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Abstract
The purpose of this paper is to investigate the awareness of Taiwanese residents on Angkor Wat in Cambodia as tourism destination. Main objectives of this study include (1) to investigate the impact of country image (Cambodia) on destination image (Angkor Wat), (2) to study the impact of country image on destination behavioral intention, (3) to find out the impact of destination awareness on destination image and destination behavioral intention, and (4) to explore the effect of destination image on destination behavioral intention.
This study was conducted on Taiwanese residents in the Southern part of Taiwan during May 2007. A total valid questionnaire of 271 was used in data analysis for empirical test with Statistical Package for the Social Sciences (SPSS).
The results from the analysis showed that Taiwanese residents get familiar with Angkor Wat as a tourism destination (94.43% of respondents have heard about the destination). Findings confirmed that country image is positively related to destination image. It is also positively related to destination behavioral intention. Meanwhile, destination awareness has slight impact on the destination image and on destination behavioral intention. Furthermore, destination image can have influence on destination behavioral intention. Additionally, limitation along with contribution of the study and direction for future research were also provided at the last section of the study.
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