The Island Image: A Means of Segmentation

Abstract
The success of tourism, at a destination, is often accredited to the strength of its marketing; yet, the marketing environment is changing at a fast pace where developments in digital technology have had a profound effect on marketing strategies. Furthermore, the increased accessibility of long and short haul travel has resulted in greater competition for tourist visits among destinations. Such changes present a challenge for cold water island destinations with a seasonal tourism product and limited resources for destination marketing. The ability of such destinations to adopt target marketing strategies, using meaningful segmentation criterion, is of great importance for their future success. For cold water islands, it is vital that the promotional message resonates with the target audience, as such, an image segmentation is proposed. Although tourist segmentation is well practiced in tourism research, existing studies focus on socio-demographic or behavioural segmentation. Few studies have conducted image based segmentation, thus, this thesis explores the feasibility of image segmentation in cold water island destinations; using the Isles of Scilly as a case study. In this thesis image segmentation is used to develop a typology of visitors to the Isles of Scilly, and the intrinsic relationships between destination image, motivation, behaviour, evaluation and place attachment are also explored. Due to the difficulties in measuring image, a mixed method approach was adopted and a concurrent triangulation design employed. Quantitative data were collected from 500 respondents visiting the Isles of Scilly, by means of a face-to-face questionnaire, and a further 15 in-depth interviews formed the qualitative sample. Quantitative data were analysed using Exploratory Factor Analysis and K-means Cluster Analysis, while qualitative data were analysed using Thematic Content Analysis. The findings of this thesis revealed the feasibility of image segmentation, through the creation of a six-fold typology of visitors to the Isles of Scilly. Both theoretical and practical implications were derived from this study. The most significant theoretical contribution of this research is that offered to the understanding of image segmentation, as this is the first study conducted in the context of cold water islands. Theoretical contributions were also made with regard to the intrinsic relationships between destination image and motivation, behaviour, evaluation and place attachment. While findings of this study agreed with those of past research, valuable contributions are also offered. Notably, this study adds to a body of work relating to the relationships between complex image and motivation, on-site behaviour, evaluation and place attachment. Additionally, this study adds to tourism knowledge, where the role of on-site behaviour in the formation of positive image, and the influence of participation in special interest tourism, on the formation of destination image are identified. Furthermore, practical recommendations are provided in relation to marketing of the Isles of Scilly where lucrative image segments are identified. Finally, through the understanding of destination image, this thesis proposes seasonal marketing campaigns and the development of special interest tourism, with a focus on wildlife, in order to successfully promote and develop tourism in the Isles of Scilly.

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Image segmentation tutorial to learn about types of image segmentation and its techniques. A step by step guide for how to implement them in Python. We will take the mean of the pixel values and use that as a threshold. If the pixel value is more than our threshold, we can say that it belongs to an object. If the pixel value is less than the threshold, it will be treated as the background. Geographic segmentation is a process of grouping customers based on where they live. Companies segment their target market geographically when needed to focus on a specific area. Geographic market segmentation tends to optimize the marketing strategies of a business by matching products and services to different regions, cities and countries where the customers live. Learn about modern image segmentation techniques, which use deep learning to understand which real-world object is represented by each pixel of an image. Many computer vision tasks require intelligent segmentation of an image, to understand what is in the image and enable easier analysis of each part. Today’s image segmentation techniques use models of deep learning for computer vision to understand, at a level unimaginable only a decade ago, exactly which real-world object is represented by each pixel of an image. Deep learning can learn patterns in visual inputs in order to predict object classes that make up an image. Image segmentation refers to the decomposition of an image into a number of non-overlapping meaningful areas with the same attributes. Image segmentation is a key technology in digital image processing, and the accuracy of segmentation directly affects the effectiveness of the follow-up tasks. Considering its complexity and difficulty, the existing segmentation algorithm has achieved certain success to varying degrees, but the research on this aspect still faces many challenges. Clustering analysis algorithm divides the data sets into different groups according to a certain standard, so it has