Importance and Satisfaction of Destination Attraction for Water-Based Tourism in Jeju Island

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Abstract

The purpose of this study was to verify importance and satisfaction of destination attraction for water-based tourism in Jeju Island using Importance-Performance Analysis (IPA). The participants of this study consisted of 429 water-based tourism participants who visited Jeju Island in Korea. The collected data were analyzed and interpreted using SPSS program, frequency analysis, exploratory factor analysis, reliability analysis, and Importance-Performance Analysis. The results of this study were as follows. First, quadrant 1 included in season and climate comfort, local souvenirs, and hospitality of tourism program guide. Second, quadrant 2 included six items with sports activities rental facilities, scenic viewing activity, hospitality of local residents, accessibility of the island, convenience of local island transportation, and tourism safety. Third, quadrant 3 included four items with congestion of sightseeing spot, the reputation of a tourist destination, amusement facilities, affordable price, and traditional foods Fourth, quadrant 4 included eight items with marine related experience training activity, coastal landscape and terrain, marine sports activity, accommodation and shopping facilities, marine festivals and events activity, rest and recreational activity, history and cultural heritage, and service facilities.

1. Introduction

The tourism industry is globally recognized as the single largest business (Haber & Reichel, 2005). Among various types, water-based tourism is attracting attention as the fastest growing industry. Recently, as marine leisure and marine sports have become popular and demand for them has increased, tourism centered on marinas and coasts has emerged (Collinces, 2008; Hall, 2001), as a highly interesting common phenomenon in Europe, North America, and many island nations. For this purpose, development of a tourism business model related to oceans is under way (Dawson, Maher & Slocombe, 2007). Water-based tourism is also recognized as a highly addictive tourism sector (Orams, 2002), which has been spotlighted for ocean-based leisure activities including, motor boating, scuba diving, fishing, windsurfing, yachting, and other marine sports.

Certain regions, for instance, Australia, Europe, Japan, and the United States, have very high water-based tourism participation rates (Smith & Stewart, 2007). Until a few years ago, however, on the Korean peninsula the development rate was very low, and participation rates were low compared with the global trend Nevertheless, the Korean government is now at the planning stage for appreciating and utilizing marine resources' growth potential. In particular, it plans to nurture water-based tourism and cruise and marina industries into tourism service industries (Chang, Park, Liu, & Roh, 2016). As such, water-based tourism resources reflect Korea's spatial and socio-cultural characteristics. Therefore, the Korean government should actively develop water-based tourism to improve local residents' quality of life promote local economic development, and the tourism industry in general (Kim & Ryu, 2009).

Indeed, Korea's natural environment shows that the tourism industry is highly likely to grow. Korea has 3,170 islands, 11,542km of coastline, 2.39km² of mud flats, 2,240 fish ports and catchments, and 306 beaches. In addition, about 70 large and small marine festivals and sporting events are held at scenic maritime locations around the country (Lee & Yeo, 2007). Additionally, in coastal areas, water-based tourism is actively sought as an alternative to urban and regional economic development. As an example, Jeju, is Korea's largest island, and

Jeju's most famous sightseeing locations attract not only Korean but also Japanese and Chinese tourists. The number of visitors to Jeju Island is expected to reach 10 million in 2013 and exceed 15 million in 2016. This number is also expected to increase as the number of tourists to Southeast Asia and neighboring countries increases. Furthermore, factors that attract increasing numbers of tourists to Jeju Island are as follows. First, tourists from neighboring countries, Japan and China, for instance, can easily visit the island because of low-cost, direct flights. Second, the social network service (SNS) for residents and tourists on Jeju has become an active means of publicity. Third, the number of marine and cruise tourists have increased. Finally, the number of tourists has surpassed 1.2 million and is expected to increase with various events and programs this year (Jeju Tourism Organization, 2016).

To compete as a tourist destination, Korea needs a broad approach to tourism planning (Hunter, 1997). Grasping what tourists value and how they form experiences and evaluate expectations is necessary (Litvin& Ling, 2001). Generally, since tourism experience begins with strong impressions of tourist destinations and places visited, innovative creation and proactive management of attractions are necessary to maintain the resources' positive attraction and experiences, which are the key elements of tourist sites (Oh &Ko, 2006).Until now, however, previous studies have focused on increasing the number of external visitors, but have not been able to improve the satisfaction of tourist sites by evaluating those visited internally. Therefore, continuous and efficient assessment of attractiveness can improve the tourists' level of satisfaction. In particular, Jeju's high likelihood of offering water-based tourism can actively establish a direction for efficient tourism development and management, as well as help create policy alternatives for attracting tourists. Importance-Performance Analysis (IPA) IPA understands the satisfaction of tourists with a simple statistical method and can prioritize the improvement of service quality. Particularly, by presenting strengths and weaknesses, efficient distribution of goods, services, resources, and competitiveness of tourism destinations can be clearly diagnosed. Thus, it was judged to be suitable for this study.

Therefore, this study evaluates water-based tourism's attractiveness on Jeju Island, using Importance-Performance Analysis (IPA) a relatively useful technique for evaluating tourist attractions and searches for improved directions based on analysis results suggesting alternatives to the island's current tourism policy.

2. Literature Review

2.1 Island Tourism

In the mid-20th century, island tourism began with the technological revolution and air transportation, which made far-flung islands reasonable destinations for tourism and its development (Bell & Bramwell, 2005). In particular, geographical isolation, a unique culture, and an attractive climate and environment are an island's main attractions. The distinctive natural ecosystem and unique lifestyle, differentiation, small scale, unique culture, wild ecosystem, marginal life, and primitive environment are characteristic of island tourism (Baum, 1999; Buhalis & Costa, 2006). However, island mysteries are disappearing due to the construction of commercial resorts and accommodations, artificial beaches, and irreverent golf courses. According to Twining-Ward and Butler (2002), expansion of tourism through development directly impacts the size of an island's economy, but for sustainability of island tourism, local residents and tourists should highly appreciate its attractiveness.

2.2 Destination Attraction

Tourists generally consider all of their destinations before traveling (Kozak & Rimmington, 1998). Thus, destination attraction is significantly influenced by others' recommendations and motivation to revisit a location (Enright & Newton, 2004). To attract tourists, the destination must appeal to the tourists more than other destinations. Leisen (2001) reported that destination attraction has more scope than enjoy for beautiful scenery and fails as a tourist destination without the attraction factor. In addition, Richards (2003) indicated that tourism attraction is necessary because most tourists classify destination attraction as a cross-cultural and intercultural experience as they attempt to experience something different and more colorful than there, perhaps, routine and repetitive lives.

2.3 Water-Based Tourism

Water-based tourism specifically relates to any touristic activity undertaken in relation to water resources: lakes, dams, canals, creeks, streams, rivers, waterways, marine coastal zones, seas, oceans, and ice-associated areas (Jennings, 2007). Although not clearly defined at present, many researchers have defined water-based tourism as a very comprehensive, diverse concept. However, definitions commonly used in previous studies involve activities to pursue changes in marine and coastal areas, the main motive of tourism activities, and activities that

take place in marine spaces and places (Hall, 2001; Orams, 1988). In terms of the global marine industry's growth, its size is expected to increase by 55.2% from US $232.2 billion in 2010, to US $360.3 billion in 2020 (Dowling, 2006). Accordingly, regions that can expect coastal development Australia, China, Europe, and Japan—are paying attention to water-based tourism combined with marine leisure, sports, and infrastructure, for instance cruises, marinas, yachts, and so on, as new tourism resources (Leiper, 2004).

2.4 Importance-Performance Analysis

Since its introduction by Martilla and James (1977), marketing research analysts have widely used IPA to measure satisfaction through customer-satisfaction surveys (Matzler, Bailom, Hinterhuber, Renzl, & Pichler, 2004; Martilla & James, 1977). In particular, it has been applied to tourism resource development policy evaluation and planning (Evans & Chon, 1989), followed by image and package travel evaluation, park facilities' evaluation, and outdoor-recreation ski-resort research (Hudson & Shephard, 1998; Pike, 2002). Previous studies' characteristics are that the research subject evaluates tourism objects and analyzes tourism sites with complex characteristics. IPA measures the significance and performance of evaluation elements (Figure 1), displays them on two-dimensional drawings, and assigns meaning according to the position. In quadrants divided by a center point, IPA can be expressed as "concentrate here," "keep up the good work," "low priority," and "possible overkill" (Hosseini &Bideh, 2014; Rial, Rial, Varela, & Real, 2008).

Quadrant 1: Contains the attributes that are perceived to be very important to customers, and the organization seems to provide high levels of performance. Thus attributes in this quadrant are referred to as the major strengths and opportunities for achieving or maintaining competitive advantage.

Quadrant 2: Contains the attributes that are perceived as low importance to customers, but the organization seems to provide high levels of performance. In this case, the organization should reallocate resources committed to attributes in this quadrant to other quadrants in need of improved performance.

Quadrant 3: Contains the attributes with low importance and low performance which are referred to as the minor weak-nesses. Thus attributes in this quadrant do not require a great deal of priority for improvement.

Quadrant 4: Contains attributes that are perceived to be very important to customers but performance levels are fairly low. These attributes are referred to as the major weaknesses that require immediate attention for improvement.
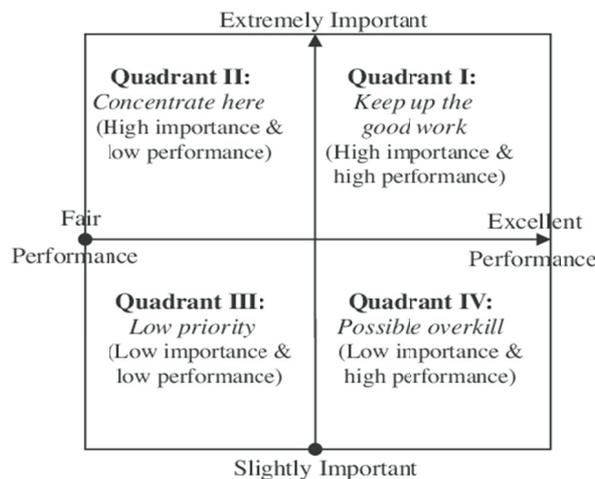

Figure 1. The Importance-Performance Analysis (IPA) matrix (Hosseini & Bideh, 2014).

3. Materials and Method

3.1 Subject of the Study

To examine importance and performance analysis of destination attraction for water-based tourism in Jeju Island, from May to August 2016, adult tourists who participated in water-based tourism in Jeju Island were selected as subjects. A convenience, non-random sampling method was used to select participants. In total, 435 questionnaires were distributed, and of these, 11 were eliminated based on a lack of information and low validity. Thus, data in 429 questionnaires were analyzed. A summary of the general characteristics of the study is shown in Table 1.

Table 1. General characteristics of the subjects of the study

Characteristics	Classification	N	%
Age	20's	108	25.2
	30's	214	49.8
	40's	73	17.1
	Over 50	34	7.9
Stay duration (days)	1 - 2	118	27.5
	2 - 3	235	54.7
	3 - 4 and more	76	17.8
Transportation	Rental car	381	88.9
	Tour bus	34	7.9
	Tour taxi	14	3.2
Information	Advertising	58	13.5
	SNS	233	54.3
	Acquaintance	138	32.2
Experience	1st time	214	49.9
	1-3 times	109	25.4
	Over 4 times	106	24.7

3.2 Research Procedure

The primary research method adopted in this study was the questionnaire method (survey). Table 2 outlines characteristics of the questionnaire. Questionnaire items included 5 questions pertaining to demographic characteristics, 22 focusing on importance of destination attraction, and 22 on satisfaction of destination attraction. Importance and satisfaction of destination attraction variables are composed with activity, convenience, facility, local and historical, natural environment, and hospitality. 22 items assessed destination attraction based on study by Ab Karim & Chi (2010) and Enright & Newton (2004) was translated and modified for this study. Questionnaires were measured on a five-point Likert scale ranging from 'Strongly disagree' (1) to 'Strongly agree' (5).

Table 2. Questionnaire characteristics

Configuration Index	Content	Number of Questions	Total
Demographic Characteristics	Age	5	5
	Stay duration		
	Transportation		
	Information		
	Experience		
Satisfaction of Destination Attraction	Activity	5	22
	Convenience	5	
	Facility	4	
	Local and historical	4	
	Natural environment	2	
	Hospitality	2	
Satisfaction of Destination Attraction	Activity	5	22
	Convenience	5	
	Facility	4	
	Local and historical	4	
	Natural environment	2	
	Hospitality	2	
	Total		49

3.3 Validity and Reliability Tests

The validity and reliability of the study were verified through an expert discussion on the questionnaire items. To access the questionnaire's content validity, 80 questionnaires were distributed. Of these, 7 were eliminated because of a lack of information. Therefore, 73 were used in the preliminary research. Despite that the test value in this study was verified in earlier work, it was re-verified to ensure a better result.

Regarding construct validity and to verify questionnaire reliability, and exploratory factor analysis and reliability analysis were conducted. With principal factor analysis for factor extraction, the varimax rotation method was based on an eigenvalue of 1.0 or more, while selected items had factor values of .6 and more. To verify the reliability of the study, Cronbach's α coefficient was used, and to determine if internal consistency was acceptable. Table 3 provides the results of the exploratory factor analysis.

Table 3. Results of the validity test: importance and satisfaction of destination attraction

Factor	Variable	Factor loading	Eigen-value (% of Variance)	α
Activity	Marine related experience training activity	.894	3.542 (14.763)	.868
	Marine festivals and events activity	.879		
	Rest and recreational activity	.863		
	Marine sports activity	.841		
	Scenic viewing activity	.820		
Convenience	Convenience of local island transportation	.845	3.304 (13.764)	.811
	Accessibility of the island	.821		
	Tourism safety	.792		
	Affordable price	.777		
	Congestion of sightseeing spot	.718		
Facility	Service facilities	.816	3.108 (12.950)	.807
	Sports activities rental facilities	.815		
	Amusement facilities	.813		
	Accommodation and shopping facilities	.792		
Local and historical	Local souvenirs	.801	2.731 (11.392)	.783
	The reputation of a tourist destination	.797		
	History and cultural heritage	.765		
	Traditional foods	.735		
Natural environment	Coastal landscape and terrain	.773	2.684 (11.175)	.761
	Season and climate comfort	.758		
Hospitality	Hospitality of local residents	.731	2.316 (9.714)	.720
	Hospitality of tourism program guide	.719		

3.4 Data Process

The remaining 429 questionnaires were used in the statistical analysis, which was conducted using SPSS version 22.0. The analysis method was as follows. First, for the general features of the study, a frequency analysis was carried out. Second, to assess the validity of the study, an exploratory factor analysis was conducted. Third, to verify the importance and satisfaction degree difference of water-based tourism of destination attraction, and analyzed the importance and satisfaction of destination attraction through IPA matrix.

4. Results

4.1 Importance-Satisfaction and Priority Analysis of Water-Based Tourism Destination Attraction.

The water-based destination attractions of importance-satisfaction and priority results were shown in Table 4. The average importance of hospitality was 3.62, which was the most importance, followed by convenience (3.38), environment (3.29), local and historical (3.17), activity (3.11), and facility (3.03). Specifically, 'hospitality of tourism program guide' was the highest in hospitality, followed by 'convenience of local island transportation' in convenience, 'season and climate comfort' in natural environment, 'local souvenirs' in local and historical, marine related experience training activity' in activity, and 'sports activities rental facilities' in facility. Satisfaction of natural environment was the highest in the average 3.32, followed by natural environment

(3.27), facility (3.06), hospitality (3.00), activity (2.98), local and historical (2.92), and convenience (2.75). Specifically, 'coastal landscape and terrain' was the highest in natural environment, followed by 'marine related experience training activity' in activity, 'accommodation and shopping facilities' in facility, 'hospitality of tourism program guide' in hospitality, 'history and cultural heritage' in local and cultural, and congestion of sightseeing spot' in convenience.

Table 4. Importance-satisfaction and priority analysis of water-based tourism destination attraction

Factor	Questionnaires	Importance			Satisfaction		
		Rank	M	$\pm$ SD	Rank	M	$\pm$ SD
Activity	1. Marine related experience training activity	13	3.10	1.213	1	3.66	1.271
	2. Marine festivals and events activity	16	3.06	1.321	6	3.24	1.281
	3. Rest and recreational activity	11	3.21	.931	7	3.18	1.423
	4. Marine sports activity	20	2.67	1.004	4	3.28	1.429
	5. Scenic viewing activity	7	3.51	.915	13	3.00	.976
Convenience	6. Convenience of local island transportation	2	3.71	.861	20	2.58	1.234
	7. Accessibility of the island	4	3.68	.792	18	2.88	1.131
	8. Tourism safety	8	3.43	.854	22	2.51	1.071
	9. Affordable price	18	3.03	1.083	19	2.85	1.073
	10. Congestion of sightseeing spot	14	3.09	1.012	15	2.93	1.213
Facility	11. Service facilities	12	3.11	.961	10	3.08	1.489
	12. Sports activities rental facilities	1	3.83	.887	12	3.01	.938
	13. Amusement facilities	22	2.56	.977	17	2.90	.955
	14. Accommodation and shopping facilities	21	2.65	1.017	5	3.25	1.598
Local and historical	15. Local souvenirs	9	3.36	.938	9	3.12	1.302
	16. The reputation of a tourist destination	15	3.07	1.101	16	2.91	1.214
	17. History and cultural heritage	10	3.22	.930	8	3.15	1.610
	18. Traditional foods	17	3.05	1.027	21	2.53	1.075
Natural environment	19. Coastal landscape and terrain	19	2.92	1.235	2	3.36	1.241
	20. Season and climate comfort	5	3.67	.792	3	3.29	1.123
Hospitality	21. Hospitality of local residents	6	3.55	.877	14	2.95	1.132
	22. Hospitality of tourism program guide	3	3.69	.860	11	3.06	1.236
Total			3.24			3.03	

4.2 IPA Matrix Analysis of Water-Based Tourism Destination Attraction

IPA was used to compare and analyze the relative importance and satisfaction of each characteristic through the importance and satisfaction of water-based tourism destination attraction. In this study, the method of setting the center point of the axes is based on the median of the maximum and minimum values of the whole averages, and the IPA intersection points are set. The horizontal axis is the satisfaction level and the vertical axis is the importance level (Duke & Persia, 1996; Martilla & James, 1997). The results of the analysis were shown in Figure 2 and Table 5.

Table 5. IPA matrix results of water-based tourism destination attraction

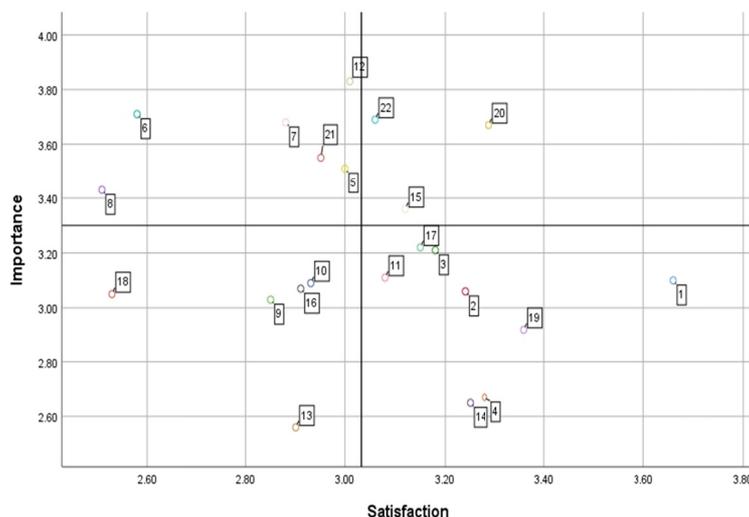| IPA Quadrant	Items
Quadrant 1	Season and climate comfort, local souvenirs, hospitality of tourism program guide
Quadrant 2	Sports activities rental facilities, scenic viewing activity, hospitality of local residents, accessibility of the island, convenience of local island transportation, tourism safety
Quadrant 3	Congestion of sightseeing spot, the reputation of a tourist destination, amusement facilities, affordable price, traditional foods
Quadrant 4	Marine related experience training activity, coastal landscape and terrain, marine sports activity, accommodation and shopping facilities, marine festivals and events activity, rest and recreational activity, history and cultural heritage, service facilities

Figure 2. IPA matrix of water-based tourism destination attraction

5. Discussion and Conclusion

This study's purpose was to define the destination attraction, using IPA, of water-based tourism in Jeju. The discussion based on the purpose and results follows. First, through IPA analysis, four quadrants were identified based on the average value of destination attraction of water-based tourism importance and satisfaction. Quadrant 1 included three items: season and climate comfort, local souvenirs, and hospitality of tourism program guides. These three items showed both high importance and satisfaction, indicating that management and operation are adequate at present for appropriate climate, local souvenirs, and service-oriented hospitality. Because Jeju is an island, it has a good climate for enjoying wind sports (JeJu Tourism Organization, 2016). Therefore, tourism products such as surfing, windsurfing, and yachting should be developed further. In addition, tour guides' hospitality satisfies tourists' expectations for service quality. The staff and guides' kindness gives satisfaction to tourists (Kwon, 2016), and intangible goods, such as human services, are important in tourists' decision-making (Thornton, Shaw, & Williams, 1997).Water-based tourism, which has a short period of participation, offers beneficial roles for guides because most of the time is spent with the guide. Therefore, continuous guidance education should lead to participation satisfaction.

Second, Quadrant 2 included six items: sports activities' rental facilities, scenic viewing activity, local residents 'hospitality, island accessibility, convenience of local island transportation, and tourism safety. These six items showed high importance and low satisfaction, indicating that intense efforts are required at present. Water-based tourism should provide rental facilities and programs for various sports because tourists want a variety of experiences. In addition, water-based tourists are inevitably exposed to accidents. Therefore, comfortable safety considerations are crucial (Jennings, 2007).In addition, accessibility and transportation are issues that Jeju Island should resolve. The number of passengers at Jeju Island airport is expected to reach 15.8 million in 2015, 18.7 million in 2020, and become saturated in 2025.In response to surging aviation demand, disadvantages in transportation infrastructure are expected to be resolved through construction of a new international airport (Jeju Tourism Organization, 2016).In transportation, providing convenience through tour or shuttle buses, in addition to rental cars, is necessary.

Third, Quadrant 3 included four items: congestion at sightseeing locations, the reputation of a tourist destination, amusement facilities, affordable prices, and traditional foods. The four items showed low importance and high satisfaction, indicating that these are not priority considerations. In other words, for Quadrant 3, Jeju Island is equipped with all the tourist destination's necessary conditions. Currently, Jeju Island is developing diverse local foods such as horsemeat, pork, and mandarin. However, Jeju Island's products that can attract potential tourists should be continuously developed (Seo, Park, & Yu, 2009).

Fourth, Quadrant 4 included eight items: marine-related experience training activities, coastal landscapes and terrain, marine sports activity, accommodation and shopping facilities, marine festivals and events, rest and recreational activities, history and cultural heritage, and service facilities. At present, these items should be reconsidered. Environmental factors and various facilities' expansions are well implemented and give tourists great satisfaction. The 2007 UNESCO World Heritage Designation and the 2011 World Seven Natural Landscapes selection indicate that Jeju Island's tourism brand image has risen (Belle & Bramwell, 2005). Thus,

the number of domestic and foreign tourists will likely increase. In the long run, continuously developing tourism products that reflect the natural ecosystem and unique living culture are crucial to the island's sustainability as an attractive tourist destination. Previous studies showed the difficulty of defining tourist satisfaction in outdoor leisure services, because tourists may be satisfied with the service in tourism programs but not with their participation. Therefore, a deeper exploration of tourist satisfaction in the water-based tourism context is needed in future research.

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