

**How do Motivation, Pre-Visit Information Search and Destination Image affect Post-Visit Behavioural Intention?
The case of an island destination**

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Abstract

The purpose of this study is to examine tourists' pre and post visit behaviours in Kinmen and the change of their perceived destination image about the place. Questionnaire interview was used

to survey international tourists to Kinmen, Taiwan. The relevant survey was based on a self-administered questionnaire that finally generated 563 responses out of initially 610 questionnaires that were distributed. Thus, the return rate was 94%. The results indicate that pre-visit behaviour (comprised of motives, information search, and destination image) can influence post-visit behavioural intention directly and through decision making. Decision making also possess direct impact on post-visit behavioural intention, but has no mediating effect. The study has also indicated that certain socio-demographic variables possess significant influence on tourists' pre-visit behaviours. Firstly, young and non-married respondents with less monthly salary are more likely to visit Kinmen for learning motives. Secondly, education level is the strongest predictor for tourists' information search behaviours. Finally, socio-demographic variables possess little impact on destination image.

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Keywords: destination image; decision making; information search; motives

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