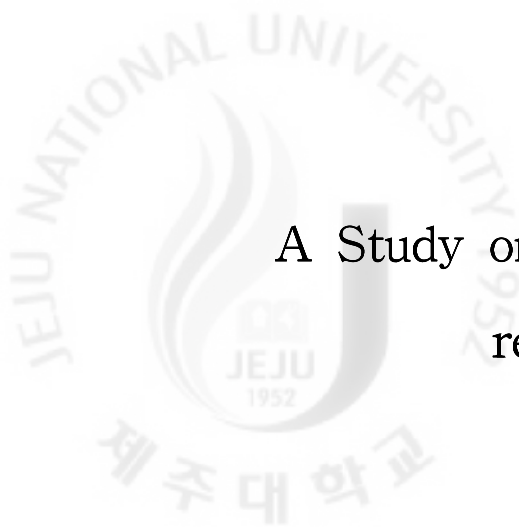碩士學位論文

A Study on Image of Chinese Tourists regarding JeJu Island

濟州大學校 大學院

觀光經營學科

倪方舟

2012年 02 月

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指導敎授   徐鎌健
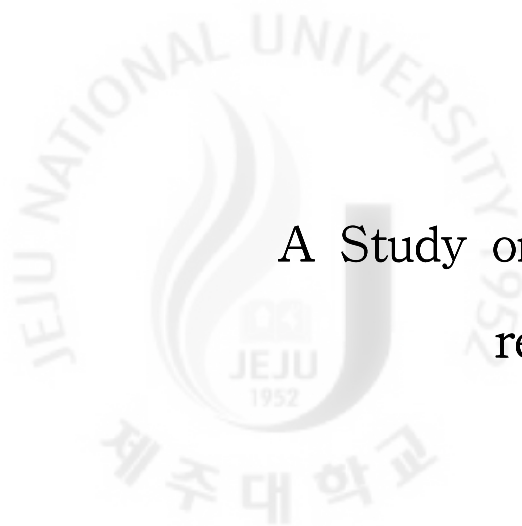
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濟州大學校 大學院

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A Study on Image of Chinese Tourists regarding JeJu Island

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(Supervised by professor Yong Kun Suh)

A thesis submitted in partial fulfillment of the requirement for the degree of Master of Tourism Science

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ABSTRACT

Destination image influences tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions. Destination image exercises a positive influence on perceived quality and satisfaction. A positive image deriving from positive travel experiences would result in a positive evaluation of a destination. Tourist satisfaction would improve if the destination has a positive image. Destination image also affects tourists' behavioral intentions. More favorable image will lead to a higher likelihood to return to the same destination. Hence, destination image is an antecedent of satisfaction. Satisfaction in turn has a positive influence on destination revisiting intention. In an increasingly saturated market place, the success of marketing destinations should be guided by a thorough analysis of destination revisiting intention and its interplay with tourist recommendation and destination image. The construct relationships among tourism destination cognitive and affective image, tourist revisiting intention and destination recommendation are becoming extremely important for the whole tourism industry today.

China out-bound tourism was started in 1983 by the folks visiting their relatives in Hong Kong and the approval destination status of China Out-bound tourism were average annual growth in more than 5 countries. According to the data of March 1th 2006 there were already 81 countries assigned as the approval destination status, to Chinese tourist there are various options for out-bound tour and it become competitive intensely on maintaining Chinese tourist among these countries. In June 2000 the Korea government announced that all the residents of China can visit to Korea with the applications and the government also

announced that Chinese tourists can travel to JeJu island without a visa application process recently they can visit JeJu Island just by their passport, under this background this research was focused on the relationship among JeJe Island destination image (cognitive and affective), the revisiting intention, recommendation and Chinese tourists. The data was collected through questionnaires in JeJu International airport and duty free shops where crowed with all of the Chinese tourists 250 questionnaires were delivered and 231 samples were analyzed in total finally. Validity and reliability tests were completed by using reliability analysis and exploratory factor analysis (EFA). The regression analysis was used to test the hypotheses through program SPSS17.0.

As a result, it is confirmed that the exploratory factor analysis in tourism destination cognitive image has been grouped into two factors and one factor for affective image. Regression analysis is adopted to reveal that the tourism destination cognitive image have significant influence on tourism destination affective image and destination image (cognitive image and affective image) have positive influence on tourist revisiting intention, and tourist revisiting intention also has a positive effect on destination recommendation. These results give evidence for tourism planners to provide appropriate marketing strategies to Chinese tourists in JeJu Island.

개요

관광지이미지는 관광객의 관광지 선택, 평가, 그리고 재방문의도에 큰 영향을 나타난다고 한다. 긍정적인 관광지 이미지는 긍정적인 관광경험으로 통하여 생기며, 관광지의 평가에 대한 영향을 끼친다. 관광지에서 지각한 이미지가 긍정적이라면 관광객의 만족도에도 영향을 끼치고 관광지 이미지는 관광객의 행동의도에도 영향을 끼칠 수 있다. 관광지 이미지가 좋을수록 더 많은 관광객을 유치할 수 있고 재방문을 이끌 수 있으며 관광지 이미지는 만족도의 관건이라고 할 수 있다. 그리고 관광객 만족도는 관광지추천의도에 영향을 미칠 수 있다. 관광지의 평가는 관광지 이미지, 관광객 만족도와 관광지 추천의도로 이뤄진 것이다. 관광지의 인지적 정서적 이미지는, 관광객 만족도와 관광지추천의도의 관계는 관광지의 평가에 큰 영향을 미칠 것이다. 관광지의 인지적이고 정서적 이미지가 관광객 재방문과 관광지추천의도간의 관계를 밝히고자 한다.

중국의 해외관광은 1983 년 홍콩지역에 대한 친지 방문으로부터 시작되었으며, 2002 년부터 중국은 해외관광 자유목적지에 대한 개방속도를 가하여 연평균 5 개 이상의 국가가 개방되었다. 2006 년 3 월 1 일 기준으로 중국에서 해외관광을 전개하고 있는 자유목적지는 81 개에 달하며, 이에 중국관광객들의 선택의 여지가 커졌으며, 세계 각국에서는 중국관광객들은 유치 위한 경쟁이 갈수록 치열해지고 있다. (김민철등 2008) 중국인 관광자에 대한 제주도 무사증 입국이 허용되었고, 아울러 중국은 해외여행 완전 자유지역으로 한국을 지정하였다. 2000 년 6 월부터 중국인의 거주지에 관계없이 전 중국인의 한국입국이 허용되면서 중국은 한국 관광수요의 막강한 잠재국으로 부상하였다. 이러한 배경 하에 본 논문은 주한

중국관광객들이 제주도이미지에 대하여 어떤 이미지를 형성하고 있는지 설문조사를 통해 중국관광객의 제주도 인지적 이미지와 정서적 이미지, 재방문, 추천의도간의 관계 연구하는 것이다.

설문지는 중국관광객이 많이오이는 제주국제공항과 면세점등에서 조사하였고 총 250 부를 배출하고 최종적으로 총 231 부를 통계분석에 응용하였다. 수집된 표본은 Cronbach's α 분석하여 신뢰도 분석을 통한 관광목적지 이미지의 구성요인 도출 및 타당도 분석을 실시하였고, 연구가설 검증을 위하여 SPSS17.0 을 사용하여 다중회귀분석, 기술분석을 실시하였다.

연구결과를 보면 **요인분석**을 이용하여 관광지의 인지적 이미지 요인이고 정서적 이미지요인을 추출하였습니다. 다중회귀분석방법을 이용하여 관광지 인지적 이미지가 정서적 이미지에 영향이 나타났다. 인지적 이미지이고 정서적 이미지가 중국관광객 재방문에 유의적 영향을 끼쳤다. 또한 중국관광객의 재방문에 관광지 추천의도가 영향을 끼치는 것으로 나타났다. 이러한 결과는 제주도의 중국관광객에 영향을 미친 요인간의 관계를 밝혔다, 또 이 결과를 통하여 관광지기획자에게 중국관광객에 맞춰서 적절한 시장마케팅전략을 선택해야 한다는 제시를 제출하였다.

Chapter 1 Introduction

1.1.　Background

A tourism destination can be viewed as one of the products of the tourism industry. It is a uniquely complex product that is composed of, among other factors, an area's climate, infrastructure and superstructure, services, and it's natural and cultural attributes. It is reasonable to assume, that a tourism destination also possesses an image. The importance of the tourism destination image is universally acknowledged, since it affects the individual's objective perception and consequent behavior and destination choice (Chon, 1990; Echtner and Ritchie, 1991; Stabler, 1990; Telisman-Kosuta, 1994). The image that tourists have of a tourism destination is necessary to identify its strengths and weakness (Chen and Uysal, 2002), to promote it efficiently in the market place (Leisen, 2001) and to guarantee its competitive success (Telisman-Kosuta, 1994)[1]. In addition, different travel destinations may have different images specifically made to fulfill the various needs of tourists. Locations and sites may project distinctive images as reflection of the uniqueness of their specific local environment, culture and economy (Gregory, 1989; Stabler, 1990) and destinations need to project their distinctive images in order to enhance tourism appeal (Shaw and Williams, 1994). Moreover, creating and managing an appropriate destination image are critical to effective positioning and marketing strategy (Echtner and Ritchie, 1996). Whether a tourism destination image has been well developed or not, depends on its tourism image perceived

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[1]　Qiao Guang Hui (2010). structural study on eco-tourism destination cognitive and effective images, tourist satisfaction and loyalty. ,Graduate School of PaiChai University Tourism Management master degree thesis op.cit.

by tourists is a very important factor. In this way, this concept is integrated not only by the individuals' cognitive evaluations, but also by their affective evaluations of a tourism destination (Kim and Richardson,2003;Pike and Ryan,2004) .Satisfaction measurement has recently been displaced by the concept of customer loyalty, primarily because loyalty is seen as a better predictor of actual behavior (revisiting, recommendation) and satisfaction with travel experiences contributes to destination loyalty (Alexandris, Kouthouris and Meligdis, 2006; Bramwell, 1998; Oppermann, 2000; Pritchard and Howard, 1997). The previous studies (Baloglu and McCleary, 1999; Chon, 1990) also showed the relationship that destination image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions so the positive destination image will make a positive tourism experience to promote the tourism loyalty (revisiting, recommendation). Thus, this research in aimed to illustrate the relation between image of JeJu Island and Chinese tourists.

China has grown to be an important element of the entire global economic system and becoming more and more important as China joined the WTO. In the development phase of global generation China and Korea has lot of common benefits as the critical economic forces in the East Asia. For these, China and Korea had processed abound of alternate economic subject to promoting the living quality of citizens live in both China and Korea, consequently the folks communication become more frequently which emerged through the tourism activities. More and more Chinese tourists travel to Korea for holiday plans. JeJu Island becomes a tourism destination which cannot be ignored for Korea domestic tourists and foreigner tourists especially to Chinese tourists .There are data from JeJu Tourism

Association's report (Statement of Chinese tourists to JeJu Island in 2010 summer). The report indicated that there were 57 thousands Chinese tourists visited JeJu Island in 2000 but the number increased to 258 thousands in 2009. These Chinese tourists come to JeJu Island also bring their purchase abilities and lots of consumption activities occurred when they were visiting. Chinese tourists are playing the significantly important part in JeJu Island tourism industry's income chain also to the development of JeJu Island tourism industry.

1.2. Purpose of the research

From a theoretical point of view, previous studies (Baloglu and McCleary, 1999; Chon, 1990) showed that destination image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions. A positive image deriving from positive travel experiences results in a positive evaluation of a destination. So the purpose of this study is to bridge the gap in the destination image, revisit and recommendation literature about Chinese tourists in JeJu Island. In addition, this study will examine the theoretical and empirical evidence on the relationships among tourism destination image including cognitive and affective images, revisit, and recommendation under the background of Chinese tourists in JeJu Island.

First, the study will help aim to explore the underlying dimensions of JeJu Island image attributes, including both tourism destination cognitive image and tourism destination affective image. Second, it is designed to probe into the relationship between tourism destination cognitive image and affective image; the relationship between tourism destination cognitive image and Chinese tourists revisiting; the relationship between tourism destination

affective image and Chinese tourists revisiting; and the relationship between Chinese tourists revisiting and recommendation about JeJu Island.

1.3. Methodology and Scope

Research can be classified into quantitative and qualitative. In order to achieve the objectives, a quantitative research is focused in this study. According to Ary, Jacobs and Razavieh (2002) quantitative research explains phenomenon by using objective measurement and statistical analysis of numeric data. Quantitative research can be classified into experimental or non-experimental research. Experimental research involves the manipulation of one variable on another variable. Non-experimental research examines the relationship among variables, but does not manipulate them. Three types of non-experimental research include: a) causal-comparative research; b) co relational research; and c) survey research. Survey research is chosen as the methodology in this study. Survey research provides a broad picture of the subject being studied and provides an easy way to generalize to a population. Before doing the survey, literature related to image, tourism destination image are reviewed, a research model and hypotheses are proposed and the questionnaire is designed to examine the image of Chinese tourists regarding JeJu Island.

Chapter 2 literature review

2.1 Image

2.1.1 .Definition of image

A commonly adopted definition of image is that it is a set of beliefs, ideas, impressions that people have of a place or a destination (Kotler, Haider and Rein 1993). Assael (1984) defined image as a total perception of a product that is formed by processing information from varies sources overtime. It is a mental representation of an abject or a place not physically before the observers (Fridgen 1987). An expression of knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual has of a specific object or place (Lawson and Baud-Bovy 1987)[2].

First of all should to know exactly an "image" meant to, the word image come from the Latin language "imago" which meant to be an artifact (From Wikipedia). So image is a word to describe something of realistic objective in the original time, but as time passed by the definition of image had changed over. Basically it is means two types of objects, ones are abstract objects such as the character of a person, a kind of sense you cannot touch it even see it but you can totally feel it, another ones are realistic objects such as a photograph, a display, a person which ones visible and approachable as Baloglu and Brinberg (1997) proposed in their research that image meaning two part inside, the perceptual component or cognitive component and the affective component. There are also several definitions raised by the

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[2] Baloglu, S., & McCleary, K. W. (1999), A model of destination image, *Annals of Tourism Research*, 26(4), 868–897. *op.cit*

tourism scholars form the historical literature. Image is the sum of beliefs, ideas, and impressions that people have of a place or destination (Kotler, Haider, and Rein 1993; Crompton 1979). An overall impression with some emotional content about a certain object (Dichter1985; Oxenfeldt 1974, 1975). Dobni and Zinkhan (1997) concluded that image is a perceptual phenomenon that formed through consumers' reasoned and emotional interpretation and it has both cognitive (beliefs) and affective (feelings) components. The image concept has generally been considered as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an objector destination which raised most recently by Baloglu and Mccleary (1999).

2.1.2. Component of image

In this section will study the elements of image which comprised the cognitive factors and affective factors (Baloglu and Mccleary 1999). As discussed in the last section,   although there be two kinds of image but according to the instance of the relations between individual object image and comprehensive object. It could directly seek the formations of image from an example of an individual object image, such as a person, the Figure 2-1 for instance.

As the Figure 2-1 it clearly that personal image include social and psychological factors (such as age and education are social factor and the character belongs to psychological factors) and it is also appropriate to a comprehensive object image to be analyzed. But in this study will study the image of destination which is different from a personal image formation with more specific factors comprised with.

Figure 2-1　A framework of a personal image formation for instance

Personal image	
Cognitive factors	**Affective factors**
Education Income Social statue Family Age Occupation	Outlook Character Behavior

2.2 Destination Image

2.2.1. Definition of tourism destination

The special area with the tourism sources and tourism facilities for entertaining and satisfying people's tourism require. In the historical researches some scholars twist the definitions with tourism destination and scenic spot. There are details should be clarified the place where should be the ideal living space for people also can make their tourism require satisfied , at the same time the people can tarry the place for a certain duration then there should be a very attraction tourism source among nature tourism source, culture source and tourism facility source and for the tourism sources there should be corresponding accommodation facilities and convenient facilities and the transportation facilities for approaching these tourism facilities and people can obtain the information of the place from lot of tunnels then we claim the place a tourism destination (Lee S. B. 2002). Therefore not all the scenic spot can become a tourism destination, there some tiny difference between scenic spot and tourism destination. The existing definition of scenic spot came from the formation

factors of scenic spot and economy, spatiality phases with legally scope. With an exactitude view the definition of tourism destination formed by physical and abstract scenic spot which through the tourist's like, choice, utilization, recollection and so on should be able to be prescribed by the object subject. Thus not all the tourism destinations should be a scenic spot, on the other hand maybe somewhere with lot of scenic spots but it cannot be claimed a tourism destination.

2.2.2. Tourism destination image

Several concepts from destination image theory have been applied to this study. Humans formed beliefs and feelings about places without having personally visited or experiences. The image construct as cognitive and affective dimensions (beliefs or knowledge about a destination's attributes and feelings about the place). Researchers agree that affective evaluation depends on cognitive assessment of objects, and the affective responses are formed as a function of the cognitive ones but these are interrelated (Baloglu and Brinbery, 1999). Further, some researchers believe that a holistic or overall image of a place can be measured and provide same means for representing at one point in time all external and internal stimuli that influence perception of a destination . A holistic or overall image of a place is formed as a result of both perceptual/cognitive and affective evaluations of the destination (Baloglu and McCleary, 1999). According to Proshonsky (1983)[3], people developed both cognitive and affective responses and attachments to environments and places. Together, the perceptual/cognitive and affective evaluations form the overall image of a place (Baloglu and

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[3] Baloglu, S., and D. Brinberg(1997), Affective Images of Tourism Destinations. Journal of *Travel Research* 35(4):11-15, op.cit

McCleary, 1999). Park (2001) in his destination image centered research indicated that tourism destination image comprised with the visual and emotional impression about the product, site and experience received from the tourists. Milman and Pizman (1995) destination image is a cognitive and effective represent on people's mind which formed by customers' opinion about the tourism product, tourism facilities or tourism experiences. A definition of destination image will be semblable to the definitions of image which previous noted that Dobni and Zinkhan (1997) concluded that image is a perceptual phenomenon that formed through consumers' reasoned and emotional interpretation and it has both cognitive (beliefs) and affective (feelings) components. There are some of scholars insisted that the destination image only include the responds of tourists from the attribute of tourism destinations.

It is an integrated image definition but a point of the definition should be modified which will be the target orientation. A destination image will not be totally same as an image of a person or an image of a movie. It will comprised with the specific target group with tourists and it is also include cognitive and affective factors obviously the destination image is a perceptual phenomenon that formed though travelers' psychological cognitions and physical cognitions with a specific group to be a considerable factor on evaluating a tourism destination. As the previous researches motioned, this study will consider the destination image both in the cognitive and affective image way too. Table 2-1 showed the different tourism image definitions from researchers.

Table 2-1　Tourism destination image definition

Researchers	Definition
Ahmed (1996)	An individual emotional expression of a certain thing or a destination based on the entire impression that formed by affective or feelings.
Gartner (1993)	A definition of destination formed by the overwhelming impression from attitude and the responds of people even without experience there.
Echtner&Ritchie (1993)	A material aspect formation comprised multi-dimension and symbol.
Milman&Pizam (1995)	A visible or a affective impression from ordinary peoples' mind about the place, products or experience.
Gunn (1992)	A tourism destination imaging process which depends on the individual imaging process that come out from the mixed conclusion of continuously organic image.
Goodrich (1997)	A kindness image will make the tourists satisfaction so consider a kindness could reduces more tourists to choose the destination.
Lawson&Baud-bovy (1987)	An expression regarding a special place or a object from a person or a group which based on the objective knowledge, impression, emotional about an object or a destination.
Tuan (1975)	A deep down opinion about a place or an environment formed under a state without physical evaluation.
Fridgen (1987)	Affective representation about a location or an abject without a physical existing from a observer's eyes.
Crompton (1979)	A combination of a series responds, impression, thought about a location or a destination from peoples' mind.
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time.
Phelps (1986)	Perceptions or impressions of place.
Mountinho (1987)	An individual's attitude towards the destination attributes based on their knowledge and feelings.
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place.
Telisma-Kosuta (1996)	Thoughts or a faith on a tourism destination which make significant influence on the choosing process.
Murphy (2002)	Psychological conception effect, perception and thoughts about a destination from a person.
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Bigne and Sanchez (2001)	The subjective interpretation of reality made by the tourists
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations and feelings accumulated towards a place overtime.

Park Ui Suh (2000)	A cognitive or a affective perception changing about a tourism destination formed through the alternative media and without visiting experience involved from consumers.
Lee Jang Ju (1998)	The entire impression of a destination formed by the obtained information before visit and the experience after visited.
Lee Tae Hui (1997)	Combinations include the formless expecting and the realistic incentive experience also comprised the distinction of pre-post visit.
Eom Suh Ho (1998)	A conclusion of tourists behavior acquire and physical attribute of destination.
Park Seok Hui (2000)	A formation organized by affective incentive or perception from the stimulation of environment that generated by sensitive organ.

Source: Rearranged by author

2.2.3. Literature review of Destination image

Hunt (1975) noted that the destination image in a person's mind make more contribute to tourism development than the perception concretization and the tourism source dose. Gartner (1986) indicated that most of tourism activities are seasonal activities they are depend on the entire environment so the destination image make the most impact on people. Thus the existing destination image will always have influence on people's mind. It will promote the consumption activities to make a positive image when people under choice process and the existing tourists completely filled with the amazing about the existing tourism destination a positive image will be created.

The functions illustrated above are not all the functions destination image possessed. The destination image formed though the tour experience by tourists will be a perfect reduce factor to stimulate revisiting activities of tourists. Also the post-image of a destination from post-visited tourists will help non-visited travelers to recognize the tourism status of where they actually do not know and familiar or never been in once so that could make they look forward for the travelling to the destination where get a high evaluated image. As more and

more scholars frequently utilize "destination image", various authors point out that while the concept is widely used in the empirical context, it is loosely defined and lacks a solid conceptual structure (Fakeye and Crompton 1991). The study by Gallarza, Gil Saura and Calderon Garcia (2002) featured an exhaustive review of the literature dealing with this concept, proposing a theoretical model defining image in terms of four characteristics: complex, multiple, relativistic, and dynamic. The attributes of tourism destination had been developing continuously from different scholars and the relationship with tourists were growing up in a long period there is no a general agreement on tourism destination dimension (Kim and Kung 2000). So configure out the dimensions of destination image will be significantly helpful to conceptualize the definition of destination image in essence. The important attribute/dimension of destination image listed in table 2-2 .

Stabler (1990) the destination image comprised cognitive and affective image which formed by three valuation of the stimulate elements and personal elements. Garnter (1993) described destination images which are composed of three different and hierarchically interrelated elements, as follows (Suh 2001):

" The cognitive image component may be viewed as the sum of beliefs and attitudes of an object, leading to some internally accepted picture of its attributes. The amount of external stimuli received about an object is instrumental in forming a cognitive image. The affective image component of image is related to the motives one has for destination selection. Motives crucial what people want to obtain from the object being considered thus affecting object evaluation. And the cognitive image component is similar to behavior because it is the action component. It depends on the images developed during the cognitive stage and evaluation

during the affective stage ” (Garnter 1993:193).

Table 2-2　Attribute/dimension of destination image

Dimension/Attribute	Perceived Destination Image
Natural Resources	*Weather Temperature; Rainfall; Humidity; Hours of sunshine *Beaches Quality of seawater;Sandy or rocky beaches; Length of the beaches; Overcrowding of beaches *Wealth of countryside Protected nature reserves; Lakes, mountains, deserts, etc. *Variety and uniqueness of flora and fauna
General Infrastructure	*Development and quality of roads, airports and ports *Private and public transport facilities *Development of health services *Development of telecommunications *Development of commercial infrastructures *Extent of building development
Tourist Infrastructure	*Hotel and self-catering accommodation Number of beds; Categories; Quality *Restaurants Number; Categories; Quality *Bars, discotheques and clubs *Ease of access to destination *Excursions at the destination *Tourist centers *Network of tourist information
Tourist Leisure and Recreation	*Entertainment and sports activities Golf, fishing, hunting, skiing, scuba diving, etc.; Water parks; Zoos; Trekking; Adventure activities; Casinos; Night life; Shopping
Culture, History and Art	*Museums, historical buildings, monuments, etc. *Festival, concerts, etc. *Handicraft *Gastronomy *Folklore *Religion *Customs and ways of life
Political and Economic Factors	*Political stability *Political tendencies *Economic development *Safety Crime rate Terrorist attacks *Prices
Natural Environment	*Attractiveness of the cities and towns *Cleanliness *Overcrowding *Air and noise pollution *Traffic congestion
Social Environment	*Hospitality and friendliness of the local residents *Under privilege and poverty *Quality of life *Language barriers
Atmosphere of the Place	*Luxurious *Fashionable *Place with a good reputation *Family-oriented destination *Exotic *Mystic*Relaxing *Stressful *Fun, enjoyable *Pleasant *Boring

Source: Asuncion Beerli and Jose fa D.Martin (2004)

As the antecedent content indicated destination image composed of several components such as touristic attractions, price levels, climate, and terrain. In fact a performance of a destination always exist within travelers' mind it will become entirely distinct from each traveler's opinion then it is cannot simply defined the elements of destination image without the thoughts of travelers and for the different personality and different life style the image will

be emerged significant distinction also the personal thoughts under different culture it will create the different image of an exact same tourism destination. The tourists as the consumption groups the different motivations different psychological issues and the different tour experience will become many different destination images too. Finally a destination image is most associated with resources and information about the tourism destinations what the traveler possessed which also depend on the travelers' characters and their limited knowledge. Maybe the elements of destination image could be divided into two parts of them basically the personal factors and the stimuli factors. In the other words, the personal and stimuli factors can be classified into cognitive and affective image finally. As showed in figure 2-2.

Figure 2-2   A elements pattern of destination image
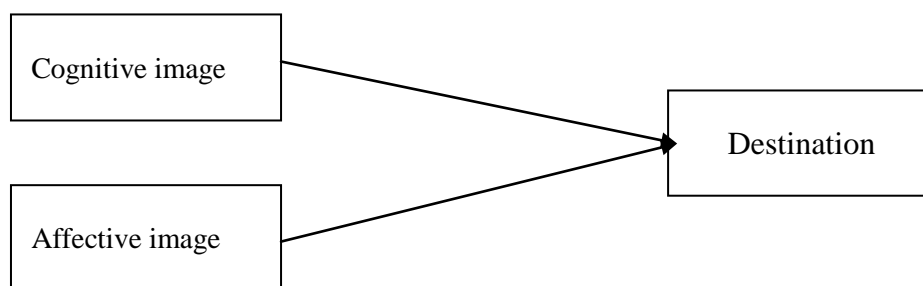
Source: Asuncion and Martin, 2004; Baloglu and MaeKay, 1999a, b; Dann, 1996 component of destination image

2.2.4. Framework of Destination Image

Gunn (1992) suggested that travelers experience three steps of image, pre-image (hypothesis); input (the actual participation) and check (an evaluation and revised image for the next experience). And Gunn (1992) identified the image formation process with the distinction between organic and induced levels. In the seven phase of travel experience, including a) accumulation of mental image about vacation experiences, b) modification of

those images by further information, c)decision to take a trip, d) travel to the destination, e) participation at the destination, f) return home and g) modification of image based on the vacation experience (Suh 2001). As there are two definitions to be illuminated that the organic image represents the information obtain non-commercial activities, organizations, person and sources without the destination orientations. Opposite, the induced image will totally stand for the destination while it is a commercial image, potential travelers get the information from the destination operators, wholesales, travel agents they make the image induce the potential decide to have a trip to the destination, and between organic and induced image they have the interact dynamic inside. Thus organic image will be changed by the induced image though an advert of destination or a guidebook and travel agencies. As the Baloglu and Mccleary (1999) concluded "Numerous researchers Across fields and disciplines agree that image is mainly caused or formed by two major forces: stimulus factors and personal factors." And they established a general framework of destination image formation from the historical literature review as the following Figure 2-3 the formers those involved mostly comprised of external stimuli factors and physical objects as well as previous experience (Baloglu 1999).

Figure 2-3   A General Framework of Destination Image Formation
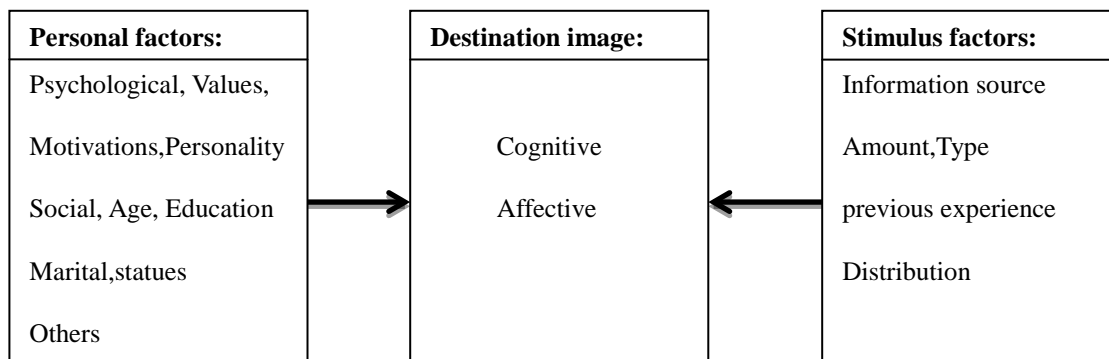
Personal factors:	Destination image:	Stimulus factors:
Psychological, Values, Motivations,Personality Social, Age, Education Marital,statues Others	Cognitive Affective	Information source Amount,Type previous experience Distribution

Source: A Model of Destination Image Formation by Baloglu and Mccleary (1999)

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Based on the raised general framework of destination image formation they proposed a path model of destination image formation process emerged in Figure 2-4 which summarized from the previous literature that confirmed an overall destination image is formed as a result of both cognitive and affective evaluations of that destination.

The Cognitive evaluations refer to the beliefs or knowledge about a destination's attributes where as affective evaluation refers to feelings toward, or attachment to it.

Figure 2-4   A path model of destianiton iamge
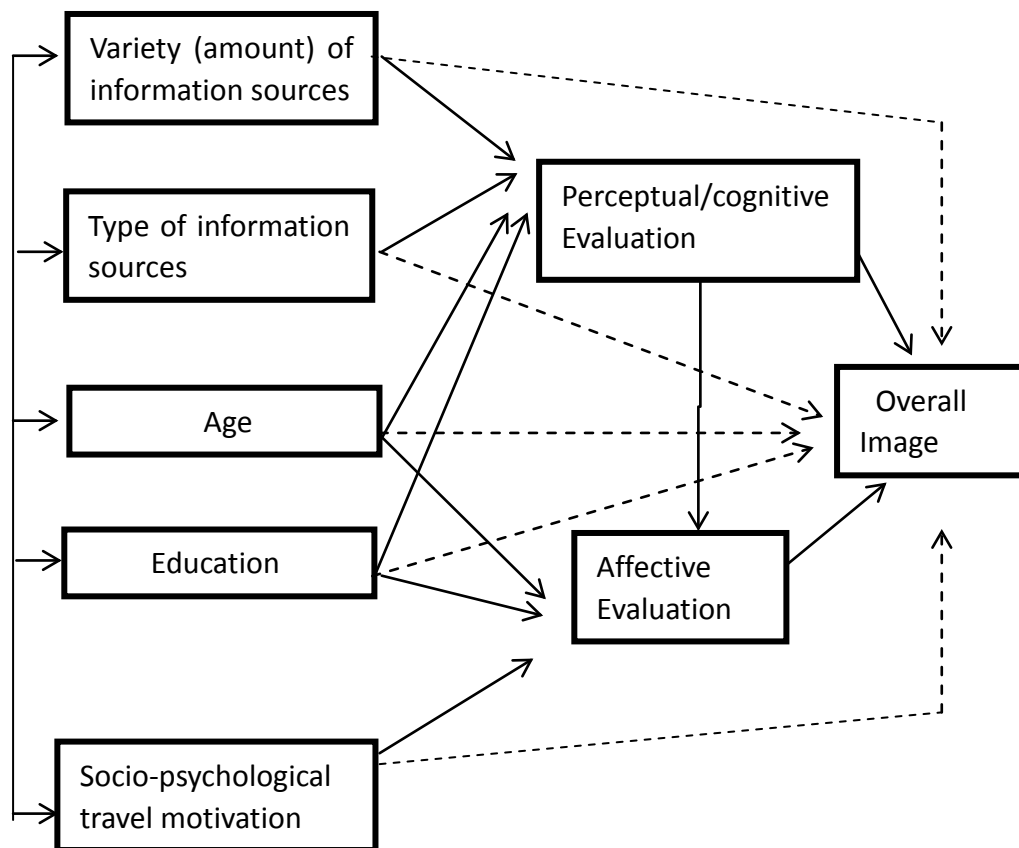
Source: A Model of Destination Image Formation by Baloglu and Mccleary (1999)

From the previous contents, there two pairs of factors formed destination image were raised by different researchers described as organic image, induce image and cognitive image, affective image. This research will concentrate on cognitive and affective image.

2.3. Cognitive image and Affective image

Table 2-3 A range of destination of cognitive image

Cognitive Image Definition	Author
Perceptive/Cognitive image refers to the individual's own knowledge and beliefs about the object(an evaluation of the perceived attributes of the object)	Baloglu and Brinberg (1997); Baloglu and McClearly (1999a,1999b); Gartner(1993)
The perceptual/cognitive component is the Knowledge about the place's objective attributes.	Genereux,Ward and Russell(1983)
Cognitive quality refers to the appraisal of Physical features of environments.	Hanyu(1993)
Cognitive-the beliefs or knowledge a person Has of the characteristic or attributions of a tourist destination.	Baloglu(1999);Pike(2002)

Source: Structural study on Eco-tourism Destination cognitive and affective images, tourist satisfaction and destination loyalty Qiao Guang Hui(2010)

Hector and Ignacio (2008) researched the attributes of tourism destination cognitive image and revealed that there were four factors from thirteen destination cognitive image items .As shown in table 2-4

Table 2-4 Factors and Items of Destination Cognitive Image I

Factors of destination cognitive image	Items
Infrastructures and socioeconomic environment	Shopping facilities , quality accommodations, good value for money, safe place
Atmosphere	Peaceful place, place to rest, relaxing place
Natural environment	Variety of fauna and flora , beautiful landscape , beautiful natural parks
Cultural environment	A lot of cultural attractions , interesting cultural activities ,nice to learn local customs

Source: Hector and Ignacio (2008)

Otherwise, Asuncion and Josefa (2004) also researched the attributes of tourism

destination cognitive image and revealed that there were five factors from twenty-one

destination cognitive image items II listed in Table 2-5.

Factors of destination cognitive image	Items
Natural and cultural resources	Great variety of fauna and flora, Places of historical or cultural interest, Wealth and beauty of landscape, Unusual ways of life and customs Interesting cultural activities
General, tourist and leisure infrastructures	Shopping facilities, Good night-life, Varied gastronomy, Opportunities for sports activities Well-developed general infrastructures
Atmosphere	Luxury, Fashionable, Exotic, A good name and reputation, A good quality of life
Social setting and environment	Offers personal safety, Clean, Hospitable, friendly people
Sun and sand	Good beaches, Good weather, Good infrastructure of hotels and apartments

Source: Asuncion and Josefa (2004)

And the following table 2-6 showed the attributes of tourism destination cognitive image

and revealed that there were three factors from eleven Destination cognitive image items.

Table 2-6   Factors and Items of Destination Cognitive Image III

Factors of destination cognitive image	Items
Natural resources	It has a pleasant climate, It offers much in terms of natural scenic beauty, It has beaches of high quality and great beauty
Service quality	It offers sufficient high quality accommodation, It offers high quality services, It has good restaurants, The beaches are well serviced (showers, first-aid posts)
Entertainment	It has many tourist attractions to visit in the area It offers lots of open air activities, It has good sporting installations, It has many shops and shopping centers

Source: Lucio, Maria, Miguel and Javier (2006)

And, Chen Jun zhu (2007) also researched the attributes of tourism destination cognitive image and revealed that there were four factors from eighteen destination cognitive image items .As shown in table 2-7.

Table 2-7　Factors and Items of Destination Cognitive Image IV

Factors of destination cognitive image	Items
Tourist environment	Accommodation, Tourist services, Food and drink, Guide services, Tourist facilities, General infrastructure, Many interesting attractions, Good value for money
Atmosphere	Feel like at home, I've always wanted to visit Taiwan, A place where most people want to go A real adventure
Negatives	Gangster culture, Porn culture, Surging independence consciousness
Cultural	Primitive culture, Fruits, Customs

Source: Chen Jun zhu (2007)

Table 2-8　A range of destination of affective image

Affective Image Definition	Author
Affective image relates to an individual's feelings towards the object, or attachment to it.	Baloglu and Brinberg (1997); Baloglu and McClearly (1999a,1999b); Gartner(1993)
Affective counterpart is knowledge about its affective quality.	Genereux, Wardand Russell(1983)
Affective meaning refers to the appraisal of the affective quality of environments.	Hanyu(1993)

Source: Structural study on Eco-tourism Destination cognitive and affective images, tourist satisfaction and destination loyalty Qiao Guang Hui(2010)

Hector and Ignacio (2008) researched the attributes of tourism destination affective image and revealed that there were three items in destination affective image factors as shown

Table 2-9　Factor and Items of Destination Affective Image I

Factor	Items
Destination Affective Image	Arousing destination Exciting destination Pleasant destination

Source: Hector and Ignacio (2008)

Otherwise, Asuncion and Josefa (2004) also researched the attributes of tourism destination affective image and revealed that there were two items in destination affective image factor. As shown in table 2-10.

Table 2-10   Factor and Items of Destination Affective Image II

Factor	Items
Destination Affective Image	Pleasant/unpleasant place Exciting/boring place

Source: Asuncion and Josefa (2004)

There were a lot of scholars have been measured destination image in kinds of ways and separated image into many different elements that caused the measurements of tourism destination image are significantly distinct with each other's.

Ahmed (1996) did a research on the image of Utah State of America. The purpose of this study is to find whether there were significant dictions on Utah state image formed by the people whom come from the different states with the totally different tourism experience in this study they use 20 attributes such as national park, metropolis, skiing activities and museum to measure the image in the end of the factor analysis there come to a conclusion the outdoor recreation source, outdoor recreation activities, night entertainment activities and culture as the critical factors of this study the conclusion about these four factors indicated that there is no any significant distinction between image of Utah state the people with many tourism experience there are all formed the image by the commercial advertises but there are significant distinction among the people from the different residences. There also some Korea tourism scholars pay a lot attention on image researching Lee (1997) in his thesis extract 17 factors to study the Korea national image between Korean and Korea-visitors and the fundamental conclusion indicated that there is no significant distinction exists about Korea

national image. And in the study on the effect of regional festival image affecting visitor satisfaction (Cho 2002) utilized a quantitative research approach with a questionnaire survey extracted 22 variables and the demographical variables to clarified the relationship between tourists satisfaction level and destination festival image. Russel (1980) indicated it will be helpful to illuminate how and what attribute influence on affective image formation when find the relations between cognitive image and affective image. Gartner (1993) cognitive factors and affective factors can be identified respectively when a destination image forming by the customers' destination choosing process and the affective image fulfill the role to be the medium variable quantities among cognitive image and overall destination image. So there are three kinds of visual on measuring destination image. First, one to emphasize on the cognitive image point which think cognitive image as the main factor of destination image. Second one which identified the affective make the most important influence on destination image formation. At last, the one generally accepted by the researchers consider both of cognitive image and affective image as the critical factors to measure the destination image.

From the historical literature the three kinds of measurement researches was found and listed in table 2-11 in next page

Table 2-11　Categories of measuring destination image

Classification	Cognitive-affective image	Affective image	Cognitive image
Abroad literature	Dann (1996) Mackay&Fesenmaiser (1997) Baloglu&McClery (1999) Bloglu&Mangagloglu (2001)	Rusell (1980) Bagloglu&Brinberg(1997) Walmsley&Young (1998)	Phebs (1986) Garnter (1986) Chon (1990) Fakeye&Crompton (1991) Hu&Richie (1993) Milman&Pizman (1995) Chen&Hsu (2000)
Korea literature	Park Ui Suh (2000) Park Seok Hoe & Kim Sang Won (2000)	Lee Tea Hui(1997)	Lee Jeong Gyu(1996) Eom Seo Ho(1998)

Source: Kim Byeong Guk (2001) A study of destination image formation model in case of cognitive and affective image

　　After study the preceding researches it emerged that the most of scholars attracted by the cognitive and affective image study and most of them accept that the destination image formed by these two categories of image. It will discuss in more detail about cognitive and affective image measurement below.

2.3.1 Measurement of cognitive destination image

As the continuous researches a various of academic difficult point come out with measuring cognitive destination image such as in Walmsley and Young's (1998) research about the cognitive image it is difficult to extract the opinion about the entire destination environment out of the responders and the different knowledge background also make the research become complicate but there are also many scholars hang on[4].

Garnter (1986) for measuring image of 4 American states he utilized 15 items which emerged in measuring image of tourism products research and analyze items with multi-dimension approach the finally conclusion indicated the advantage and disadvantages each of the 4 American states. Fakeye and Crompton (1991) through the research of cognitive image of Rio Grande Valley which considered the potential tourists, first time tourists and the revisited tourists as the target groups and compare the difference of their cognitive image of the Rio Grande valley by 32 cognitive measure items they extracted five crucial factors of image formation. Echtner and Ritchie (1996) after they extract crucial items about tourism destination image through 3 main phases of Churchill's research, they utilized the structural or non-structural approach for developing the measure instruments appropriated to all destination image as   purpose and the conclusion of their research extracted 8 crucial factors. Chen and Hsu (2000) for ascertaining the relations between destination image and behaviors they take the research of Echtner and Ritchie's as the nucleus parts analyzed 17 items in their study. Milaman and Pizman (1995) measure the image of center Florida State within behavior,

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[4] Qiao Guang Hui (2010). structural study on eco-tourism destination cognitive and effective images, tourist satisfaction and loyalty. ,Graduate School of PaiChai University Tourism Management master degree thesis op.cit.

product and environment three categories by telephone interview 750 American residents.

Eom Seo Ho (1998) take the university students analyze 20 appeal attribute items as target

group for measure the tourism destination image of Australia and in this research there are 8

crucial factors be extracted. All contributes of the scholars on cognitive image items listed in

Table 2-12.

Table 2-12　Measure Items of Cognitive Image by different scholars

Researcher	Measure Item
Gartner(1986)	Skiing, camping, viewing, fishing, city, historical relics, state park, national park, night entertainment, cultural relics, alcohol drinking.
Fakeye & Crompton(1991)	friendly people, sufficient parking facilities, easy to go Mexico, high way, various food, various local information, relax atmosphere, various entertainment ability, culture historical relics, brightness weather, medical facilities, wonderful wild reserved zone, resort, pretty scene, beautiful parkland, appeal scene, various festival, beautiful greenhouse,
Echtner and Ritchie (1993)	Cleanness, life standard, quality of restaurant and hotel, friendly local people, variousness and attractions, place can take a rest, acceptable ordinary food, attractively of place, summer vacation, efficient tourism information, walking avenue\trail, night entertainment, natural scene, nice climate, life style, building style, low price,
Milaman & Pizman (1995)	proper tourism cost, special Disney attraction, similarity of Florida, proper for families, proper price, various shopping, tiny airport, monotonous scene, hot weather, limited quantity of hotels, lack of information about tourism destination, unsafely, local people's entertaining
Chan (1999)	Interesting place, variousness and attractions, place can take a rest, various natural scene, quality of restaurant and hotel, various package tourism, safe place, amazing coast, nice climate, various products, style of building, convenient shopping and information, night entertainment, high quality service, high life standard, language communication.
Baloglu & Mccleary(1999)	proper tourism cost, nice climate, wonderful natural scene, `history cultural relics, proper accommodation facilities, ordinary food, amazing water sport, high quality tourism facilities, safely, clean and quiet environment, clean environment around, friendly people.
Chen & Hsu (2000)	Interesting place, safely, natural scene, variousness and attractions, nice climate, effective tourism information, quality of restaurant and hotel, friendly people, high quality service and products, language communication, low price tourism, style of building. brightness weather, convenient shopping and information, various local information.

Lee Jeong Gyu (1996)	climate, accessibility of adjacent tourism destination, convenience of transportation, natural scene, popularity, ocean recreation, quality of food, convenient facilities, accommodation facilities, price of local products, friendly local people, unique local source, cleanness, clean and quiet environment, clean environment around, friendly staff.
Jo Gwang Ik (1997)	Convenience of utilize facilities, cleanness of facilities, safely tourism, graceful natural environment, sufficient tourism information, friendly local people, fresh experience, enjoyment of the companies, various atmosphere, education factors, convenient transportation, smooth transportation, proper transportation fee, sufficient parking facilities, efficient and various accommodation facilities, service of work stuff, sufficient space of rest, various event and]] activities, unique facilities, excellent natural environment, proper fee of transportation
Eom Seo Ho(1998)	graceful natural environment, nice climate, well protected wild animals, natural experience activities, shot distance, sufficient airline, English native country, sufficient tourism facilities, friendly local people, metropolis visit, shopping street, low price products, almost no
Park Ui Suh(2000)	Price, shopping, natural environment, cultural source, historical relics, traditional food, coast/ocean sport, accommodation facilities, cleanness, safely, night touring, fundamental facilities, incentive tourism, business tourism, purity tourism.
Kim & Park (2000)	Shopping street, graceful natural environment, historical relics, accommodation facilities, transportation facilities, proper prices,
Jo Bae Haeng (2000)	Climate condition, standard of accommodation facilities, chance of sport, beauty scene, various food and restaurant, life style of local people, various historical and cultural source, various festival and event, language causing medical in convenience, convenient transportation approach, clean environment, local life standard, local products price,
Kim Chung G i& Lee Jun Hyeok (2000)	Cultural attraction, educational and recreational symbol, special atmosphere, friendly local people, various historical scene, historical relics, spirit of Korea, convenient transportation, kindness work stuff, combination of tradition and modern, safely, convenient tour, mystery, special life style, special building, quiet atmosphere, entertain facilities, exhibition, exposition, sufficient tourism information, native art, excellent cultural resort, accessibility of natural scene, cultural event,

Source: Kim Byeong Guk(2001) A study of destination image formation model in case of cognitive and affective image

In the recent researches Beerli and Martin (2004) they listed 9 categories sources and attribute of cognitive image such as table 2-13 emerged. The natural source, general infrastructure, tourism infrastructure, leisure and recreation, culture history and art, political and economic factor, atmosphere, social Environment, natural environment were concluded in this research. And the sub-attributes were contained in these main cognitive image attributes as the table showed.

Table 2-13   Sources and attribute of cognitive image

Natural source	General infrastructure	Tourism infrastructure
Climate The coast Variety and unique of animal and plants	Road, harbor, airport Individual and public transportation Correspondence Industrial fundamental facilities Modern building	Hotel accommodation facilities, Restaurant Bar, club Accessibility, Tourism information center Tourism intelligence network
Leisure and Recreation active	Culture History and Art	Political and
Theme park Entertainment activity	Museum and heritage remains Festival and concert Manual arts Custom and manner Religious	Political safety Political tendency Economic development Safety price
Natural Environment	Social Environment	Atmosphere
Scene Attraction of a city Cleanness Density Noise pollution Disorder traffic	Kindness of local resident Poverty Quality of life Language barriers	Gorgeous Fashion Reputation level Family-oriented tourism resort enjoyment

Source: BeerliA & J.D.Martin (2004)."Factors Influencing Destination Image"annals Tourism Research,Vol.31, No.3, p.65

2.3.2. Measurement of affective destination image

In this section will talk about the affective image measuring items raised by preceding scholars. Walmsley and Young (1998) they conducted the model in the affective image researching field, in their study they emphasized the affective items put important influence on formation of destination image. They use Russel and Lanius designed adjectives formed descript or sand the destination image evaluated conclusion from positioning plane figure find that there are significant distinctions with the image formed by the direct experience, knowledge about the country and the regional or international standards.

Table 2-14　Measure Items of Affective Image by different scholars

Researchers	Measure Item
Russell(1980)	Angry/happiness,unsatisfied/satisfied,boring/interest,depression/interest,despairing/hopeful,lazy/diligent,stimulate/off stimulate, with spirit/no spirit, noises/quiet, nervous/nervous relaxing, with emotion/over sensitiveness, dominant/obedient, offer influence/influenced, control/controlled, protective/protected,
Baloglu & Brinberg (1997)	Unpleasant/pleasant, depression/interest, arousing/sleepy, spirit/no spirit
Baloglu&McCleary (1999)	boring/interest, spirit/no spirit,unpleasant/pleasant, nervous/nervous relaxing
Walmsley & Young (1998)	boring/interest, spirit/no spirit,unpleasant/pleasant, nervous/nervous relaxing
Lee Tae Hui	boring/interest,expensive/cheap,passion/freeze,various/monotoous,charming/ordinary,convenient/inconvenient,good taste/disgust, safely/disorderly , kinetic/static,cleanness /dirty
Park Ui Suh (1999)	boring/interest, spirit/no spirit,unpleasant/pleasant, nervous/nervous relaxing, various/monotonous
Kim & Park (2000)	Various/monotonous, boring/interest, cleanness/dirty, with rhythm/without rhythm.

Source: Kim Byeong Guk (2001) A study of destination image formation model in case of cognitive and affective image

Not only the views of cognitive and affective image be respectively considered by many researchers but also the views of cognitive and affective image be considered as a whole concept to form a destination image are emerged in large numbers recently as the changing tourism environment.

Baloglu and Mccleary (1999) compared the distinction of the overall image about four Mediterranean countries form the visitor and no-visitor among American tourists through items of cognitive image from Russell (1980) and 14 affective image items and the conclusion of this research emerged advantage and disadvantage point of these four Mediterranean countries as a   tourism destination. Baloglu and Mangaloglu (2001) take 398 hospitality industry operators randomly as the target group to analyze the destination image of four Mediterranean countries and the conclusion of this analysis indicated there no distinctions emerged among cognitive image items but within affective image items there are significant distinctions exist. Park S. H.(1999) sampling 450 tourism wholesale operators for measuring destination image of Korea and the result illuminated a point that if the evaluation of cognitive and affective were positive the perception of Korea as a tourism destination will be in a high level too. Kim S. H. and Park S. W. (2000) considered the tourists of JeJu Island as the target group to analyze destination image differences between pre and post visit JeJu Island and the conclusion of this research indicated that there have no distinctions existed within entire destination image of JeJu Island but there are four of seven affective crucial factors emerged significant distinctions but there is no distinction emerged by cognitive crucial factors.

As now, most of the researches on destination image summarized that affective evaluations are depend on the cognitive evaluations and the interaction between cognitive and affective responds compose the formation processes of destination image (Gartner, 1993 Baloglu & Mccleary, 1999 Baloglu & Brinberg, 1997) which is a general opinion agreed by most of the researchers. From the context study it should be recognized that only depend on the single factor of affective or cognitive image that the measuring of destination image cannot obtain an accurate conclusion.

The cognitive factors and affective factors and their interactions formed the main destination image. Although under tourism destination selecting procedure the affective factors and cognitive factors can be distinguished. So this study chose to utilize the measurement include both of affective and cognitive image factors. Conclusion from the results of previous literatures, this study adopted two main destination cognitive image factors according to JeJu island's own features: two cognitive factors Tourism source, Tourism facility, one affective image factors pleasant / unpleasant.

2.4 Chinese Tourists

2.4.1. Preceding researches of Chinese Tourists in Korea

From the survey of preceding that the conclusion indicated Chinese tourists prefer to law price tourism products, they also prefer to visit the natural environment scene spot and both cultural and historical spot.

In the study on eating-out and service satisfaction of JeJu Island centered Chinese tourists within admitted enter area of Korea indicted that the Chinese tourists prefer Chinese food rather than Korean food it emerged a 11.6% higher rates. For the female group and senior tourists group they show out the higher emotion performance to Chinese food than the male Chinese tourists emerged.[5] The result of the survey on satisfaction of eating-out service clarified that Chinese tourists in Korea give a high evaluation of service attitude/kindness and the next are cleanness, inconvenience dealing, physical environment in a raw but the Chinese tourism also get a law evaluation for the monotonous food menu among they visiting Korea, the research clarified that the varied menu, service quality, respond attitude and cleanness level put an significant influence on the evaluating of Chinese tourists satisfaction to eating-out service. Especially the varied menu is the most important factor for Chinese tourists to evaluate eating-out service satisfaction.

Antecedent survey about Chinese tourists electing Tourism agency illustrated that tourism agencies' business abilities, price of tourism products, image of the agency, service quality of the staffs, quality of the tourism product these factors were arranged in order of a

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[5] Dong Li Li (2010). A study on the satisfactions of Chinese package tourists to Jeju, Tourism Management, Jeju Universty. Master degree thesis. op.cit

significance level for a Chinese tourists to choosing a tourism agency. In additional, the conclusion of the survey also indicated that there are significant distinctions exist among Chinese tourists which based on the different gender, age, education level, income level, occupation and so on. More specifically, the male Chinese tourists would like to put their view on the business ability of a tourism agency, opposite the female Chinese tourists more concerned about the price of the tourism product from a tourism agency. The senior Chinese tourists pay more attention to the image of a tourism agency and the business capability of a tourism agency consider as most important factor for choosing a tourism agency by junior Chinese tourists. In this research illustrate the main tourism activities of Chinese tourists in Korea such as table 2-15 emerged.

Table 2-15　Chinese main tourism activities in Korea (Unit:% overlap responds)

Item	2009	2008	2007	2006
Shopping	77.1	69.1	71.8	57.4
Tourism resort visiting	50.3	51.2	62.5	51.2
Food tasting	26.6	18.2	28.6	33.3
Business practicing	20.4	13.8	28.9	38.5
Prove training, researching, education	11.6	14.3	7.0	6.5
Theme park	10.1	6.7		
Leisure	10.0	7.9		
Culture festival experiencing	9.2	8.3	4.3	4.1
Conference/convention	7.8	14.3	8.4	12.0
Entertainment	6.8	4.7		

From the date of Korea tourism organization this research can study the purpose, motivation, visiting places of Chinese tourists in Korea recent years such as table2-15, table 2-16, table 2-17, emerged. Observing the data of table 2-15, the ″shopping″ always occupied the first range among all the tourism activities of Chinese tourists in Korea this result implicated that the Chinese tourists were play a important part in Korea tourism economic.

Table 2-16　purpose of Chinese tourists visiting Korea (Unit: % overlap record)

Item	2009	2008	2007	2006
Industry or special activity	45.9	69.1	71.8	57.4
Vocation/leisure/entertainment	36.6	39.2	41.4	61.2
Drop by friends/relatives	9.8	13.0	12.7	5.2
Religious/pilgrimage	0.3	0.2	0.0	0.0
Healthy/medicate	0.2	0.2	0.2	0.0
Others	7.2	10.2	7.2	5.1

Table 2-17　Considerable factors of Chinese tourists under destination choosing process of

Korea (Unit: % overlap record)

Item	2009	2008	2007	2006
shopping	64.4	42.4	53.9	-
Natural scene appreciating	45.4	44.9	55.2	-
Fashion and polished culture	31.3	26.8	32.5	-
Cultural/historical relics	24.4	23.4	33.5	-
a taste of Korea food	22.2	22.1	24.5	-
Resting/leisure	20.5	23.0	16.9	-
tourism fee	17.5	18.5	10.0	-
Shot distance	16.2	26.8	19.7	-
Entertainment/merrymaking facilities	9.1	9.8	10.0	-
Climate	8.0	10.7	9.3	-

Tables Sources: Korea culture and tourism institution"2009 foreign tourists' actual condition investigation report classified by counties"

Compare the data in the table 2-15 and 2-17 ″shopping″ as a crucial role among Chinese tourists either during the destination choosing process or when they were in Korea thus Chinese tourists can be seen a huge consumption market whom can make significant contribution to Korea tourism industry. And in the 2-17 just 17.5% Chinese tourists considered the price during they choosing Korea as tourism destination it may assume that Korea is a attractive tourism destination to Chinese tourists. From the tables illustrated could know the fundamental situation of Chinese tourists next there are some dates for helping studying Chinese tourist at JeJu Island.

Table 2-18 The present entrance states of international tourists classified by nationality (2009)

Month	International tourists			Composition rate %	
	2008	2009	Rate of change	2008	2009
Asian	485,534	566,374	16.6	89.8	89.7
Japan	177,549	183,168	3.2	32.8	40.9
China	174,902	258,414	47.7	32.4	40.9
Hong Kong(China)	11,365	15,079	32.7	2.1	2.4
Tai Wan(China)	67,993	41,480	-39.0	12.6	6.6
Singapore	28,580	32,727	14.5	5.3	5.2
Malaysia	13,220	14,806	12.0	2.4	2.3
Others	12,015	20,700	72.3	2.2	3.3
Americas	54,982	65,980	20.0	10.2	10.4
America	23,349	23,712	1.6	4.3	3.7
Others	31,633	42,268	33.6	5.9	6.7
total	540,516	632,354	17.0	100	100

Source: JeJu tourism organization "JeJu tourism tendency annual report 2009 "

May be not all the researches and surveys above could directly helpful in this study but through them this study can learn more about Chinese tourists in Korea that will be significantly crucial support to this image study of Chinese tourists regarding JeJu Island.

2.4.2 Characters profile of Chinese from different regions

As the extensive territory of China Chinese people from the different original regions emerged lots of distinction under different history process and cultural underground that displayed through the discrepancy of their unique character. Basically most of Chinese can be divided into two parts the southerner ones and northerner ones. As the main populations of China are living in the eastern of the China territory with a high density usually the Chinese classified themselves into Southerner and northerner by the Long River, under this basic point this study can talk details about the different characters of Chinese. Most of the northerners are not price-oriented consumers they prefer to shop conveniently emotionally rather than comparing the price and seeking around but the southerners always want to purchase equal

quality products in a low price so they would like to compare the price of a products with several stores there is a common saying spread within southerners "compare at least three stores until you find the true price".

Technically, there are also other classifying opinions it should be aware of that the people living in the southeastern of China with a typical northerners 'characters. The northeasterners have handout spirit and friendly heart but they are irritable, power temper, and folkway (Dong 2010). As the different geographic distribution the northern and southern category also can be separated into two parts inland and coastal. The people live in land and along the coastal also have their perspective characters. For instance, Guangdong province is the well-known coastal province by the world as it is the first special economic zone of China. It is easier to make communication with other countries by shipping located near by the ocean and raising the economic dynamic more conveniently by national special economic policy. For their high developed economic brains when their buy something or dealing something they always pay lots of attention on considering its disadvantage and advantage and for people live in Guangdong are more easily to accept foreign cultures because of the long time international trades.

For example Shan'xi province which is far away from ocean. Shanxi reflects the typical loess culture; because it is located inland away from ocean, near by the Yellow River and the loess plateau so the traditional loess culture make significant influence on the people whom living here for thousands years so their personality obviously emerged pure and conservative (Dong 2010).

The study on different characters of Chinese from different regions will helpful to this research of understands the JeJu Island image of Chinese tourists from different area. For the study may need to know the summery of geographic classification of China (classified by provinces): table 2-19

East of china	Jiang Su ,Zhe Jiang,Shang Hai
South of China	Guang Dong, Guang Xi, Fu Jian, Hai Nan
Northwest of China	Ning Xia, Qing Hai, Shan Xi, Xin Jiang, Gan Su, Nei Meng Gu
North of China	Bei Jing, Tian Jing, He Bei, Shan Xi, Nei Meng Gu, Shan Dong
Southwest of China	Si Chuan, Chong Qin, GuI Zhou, Xi Zang
Northeast of China	Liao Ning, Ji Lin, Hei Long Jiang, Nei Meng Gu

Source: www.baidu.com all the classification only based on China main land major provinces (expect Hong Kong, Ao men, Tai Wan,)

2.5 Research models associated literature

From a theoretical point of view, there is a general agreement that the cognitive component is an antecedent of the affective component and that the evaluative responses of consumers stem from their knowledge of the objects (Anand, Holbrook and Stephens1988; Russel and Pratt1980; Stern and Krakover1993). The scholars not just focused on the interaction relationships among tourism destination image such as the relationship between cognitive image and affective image the external relationships also be appeal to the scholars, the relationship between tourism destination image and satisfaction level have been in the middle all of the time. Consequently, the subject implicated that various factors influence on destination image evaluation becoming popular intensely.

Figure 2-5   A model of destination image and satisfaction
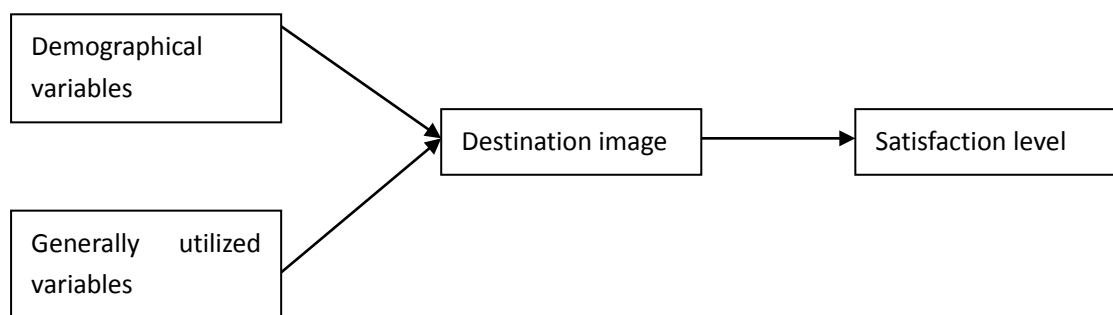
Source: A study on Image of Chinese Student Abroad to Destination of Korean Tour Qin Ping (2006)[6]

From the preceding researches got lots of models about destination image such as (Qin 2006) in the thesis assumed destination image have significant influence on tourists satisfaction level as the consequent result of the hypothesis assumed that the demographic variables have the significant influence on tourism destination image, this research will

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[6] Kim, Byung Gook,(2001), A Study of the Destination Image Formation Model-in case of cognitive and affective image, Department of Tourism & Recreation Graduate School, Kyonggi University master degree thesis . op.cit

emphasized on the relationships between destination image and satisfaction which will helpful to proving the relation between destination image and revisiting.

And in the study about the relationship between destination image and quality and satisfaction level by Kotler, Bowen and Makens (1996) established the following sequence: image- quality - satisfaction as shown in figure 2-7. They assumed that the tourism destination image have positive influence on the tourism service quality which perceived by the tourists to come be a crucial factor for judging their satisfaction level. Thus, they proved the tourism destination image have the direct and significant influence on tourists satisfaction level.

Figure 2-6　A model of destination image and satisfaction

| Tourism destination image | → | Quality | → | Tourists Satisfaction |
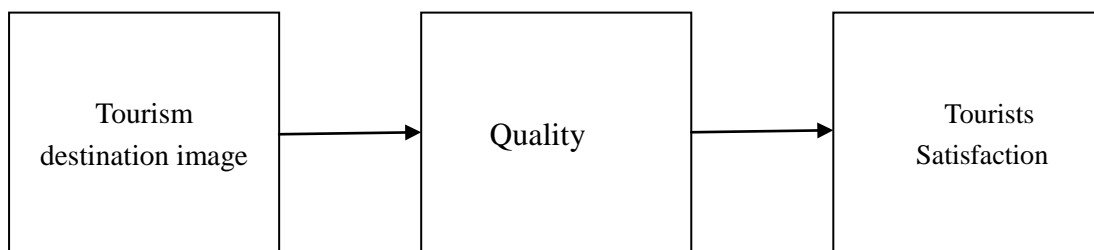
Source: The Pattern of Kotler, Bowen and Maken

In tourism industry, there are empirical evidences that tourists' satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people (Beeho and Prentice, 1997; Bramwell, 1998; Juaneda, 1996; Kozak, 2001; Kozak and Rimmington, 2000; Ross, 1993; Yau and Chan,1990; Yoon and Uysal, 2005) WOM (word of mouth) recommendations are especially critical in tourism marketing because they are considered to be the most reliable, and thus are one of the most sought-after information sources for potential tourists (Yoon and Uysal, 2005).

Furthermore, Chi and Qu (2008) proved again that tourist satisfaction positively influenced destination loyalty. As concluded from the literatures above, the relationship between tourist satisfaction and destination loyalty is shown as follows in Figure 2-9. In their model loyalty consist revisit and recommendation two factors but whether there were relationships between them was not tested.

Figure 2-7   A model of tourism satisfaction and destination loyalty
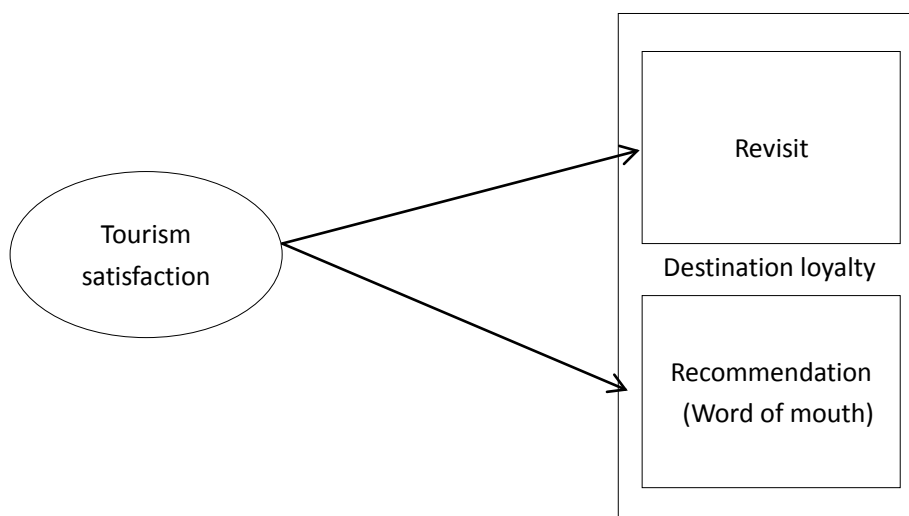
Source: The Pattern of Hallowell; LaBarbera and Mazursky; Rust And Zahorik; Anderson and Sullivan; Croninetal.;Taylor and Baker;Beeho and Prentice; Bramwell; Juaneda ;Kozak; Kozak and Rimmington; Ross; Yau and Chan; Yoon and Uysal; Yoon and Uysal;Chi and Qu

Destination image also affects the behavioral intentions of tourists. For example, Court and Lupton (1997) found that the image of the destination understudy positively affects visitors 'intention to revisit in the future. And revisiting is the most important one of destination loyalty's indicator.

Lucio, Maria, Miguel and Javier (2006) proved that the image of the tourism destination directly and positively influences attitudinal loyalty towards the tourism destination. As concluded from the literatures above, the relationship between tourism destination image and destination loyalty is shown as follows

Figure 2-8   A model of destination image and destination loyalty
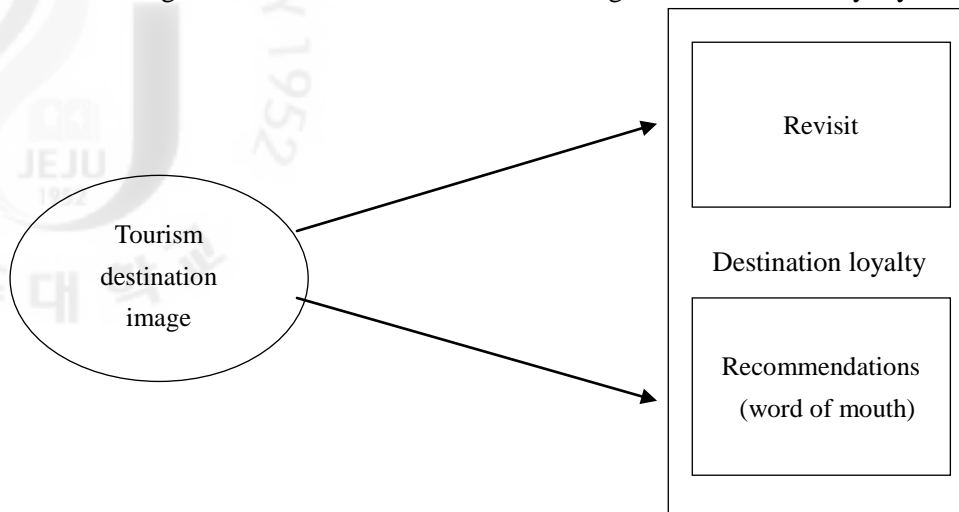
Source: The Pattern of Court and Lupton(1997); Lucioeta (2006)

As the preceding researches illustrated that when scholars study on the subject matter about destination image formation they have a universal common point which is they all study it from the demographical dimension or from cognitive image and affective image dimensions. They also wanted to prove that there are significant relationships between satisfaction and destination image.

Chapter3 Methodology

3.1. Research model

Thus, in this research establish a model which one combined cognitive image and affective image also with a part dictated to find the relationships between revisiting and recommendation as shown in figure 3-1. As mentioned above, the relationship between tourism destination image and destination revisiting and recommendation; and the relationship between tourists′ demographics and destination revisiting and recommendation, the relationship between tourism destination image and tourist satisfaction; the relationship between tourism destination image and destination loyalty; and the relationship between tourist satisfaction and destination loyalty have been verified separately by researchers in general tourism industry.

Figure 3-1   Model of this research
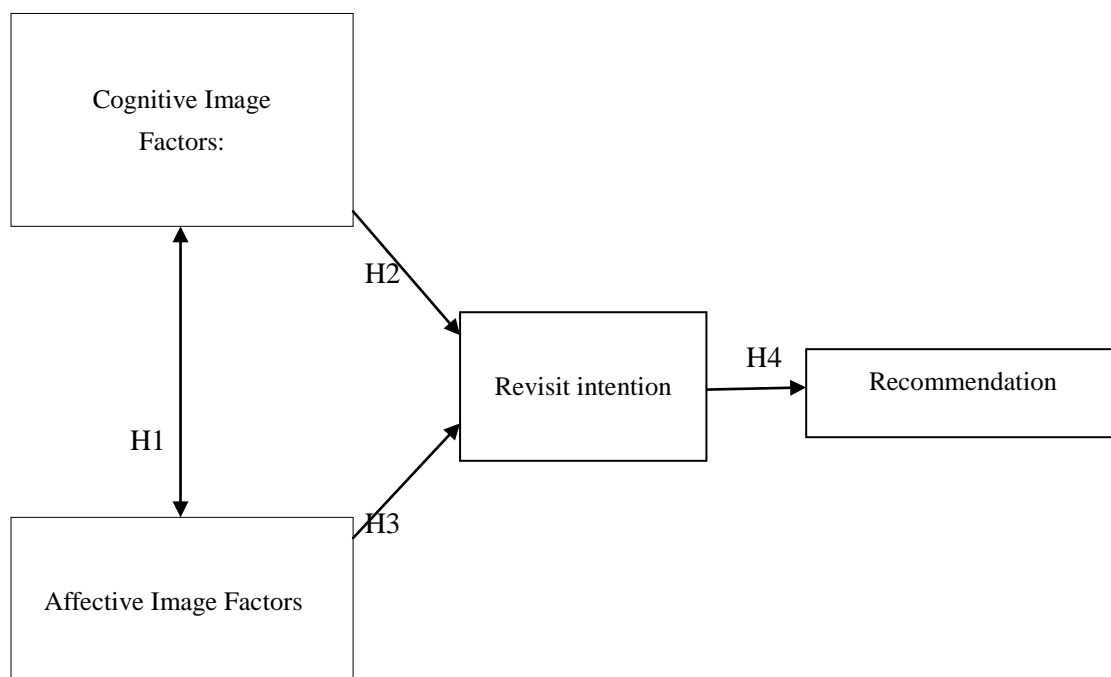
But in the destination image filed there is few research establish a target subject matter only include one country's out-bound tourists as a research target group. In this study, the relationship and the interaction among tourism destination image (cognitive image and affective image), destination (revisit and recommendation) are to be verified and researched to gather as a complete model system.

3.2 Research hypothesis

In order to achieve the objectives of the study four general research hypotheses are established and the H1 consist two sub- hypotheses H1-1 and H1-2.

H1: Assumes cognitive image and affective image have interacted relationships among them.

H1-1: Assumes the cognitive image have the significant influence on affective image.

H1-2 : Assumes that the affective image have the significant influence on cognitive image.

H2: Assumes the cognitive image variables make the significant influence on revisiting.

H3: Assumes the affective image variables make the significant influence on revisiting.

H4: Assumes the revisiting make the significant influence on recommendation. The detailed hypotheses model is shown in figure 3-1 in the model.

3.3. Questionnaire design

This study employed a research design using a sample survey, which aimed at describing the tourism image of JeJu Island from the image's two perspectives cognitive and affective. The survey questionnaire consisted of the following major sections: questions that measured the destination cognitive image, destination affective image, destination revisiting and recommendation intention, and questions designed to gather tourists 'demographic information. In the field of destination image studies, the self- administered survey questionnaire has been the most popular instrument used to assess destination image (Baloglu and Grinberg, 1997; Chon, 1990; Chon, Weaver and Kim, 1991). Therefore, this study also used a self-administered questionnaire, which consisted of four sections. The literature and survey instruments developed by past researchers provided the basis for developing the questionnaire for this study. The questionnaire was arranged as follows:

The first section of questionnaire was a collection of JeJu Island's cognitive image attributes with fifteen items, and the second section meant to extract the attributes of the affective image of JeJu Island consist fifteen items as well. Respondents were asked to express their agreement on the cognitions of cognitive image attributes and the mental feels about JeJu Island on the five-point Linkert scale varying from 'not at all (1)' to 'very agreement (5)'. The third section concerned JeJu Island revisiting and recommendation intention of Chinese tourists, this section was to examine how about Chinese visitors' revisiting and recommendation intention degree after visiting JeJu Island.

Respondents were asked to indicate their agreement on the revisiting and recommendation level on the five-point Likert scale varying from 'not at all (1)' to 'very agreement (5). The final section indicated the demographic characteristics of respondents including gender, age, residence, income, etc.

3.4. Research methods

Once the data is collected from the questionnaire, SPSS 17.0 was used for analyzing data. First, in order to observe the characteristics of the sample, frequency analysis is used to examine the social demographic profile of the respondents. Then, reliable value of each measurement used in the study is summarized by reliability analysis. On the next step, mean scores and standard deviation of each measurement used in the study is summarized by descriptive analysis. Factor analysis is used to do exploratory factor analysis, at the same time; reliability analysis is fulfilled by the reliability analysis. Research hypotheses are verified through SPSS17.0.

3.5. Data collection

JeJu Island is visited throughout the year, but from the preceding research by JeJu tourism organization indicated that the Chinese tourists visiting peak value occurs at June to October the study select a two-week period from September 15th to October 1th 2011 the survey sites are located at the airport, JeJu Lotte duty free shop and Shilla duty free shop because of the high density of the Chinese tourists. As a result, a total of 250 questionnaires were distributed. 245 were received, and excluded questionnaires with no response and insincere response, 231 usable samples were used in final analysis of the study, and resulting in a response rate of 92.4%. Five regions were divided: East of china, South of China, Northwest of North of China, Southwest of China, and Northeast of China.

Magnificent supports were came from the local guide among the survey duration as the Chinese tourists were too busy to have five or ten minutes for completing the questionnaires in the duty free shops especially when there were in the airport all of them were concentrated on packing their baggage so the guides′ assistants also be a required condition, As the reason, in this research most of the respondents are package tourists only a few individual Chinese tourists were included.

Chapter 4 Data analysis and Results

4.1. Respondents' demographic profile

The information of respondents' demographic profiles was collected. Respondents 'demographic profiles included gender, age, resident region, education, occupation, and family income. The condition of respondents in this research will be emerging from studying the Chinese tourists′ demographic profiles it will helpful to understand the basic structure of Chinese tourists in JeJu Island.

Approximately 46.5% respondents were male and females represented 53.5% of the sample. In terms of age, respondents were almost evenly distributed between 15-25(14.3%), 25-35(34.3%), 35-45(34.8%) 45-55(13.4%), over55 (3.4%). The minor groups were the people who are over 55 (3.4%), it implied that JeJu Island may be less attractive in attracting either younger or older tourists, as compared to other age groups.

Regard to the resident region, the majority of the respondents are come from the east of China (22.9%) and north of China (37.7%). May the preferable economic condition with the east of China occupied the larger portion of the respondents and the closest geographical location lead the north of China caused them occupied the largest portion of the respondents and follows by northeast (15.2%), south (16%), and southwest (8.2%). This result indicated that the distance always be the most important oriented factor influence on tourists' destination choice.

Most of them (62.8%) were highly educated graduated from a university or a collage, 20.3% of respondents graduated from senior high school, 8.7% of respondents graduated from

a junior high school and 8.2% graduate or above. In terms of current occupation, the listed in range of the rate agroforestry (2.6%), housewife (3.5%), technical (6.1%), scholar or teacher (6.1%), government employee (7.4%), students (6.9%), management (14.7%),private employee (17.3%), free occupation (17.7%), others (20.3%). From the result as the economic developed rapidly in China more and more occupations were created people who living in China have more and more diversified approaches to make themselves rich and also the attitude about occupation have been changed the Chinese living in this generation stop to set a stable occupation as a life dream.

The items about the visit frequency ranged follows: one time 76.4%, two times 15.8%, three times 6.0%, four times 2.1%. The information about tourists' family income was represent in US dollar the exchange rate was adopted as 1 USD v 6.35 RMB and the final data was emerged in approximate value as follow under 79 hundreds(13.4%), 79 hundreds-16 thousands(42.4%), 16 thousands-24 thousands(29.9%), 24 thousands-32 thousands (10.0%), over 32 thousands (4.3%) the result indicate that China is still a developing country as the citizen income level still have great distance off the common international income level they still live with a lower economic situation.

Table 4-1 Respondents Demographic Profiles (N=231)

	Content	N	Portion %
Gender	Male	108	46.5
	Female	123	53.5
Age	15-25	33	14.3
	25-35	79	34.3
	35-45	80	34.8
	45-55	31	13.4
	Over 55	8	3.4

Continue

Occupation	Agro forestry	6	2.6
	Housewife	8	3.5
	Technical	14	6.1
	Scholar teacher	14	6.1
	Government employee	17	7.4
	Students	16	6.9
	Management	34	14.7
	Private employee	40	17.3
	Free occupation	41	17.7
	Others	47	20.3
Resident region	North of China	87	37.7
	East of China	53	22.9
	South of China	37	16.0
	Northeast of China	35	15.2
	Southwest of China	19	8.2
Visit time	One time	176	76.4
	Two times	36	15.8
	Three times	14	6.0
	Four times	5	2.1
Family income	Less than 79 thousands	31	13.4
	79 hundreds-16 thousands	98	42.4
	16-24 thousands	69	29.9
	24-32 thousands	23	10.0
	Over 32 thousands	10	4.3
Education	graduated from university or collage	145	62.8
	graduated from senior high school	47	20.3
	graduated from a junior high school	20	8.7
	Graduated above	19	8.2

4.2. Reliability and validity analysis

At this stage to examine the factors underlying Destination image (cognitive image and affective image), an exploratory factor analysis (EFA) was taken out. Each scale is subjected to Principal Component Factor using Varimax rotation. The purpose of subjecting the items in a subscale is to verify if all of the items loaded highly on a single factor.

The appropriateness of factor analysis was determined by examining the eigen value, Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. An eigen value which is greater than 1.0 can produced factor. A value of 0.60 or above from the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test indicates that the data were adequate for EFA (Tabachnick and Fidel, 1989). A significant Bartlett's test of sphericity was also required. In order to ensure that factor identified by EFA has only one dimension and each attribute loaded only on one factor, attributes that had factor loadings of lower than 0.40 and attributes loading on more than one factor with a loading score of equal to or greater than 0.40 on each factor were eliminated from the analysis (Hattie, 1985).

After identifying the dimensions, a Cronbach's Alpha reliability test which estimates the internal consistency of items within each factor was conducted to evaluate the reliability of each measurement scale (Zaichkowsky, 1985).

4.2.1. Reliability

Table 4-2 showed clearly that the reliability values (from .731 to .764) of each measurement item of JeJu Island image (cognitive image) is more than 0.6 and the general reliability value of tourism destination image (cognitive image) items (.751) is more than 0.6, hence, the questionnaire of this study is reliable enough to do this research item and general reliability value in table 4-2. Hence, the questionnaire of this study is reliable enough to do this research.

Table 4-2   Reliability of JeJu Island image (cognitive image) Measurements

Measurement	Cronbach's Alpha if Item Deleted	General reliability value
Good climate	.739	
Appropriate price level	.742	
Various shopping facilities	.740	
Unique atmosphere	.734	
Full equipped tourism facilities	.726	
Various traditional food industry	.731	
A international city	.728	
Attractive natural scene	.737	
Abundant historical and cultural sources	.734	
Abundant tourism sources	737	.751
Many tourism spot	.736	
Full equipped recreation facilities	.733	
Comfortable and various accommodation facilities	.741	
No communication barriers	.764	
Affluent night entertainment activities	.748	

All items were assessed on a5-point Likert scale. (1=not at all,3=normal,5=very agreement)

Table 4-3   Reliability of JeJu Island image (affective image) Measurements

Measurement	Cronbach's Alpha if Item Deleted	General reliability value
High class tourism spot	.654	
Enjoyable in JeJu	.639	
Interesting	.635	
Staff with kind attitude	.652	
Attractive tourisms spot	.625	
With high quality treatment	.626	
Safe tourism environment	.668	
Tourism spot with strong contemporary	.650	.669
A place worth enjoying aesthetic	.642	
Has its peculiarity	.659	
Monotonous for trip	.729	
A feeling from alien country	.638	
Convenient for trip	.657	
With tradition	.651	
Comfortable for living	.664	

All items were assessed on a 5-point Likert scale. (1=notatall,3=normal,5=very agreement)

Table 4-3 showed clearly that the reliability values (from .729 to .625) of each measurement item of JeJu Island image (affective image) is more than 0.6 and the general reliability value of tourism destination image (affective image) items (.669) is more than 0.6 as well , therefore, the questionnaire of this study is reliable enough to do this research too.

4.2.2. Exploratory factor analysis

4.2.2.1 Exploratory factor analysis of cognitive image

Based on a cutoff value of an Eigen value of 1.0 or above, three cognitive image factors were obtained. These factors explained 53.75 percent of the variance and were labeled as 'tourism source','tourism facility' All items had factor loadings over 0.40. Kaiser – Meyer - Olkin measure of sampling adequacy and Bartlett's Test of Sphericity Chi-square were 0.768 and 352.496 (p<.001), and Cronbach's Alpha reliability scores were high enough to be reliable and appropriated for this study.

The procedure, to ensure that each factor identified by factor analysis had only one dimension and that each attribute loaded only on one factor. resulted in elimination of five items: the' Good climate', 'unique atmosphere', because of the two items' loading value or communality value less than 0.4, and even though the items 'No communication barriers', 'Affluent night entertainment activities' had a high communality values more than 0.4 but for the lower reliability values less than 0.45 these two items were eliminated.

The factor of 'tourism source' explained 28.048 percent of total variance with an eigen value of 1.963 and it composed of four items: 'Attractive natural scene', 'Abundant historical and cultural sources', 'Abundant tourism sources', 'Many tourism spot'. Next factor represented as 'tourism facility' which included three items: 'facility Full equipped tourism facilities', 'Full equipped recreation facilities', 'Various accommodation facilities' and it accounted for 22.310 percent of total variance with an eigen value of 1.562.

Table 4-4　Factor Analysis of cognitive Destination Image

Factors and items	Factor loading	Eigen value	Variance Explained (%)	Cronbach's Alpha
Factor: tourism sources				
Attractive natural scene	1.357			
Abundant historical and cultural sources	1.084	1.963	28.048	.660
Abundant tourism sources	.879			
Many tourism spot	.724			
Factor 2:tourism facility				
Full equipped tourism facilities	.678			
Full equipped recreation facilities	.626	1.562	22.310	.621
Various accommodation facilities	.567			
Total variance explained		50.357		

KMO=0.768 Bartlett's test of Sphericity=352.496

df=45 Sig.=.000

4.2.2.2. Exploratory factor analysis of affective image

Only one affective image factor were obtained. These factors explained 49.743 percent of the variance and were labeled as'Unpleasant/pleasant '. All items had factor loadings over 0.40. Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's Test of Sphericity Chi-square were 0.749 and 218.292 (p <.001), and Cronbach's Alpha reliability scores were high enough to be reliable and appropriate for this study.

Table 4-5 Factor Analysis of affective Destination Image

Factors and items	Factor loading	Eigen value	Variance Explained (%)	Cronbach's Alpha
Factor: Unpleasant/pleasant				
High class tourism spot	.830			
Enjoyable in JeJu	.639			
Interesting	.614	2.387	49.743	.721
Attractive tourisms spot	.596			
With high quality treatment	.530			
Total variance explained			49.743	

KMO=0.749 Bartlett's test of Sphericity=218.292
df=20 Sig.=.000

The factor of 'Unpleasant/pleasant' explained 49.743 percent of total variance with an eigen value of 2.387 and it composed of four items: 'High class tourism spot', 'Enjoyable in JeJu', 'Interesting', 'Attractive tourisms spot', 'With high quality treatment'.

4.3. Hypotheses testing

4.3.1 Hypotheses testing 1

Table 4-6 The Result of Testing The Research Hypotheses1-1

Dependent affective	Independent cognitive	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	Std.Error	beta			Tolerance	VIF
Hypotheses1 Unpleasant/pleasant	tourism source	.465	.059	.464	7.934	.000***	1.000	1.000
	Tourism facility	.328	.062	.327	5.253	.000***	1.000	1.000
R^2=.256, F=40.703, P=.000								

* p<.05, ** p<.01, *** p<.001

The hypothesis 1-1 assumes cognitive image have the significant influence on affective

image of JeJu Island. As the result in table 4-6, it was found that in hypothesis1 as shown in table 4-6 cognitive factor 'tourism source' B-value was .465 and T-value was 7.934, 'Tourism facility' B-value was .328 and T-value was 5.253 and the p-value both of them are 0.000, 0.000 which far less than 0.05 therefore, the cognitive image factors had the statistically significant influence on affective factor 'Unpleasant/pleasant' so the hypothesis1-1 was supported entirely.

Table 4-7   The Result of Testing The Research Hypotheses1-2

Dependent cognitive	Independent affective	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	Std.Error	beta			Tolerance	VIF
tourism source	Unpleasant/pleasant	.455	.059	.456	7.719	.000***	1.000	1.000
R²=.258, F=59.577, P=.000								
Dependent cognitive	Independent affective	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	Std.Error	beta			Tolerance	VIF
tourism source	Unpleasant/pleasant	.355	.062	.356	5.369	.000***	1.000	1.000
R²=.253, F=28.830, P=.000								

* p<.05, ** p<.01, *** p<.001

The hypothesis 1-2 assumes affective image have the significant influence on cognitive image of JeJu Island. As the result in table 4-7, it was found that in hypothesis1-2 as shown in table 4-7 the result indicated that the values out from the testing cognitive factor 'tourism source' B-value was .455, T-value was 7.719 and the P-value was .000. For the cognitive factor 'Tourism facility' B-value was .355, T-value was 5.369 and the P-value was 0.000, as well which far less than 0.05. Therefore, the affective factor 'Unpleasant/pleasant' had the statistically significant influence on cognitive image factors thus, the hypothesis1-2 was supported entirely.

4.3.2 Hypotheses testing 2 and 3

The second and third hypothesis assumes the cognitive image and affective image variables have the significant influence on revisiting of JeJu Island. As in table 4-8 the B-value was .245, T-value was 4.855 and the P-value was .000 the data indicated that the cognitive image factor 'tourism source' had the statistically significant influence on revisit and the B-value was .208, T-value was 4.059 and the P-value was .000 on 'Tourism facility' testing the result also emerged that the 'Tourism facility' have the positive influence on revisiting of Chinese tourists there is inevitable influence exist between cognitive image and revisiting, the hypothesis was supported.

Table 4-8   The Result of Testing The Research Hypotheses2 and Hypotheses3

Dependent	Independent cognitive	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	SE	beta			Tolerance	VIF
Hypotheses2 Revisiting	tourism source	.245	.050	.305	4.855	.000***	1.000	1.000
	Tourism facility	.208	.051	.259	4.059	.000***	1.000	1.000
R^2=.257, F=21.105, P=.000								

Dependent	Independent affective	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	SE	beta			Tolerance	VIF
Hypotheses3 Revisiting	Unpleasant/pleasant	.346	.048	.428	7.193	.000***	1.000	1.000
R^2=.183, F=17.846, P=.000								

because of the p-value are 0.000, which more less than 0.05 and B-value was .346, T-value was 7.193 the data in table 4-8 indicated that the affective image factor 'Unpleasant/pleasant' had statistic positive significant influence on revisit.

4.3.3Hypotheses testing 4

Table 4-9   The Result of Testing The Research Hypotheses4

Dependent	Independent	Unstandardized Coefficients		Standardized Coefficients	T-value	P-value	Colinearity Statictis	
		B	SE	beta			Tolerance	VIF
Hypotheses4 Recommendation	Revisiting	.465	.059	.464	7.934	.000***	1.000	1.000
R²=.150, F=40.685, P=.000								

The final hypothesis assumes revisiting intention of Chinese make significant influence on their recommendation as the table showed B-value was .456 T-value was 7.934 and P-value is 0.000 which way less than 0.05 thus, the hypothesis was proved the revisiting intention of Chinese tourists in JeJu Island have the positively significant influence on their recommendation.

Table 4-10   Hypothesis results summary

Hypothesis	Supported/rejected
assumes cognitive image have the significant influence on affective image of JeJu Island	Supported
hypothesis assumes the cognitive image variables have the significant influence on revisiting	Supported
hypothesis assumes the affective image variables have the significant influence on revisiting of JeJu Island	Supported
assumes revisiting make significant influence on recommendation	Supported

As the summary emerged all the hypothesizes were supported, the relationship between cognitive image and affective image of JeJu Island was clarified based on Chinese tourists statistics data and the relationship between Image and revisiting, the relationship between revisiting and recommendation also be clarified based on Chinese tourists. In next chapter implication and future discussion will be expounding.

Chapter 5 Conclusion

There are few studies assessing the relationship between destination cognitive and affective images, and the effect among tourism destination cognitive image, affective image and revisiting and the relation between revisiting and recommendation simultaneously to a tourism destination such JeJu Island. This study presents the conclusion of destination image (cognitive image affective), Chinese tourists demographic of JeJu Island and practical recommendations and revisiting are discussed. Finally, this chapter concludes with limitations and suggestions for future research.

5.1 Research findings and discussion

The purpose of the study is to investigate whether there the cognitive image effect affective image based on Chinese tourists surveys also the revisiting tend was clarified through influence test based on cognitive and affective image factors finally the influence test was operated to test the relation between revisiting and recommendation.

Firstly, the relationship among cognitive and affective was verified by data analysis. Secondly, find the relation between destination image and revisiting based on cognitive and affective image concerted data analysis the destination image have significant influence on revisiting. Thirdly, in this study proposed the hypothesis that the revisiting attitude has significant influence on recommendation and the result proved it. In the demographic findings the age group 25-45 was the main component of the sampled Chinese tourists, occupied 68.3% portion of them and the income level was concentrated to 79 hundreds-16 thousand dollars as the 43.2% in the total respondents and the main tourists generating region of the Chinese

respondents were north of China.178 respondents was the first time travel to JeJu Island 76.1% of them and 148 of the respondents want to come again.

Most of scholars examined tourism destination image though cognitive images with a few affective images until Baloglu and Mccleary (1999) conducted a model confirmed that a destination image not only bond with cognitive image closely but also the affective image and also in Kim B. G. (2001)′s thesis consider a destination image concentrated with both affective and cognitive image, them both used the path analysis to examine the formation of a destination image and share various of factors that had significant influence on destination image evaluation there is difference also the socio-psychological motivation was associated with in Kim B. G. (2001)′s research but not in the formers′ research but they were all focused on the formation of a destination image as a basic point. In this study also adopted the theory indicated that the destination image include cognitive image and affective and reexamined the cognitive image effect the affective image as well but this study raised a model associated with revisit and recommendation the specific factors of destination loyalty and combined the cognitive and affective image formed a structure emphasized on the predicting effect between or among them, these are the differences from prior studies

5.2. Implications to tourism destination.

By applying destination's various image components (cognitive image and affective image) and revisit and recommendation, a more concrete, integrated and competitive destination image and feature were identified. It will provide local tourism marketers with a more concrete view of JeJu Island as a tourism destination perceived by tourists. Such an

understanding is helpful for the marketers to create and develop a more appropriate destination image, a more attractive tourism destination, and a more competitive strategy, thus promoting JeJu Island a tourism destination more effectively and efficiently.

5.3. Limitations and Future research

As the finding indicated most of the sampled respondents are come from north of China they cannot represent all regions Chinese tourists so it is the main limitation. Second because of the survey site were located at airport and duty free shop with the guide's assistance so most of the respondents are package tourists. Therefore, the individual tourist responds are not counted accurately.

The results of the research indicated that the destination image has significant influence on the destination revisiting and recommendation based on the Chinese tourist. And in this research assumed that JeJu Island as a general tourism destination consisted lot of tourism facilities and corresponding facilities but in future can view the JeJu island as a natural resource tourism destination as JeJu Island possessed the terrific famous HanNa mountain and was chosen as the 7th world natural heritage the concept of eco-tourism also should be concentrated in the future. And this study explored the relationship among tourism destination image (cognitive image and affective image), destination loyalty (revisitand recommendation) of JeJu Island. Future studies could explore other affective and cognitive variables that might influence destination image, such as motivation for visiting JeJu Island focus on one specific point.

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Appendix

설 문 조 사

안녕하십니까?

　　　본 설문지는 "제주도에 대한 중국관광객들의 이미지 연구"에 관한

석사학위논문의 자료 수집을 위하여 작성 되었습니다.

　　　본 조사결과는 학술적인 목적이외는 다른 용도로 사용되지 않을 것입니다.설문

내용은 맞거나 틀리는 것이 아니므로 모든 항목에 답해 주시면 감사하겠습니다.

바쁘신 중에도 본 연구에 도움을 주셔서 대단히 감사합니다.

　　　　　　　　　　　　　　　　　　　　　　　　2010 년 9 월

　　　　　　　　　　　　　　　제주대학교 일반대학원 관광경영학과

　　　　　　　　　　　　　　　　　　지도교수 : 서용건 교수님

　　　　　　　　　　　　　　　　　　연 구 자 : 예방주

아래의 항목은 제주도 관광이미지(인지적 이미지)를 조사하기 위한 항목으로써
생각나는 느낌대로 표시하여 주십시오

설문문항	전현 그렇지 않다	그렇지 않다	보통 이다	그렇다	매우 그렇다
1. 제주도는 기후가 좋다	①	②	③	④	⑤
2. 제주도의 물값 수준이 적절하였다	①	②	③	④	⑤
3. 제주도는 다양한 쇼핑시설을 갖추고 있었다	①	②	③	④	⑤
4. 제주도는 독특한 분위기 있었다	①	②	③	④	⑤
5. 제주도는 관광시설을 잘 설지 하였다	①	②	③	④	⑤
6. 제주도는 식 다양한 향토음식이 있었다	①	②	③	④	⑤
7. 제주도는 국제화 도시다	①	②	③	④	⑤
8. 제주도는 아름다운 자연경관을 가지고 있었다	①	②	③	④	⑤
9. 제주도는 풍부한 역사문화경관 가지고 있었다	①	②	③	④	⑤
10. 제주도는 풍부한 관광 자원이 있었다	①	②	③	④	⑤
11. 제주도는 관광지 많다	①	②	③	④	⑤
12. 제주도의 휴양 시설을 잘 설지 하였다	①	②	③	④	⑤
13. 제주도는 다양하고 적절한 수박 시설을 가지고 있었다	①	②	③	④	⑤
14. 제주도에서 의사 수통 편리하였다	①	②	③	④	⑤
15. 제주도는 야간 위락활동 풍부하였다	①	②	③	④	⑤

아래의 항목은 제주도 관광이미지(정서적 이미지)를 조사하기 위한 항목으로써 생각나는 느낌대로 표시하여 주십시오

설문문항	전현 그렇지 않다	그렇지 않다	보통 이다	그렇다	매우 그렇다
1. 제주도 관광지는 고급스럽다.	①	②	③	④	⑤
2. 제주도에서 즐겁게 관광하였다	①	②	③	④	⑤
3. 제주도의 관광지 흥미 있었다	①	②	③	④	⑤
4. 제주도의 관광 중사 원 태도가 친절하였다	①	②	③	④	⑤
5. 제주도의 관광지 매력이 있었다	①	②	③	④	⑤
6. 제주도의 관광지관광지는 서비스품질이 높은 편 있었다	①	②	③	④	⑤
7. 제주도의 관광환경이 안전하였다	①	②	③	④	⑤
8. 제주도의 관광지는 현대적인 느낌이 든다.	①	②	③	④	⑤
9. 제주도는 여행비용과 비교해 가치 있는 곳이다	①	②	③	④	⑤
10. 제주도는 독특성이 있었다	①	②	③	④	⑤
11. 제주도의 관광지 단조 하였다	①	②	③	④	⑤
12. 제주도의 관광지는 이국적인 느낌이 든다.	①	②	③	④	⑤
13. 제주도 관광지는 관광하기 편리하였다.	①	②	③	④	⑤
14. 제주도는 전통성 가지고 있는 곳이다	①	②	③	④	⑤
15. 제주도의 환경이 조용하였다	①	②	③	④	⑤

다음은 향후 제주도의 다시 방문하고 추천 의도를 측정하기 위한 항목들 입니다.
귀하가 생각하기에 가장 적절한 번호에 체크해주십시오.

설문문항	전현 그렇지 않다	그렇지 않다	보통 이다	그렇다	매우 그렇다
1. 제주도에 다시 방문할 용의가 있다.	①	②	③	④	⑤
2. 친구나 친지에게 제주도 관광을 추천할 것 이다.	①	②	③	④	⑤
3. 제주도에 대해 좋게 얘기할 것이다.	①	②	③	④	⑤

인적 통계 사항

아래의 문항들은 단지 통계처리를 위한 문항들입니다.귀하의 응답은 익명으로 처리될 것입니다.

1.귀하의 현재 나이는?

(만 세)

2.귀하의 성별은?

①남자②여자

3.귀하의 직업은?

①회사/은행 직원 ②기술직 ③가정주부 ④자유직업자 ⑤공무원 ⑥학생 ⑦관리인원 ⑧학자/교사 ⑨노임업자 ⑩기타

4.귀하의 학력은?

①중출 이하②고출/직고 ③대학교 출 ④대학원재학이상
귀 기개의 연간 수입은 얼마입니까? 본인 및 함께 거주하는 가족의 소득을 포함해서 기입 주십시오.
연 수입 ( )

6.귀하가 제주도에서 관광횟수는?

① 1 번 ②2 번 ③3 번 ④4 번 이상

7.귀하가 현주 지역이 어디?

您好！

　□ □ □　谢大家能在百忙之中能抽出时间做这份调查报告

□ **研究是以**访问济州岛的中国观光客为对象，关于中国游客对济州岛旅游形象为主

题而进行的，本设问纸就是为了收集研究资料而设计的。调查结果以匿名处理，目的只

为统计，所以请放心的认真回答，衷心感谢您的配合。

　　　　　　　　　　　　　　　　□ □ □　谢阁下真诚的回答使本次调查顺利进行。

　　　　　　　　　　　　　　　　　　□ 导教授：济州大学大学院 观光经营系

　　　　　　　　　　　　　　教授　　　　　　□ 镛健

　　　　　　　　　　　　　　　　联系方式：010-5340-7255

　　　　　　　　　　　　　　调查员：济州大学大学院 观光经营系

　　　　　　　　　　　　　　研究生　　　　　□ □ □

　　　　　　　　　　　　　　　　　联系方式：

　　　　　　　　　　　　　　　　　010-2397-0617

下面是您对济州岛观光印象(认知印象)的测试项目.根据自己的感受在后面的号码上打上对号.

问项	非常不同意	不同意	一般	同意	非常同意
1.济州岛气候很好	①	②	③	④	⑤
2. 济州岛的物价水准很适中	①	②	③	④	⑤
3.济州岛有多样化的购物设施	①	②	③	④	⑤
4.济州岛的气氛很独特	①	②	③	④	⑤
5.济州岛的旅游设施很完备	①	②	③	④	⑤
6.济州岛拥有多样化的乡土饮食	①	②	③	④	⑤
7.济州岛是国际化都市	①	②	③	④	⑤
8.济州岛有魅力的自然景观	①	②	③	④	⑤
9.济州岛有丰富的历史文化景观	①	②	③	④	⑤
10.济州岛有丰富的旅游资源	①	②	③	④	⑤
11.济州岛有很多观光地	①	②	③	④	⑤
12.济州岛的休养设施很齐全	①	②	③	④	⑤
13.济州岛有多样化和合适的住宿设施	①	②	③	④	⑤
14.□ 济州岛无交流障碍	①	②	③	④	⑤
15.济州岛夜间娱乐活动很丰富	①	②	③	④	⑤

下面是您对济州岛观光印象(情绪印象)的测试项目.根据自己的感受在后面的号码上打上对号.

问项	非常反对	反对	普通	赞成	非常赞成
1.济州岛观光地档次很高	①	②	③	④	⑤
2.在济州岛旅游很享受	①	②	③	④	⑤
3.济州岛的观光地很有趣	①	②	③	④	⑤
4.济州岛的旅游工作人员态度很亲切	①	②	③	④	⑤
5.济州岛的观光地很有吸引力	①	②	③	④	⑤
6.在济州岛的观光地可以受到高品质的待遇	①	②	③	④	⑤
7. 济州岛的旅游环境很安全	①	②	③	④	⑤
8. 济州岛的观光地很有现代感	①	②	③	④	⑤
9. 济州岛是值得观赏的地方	①	②	③	④	⑤
10. 济州岛拥有独特性	①	②	③	④	⑤
11. 济州岛的观光地很单调	①	②	③	④	⑤
12. 济州岛的观光地有身在异国的感觉	①	②	③	④	⑤
13. 在济州岛观光很便利	①	②	③	④	⑤
14. 济州岛是具有传统性的地方	①	②	③	④	⑤
15. 济州岛的生活环境很安逸	①	②	③	④	⑤

下面是对济州岛再旅游和推荐意向的测试项目，根据自己的感受在后面的号码上打上对号

问项	□□□□	□□	□□	□	□□□
1.会再次来济州岛	①	②	③	④	⑤
2.会向亲友推荐来济州岛旅游	①	②	③	④	⑤
3.会向别人称赞济州岛	①	②	③	④	⑤

□□□ 问题仅作为统计用您的回答将以匿名处理。

1.您的年龄

（满岁）

2.您的性别

①□□ ②□□

3.您的职业类型？

①□□□□ 银行职员②□ 术职 ③□□□ 妇④□□ 职业者 ⑤□ 务员 ⑥学生 ⑦□□□ 员⑧学

□□□ 教师⑨农林业者 ⑩□□

4. □□□□□？□□ 与您住在一起的家人收入

（   ）

5.您来济州岛旅游次数?

① □□ ② 两次 ③ □□ ④ 4□□□

6.您的最终学历？

① □ 学以下 ② □□ 毕业或者职业高中毕业③ □ 学毕业 ④ 研究生在校或以上

8. 您在中国现住地（城市）？（   ）

Dear Tourists:

I am a Master candidate of tourism management at JeJu National University in JeJu, Korea, the purpose of this survey is to help me with my dissertation.

First of all, thanks for your support and help. This survey is use for researching   the relationship among destination cognitive and affective image, Chinese tourist revisiting and recommendation. It is an anonymous survey, intended only to help with my research paper, not for any other use.

Thank you for your time.

Advisor: Department of Tourism Management, Graduate School of   JeJu Nationl

University. Yung Kun Suh ,Ph.D,Professor.

Researcher: JeJu Nationl University tourism management Master candidate

Ni Fang Zhou

The following section is a list of attributes assessing your perceptions of JeJu Island

destination image (cognitive). Please put '√' in your proper answer

Item	Not at all	Not	Normal	agreement	Very agreement
1.Pleasant Climate	①	②	③	④	⑤
2. Appropriate price level	①	②	⑤	⑤	⑤
3.Virious shopping facilities	①	②	③	④	⑤
4.Unique atmosphere	①	②	③	④	⑤
5.Adventure tourism facilities	①	②	③	④	⑤
6.Possessed various traditional food	①	②	③	④	⑤
7.A international city	①	②	③	④	⑤
8.attractive natural resources	①	②	③	④	⑤
9.abundant historical and cultural scene	①	②	③	④	⑤
10.Abundant tourism resources	①	②	③	④	⑤
11.A lot of tourism spots	①	②	③	④	⑤
12.Complete leisure facilities	①	②	③	④	⑤
13.Various and appropriate accommodation facilities	①	②	③	④	⑤
14.No communication barriers	①	②	③	④	⑤
15.abundant entertainment even in night	①	②	③	④	⑤

The following section is a list of attributes assessing your perceptions

of JeJu Island destination image (affective). Please put'√'in your proper answer

Item	Not at all	Not	Normal	agreement	Very agreement
1. High class tourism spot	①	②	③	④	⑤
2.Enjoyable	①	②	⑥	⑥	⑥
3.Interesting	①	②	③	④	⑤
4.Staff with kind and friend attitude	①	②	③	④	⑤
5.Charmful tourism spot	①	②	③	④	⑤
6.Recived high quality service	①	②	③	④	⑤
7. Safe tourism environment	①	②	③	④	⑤
8. tourism with high contemporary	①	②	③	④	⑤
9. Worth visiting	①	②	③	④	⑤
10. Uniqueness possessed	①	②	③	④	⑤
11. Monotonous tourism spot	①	②	③	④	⑤
12. Have the exotic feelings	①	②	③	④	⑤
13. Convenient	①	②	③	④	⑤
14. With traditional	①	②	③	④	⑤
15. Comfortable life environment	①	②	③	④	⑤

Revisiting and recommendation survey. Please put '√' in your proper answer.

Item	Not at all	Not	Normal	agreement	Very agreement
1.will come again	①	②	③	④	⑤
2.will recommend to relatives ,friend	①	②	③	④	⑤
3.will commend JeJu to others	①	②	③	④	⑤

General social-demographic questions just as statistical data, please put '√' in your proper

answer

1. Age (   )

2. Gender

①Male ②Female

3.Type of occupation？

①Private employee ②Technical ③Housewife ④Free occupation ⑤Government employee

⑥Students ⑦Management ⑧Scholar teacher ⑨Agro forestry ⑩Others

4. family year income level？All family member counted

  (   )

5. How many times you have been in JeJu?

① One ② Two ③ Three ④ Four or above

6.Education level？

①graduated from a junior high school ② graduated from senior high school ③ graduated

from   university orcollage   ④ Graduated or above

8. Resident city in China ？ (   )