0.05$ ) indicates that this hypothesis is supported. According to the testing of hypothesis four, the impact of *intimidation* on behavior intentions has a sig value of 0.000. This value is less than the common alpha level of 0.05. The sig. value ( $<0.05$ ) indicates that this hypothesis is supported. According to the testing of hypothesis five, the impact of *supplication* on behavior intentions has a sig value of 0.594. This value is greater than the common alpha level of 0.05. The high sig. value ( $>0.05$ ) indicates that this hypothesis is not supported. Table (4) illustrates the sig. value analysis outcomes of the multiple regressions.

*The multiple regression analysis concluded that Exemplification and Intimidation were the two factors of impression management found in events that impacts the visitors' behavior intentions (to (re) visit the destination, recommend to others, and intention to attend event). Accordingly, the variable with the strongest contribution, impacting intentions was Intimidation (.375), followed by Exemplification (-.339).*

**Table 4: Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.127	.256		16.122	.000
Self-promotion	.096	.059	.088	1.610	.108
Ingratiation	.001	.049	.001	.015	.988
Exemplification	-.308	.045	-.339	-6.826	.000

Intimidation	.213	.030	.375	7.091	.000
Supplication	.018	.033	.028	.534	.594
a. Dependent Variable: Intention					

## 5.0 Discussion and Conclusions

Impression management can play a vital role in attracting an event to be held in a specific destination and/or people to attend a touristic event (Yan and Ho, 2017). Impression management is the process in which people attempt to influence the perception of other people about a person, object or event (Kalyoncu, and Yuksek, 2017). This study sought to: (1) *Recognizing the impression management factors*; (2) *Measuring the effect of events impression management on stimulating tourism behavior intentions*; (3) *Identifying significant impression management factors in the event tourism industry*.

Jones and Pittman (1982) concluded that the main factors that construct impression management are: self-promotion, ingratiation, exemplification, intimidation, and supplication. Results in this study supported this conclusion, providing empirical evidence that event impression management stimulate tourism behavior intentions. Furthermore, this study sought to identify the significant impression management factors in the event tourism industry. Through multiple regression analysis, it was identified that: (1) Exemplification and (2) Intimidation are the needed impression factors that are significant in impacts visitors' to (re) visit the destination, recommend to others, and intention to attend event. These factors attempt to influence the perception of other people about an event in a foreign destination. Based on Bolino and Turnley (1999), they do so by regulating and controlling information in social interactions.

The significance of (1) Exemplification and (2) Intimidation leads to several implications. The results imply that in order for an event in a foreign destination to influence and attract tourists, perceived images are the basis of the evaluation or selection process. The destination (practitioners, government, organization committees, media, etc.) should put great effort to endorse, support, and promote its region and event to gain the awareness, credit, and enthusiasm of dedication from travelers. They should also signal their dominant power and stimulate their competitive advantage. Perceived images influence tourist behavior. In essence, the research suggests that those elements will lead to impression management reflection of strong, positive images towards the event and region; in order to be considered in the travel decision process.

This study provided several academic contributions. The conception of impression management has been widely used for investigating issues such as presentation of staff and enterprise images, or the interaction between customers and service workers. To enhance the understanding of impression management in relation to tourism and its events, the present study was conducted to disclose the various strategies needed in impression management for image building or self-presentation. This study contributed academically by validating Jones and Pittman's (1982) taxonomy and scale development in international social setting and academic context, further widening its breadth. Moreover, this study provides a more suitable basis for developing impression management taxonomies because it focuses on specific behaviors, event tourism.

When conducting this research several limitations arose. Future research should take these restrictions into consideration to progress the study prospectively. The current study focused on events in general, neither a specific event nor a specific destination was considered. It would be advisable to other studies to focus on specific events or destinations because each event or destination holds various push and pull factors that attract visitors and impacts the impression management. The present study used convenience sampling, making the end results not truly representative. Thus, future studies should use probability-sampling techniques to further validate this study. For upcoming research, a larger sample is needed and the data should be gathered

proportionately from all regions of the country. This study focused on the Egyptian context, neglecting other countries. Thus, future research can test this research in other Arab and western countries. Future research could also develop a possible transcultural approach to the concept of impression management regarding event tourism. This would lead to a more nuanced understanding of the workings on an international level. This study uses a mono-research approach, quantitative research. Future research could use qualitative research in order to gain richer insights on people's personal experiences, stories and attitudes that would support the vitality of impression management and its implementation in the context.

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