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A Study on Visitors'  
Motivations and Satisfactions -  
Focused on Jeju National Museum

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A Study on Visitors'  
Motivations and Satisfaction  
– Focused on Jeju National Museum

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A Study on Visitors' Motivations and Satisfactions  
- Focused on Jeju National Museum

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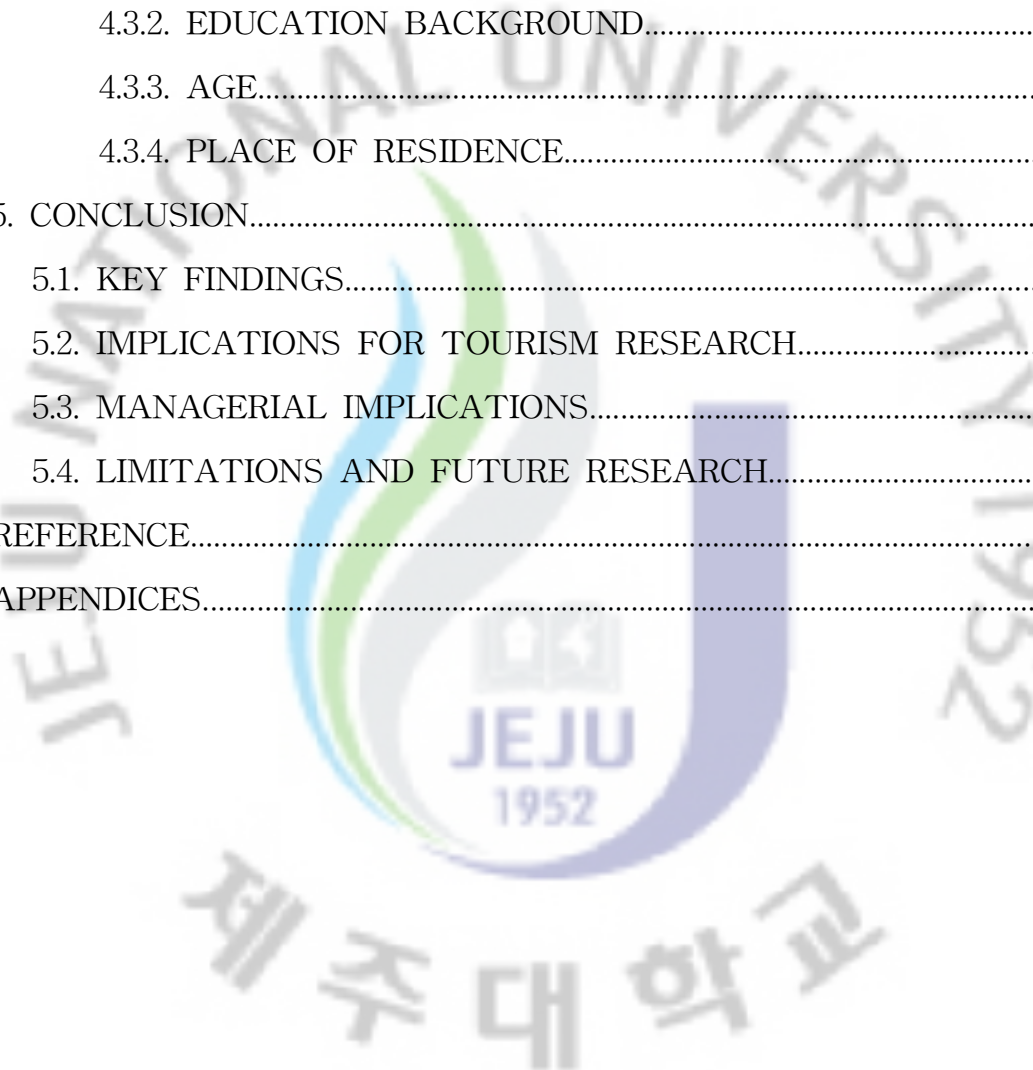
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## ABSTRACT

Museums are a type of cultural attractions with unique features and are increasingly being used as instruments for promoting tourism and boosting the regional economy. In order to better understand the museum market and achieve better service, the main objective of this study, based on earlier studies, is to examine whether the demographic characteristics of museum visitors made any significant differences to the motivations and satisfactions toward their museum experience. Jeju National Museum was chosen to be the research site for being the only national cultural museum with large scale in Jeju. The choice of a single center for the collection of data was an attempt to place the research in a similar context for all visitors, so that any possible influence of contextual factors on variables studied could be avoided. A total of 274 samples were collected for a period of 3 weeks, from November 3 to November 19 2008, during the opening hours of the museum, by using survey method with self-administered survey questionnaire. Frequency, factor analysis, t-tests and ANOVA were utilized to analyze the collected data. The results of factor analyses identified five push factors domains and three pull factor domains underlying respondents' ratings. Satisfaction factors were developed by asking visitors to evaluate the degree of accomplishment of their expectation. It was found out that there were significant differences between/among gender, age, education background and place of residence in terms of motivations and satisfactions toward museum experience. The research also revealed that knowledge seeking, among other push motivational dimensions, is the most important factor attracting tourists to Jeju National Museum. The study results hold useful implications for museum managers and researchers interested in studying how demographic characteristics impact visitors' motivations and satisfactions.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The purpose of this paper is to investigate the relationships among motivation and satisfaction of museum visitors according to demographic profiles. Museums have been founded and developed for a variety of purposes: as recreational facilities, as educational resources, or as means of contributing to the quality of life of an area, or to attract tourism to a region, to promote civic pride or nationalistic endeavor, or even to transmit overtly ideological concepts. Recent trends in world tourism show a sharp increase in "cultural tourism" as opposed to more hedonistic or recreational kinds. Besides ensuring the preservation and conservation of the community's cultural and natural heritage, museums, along with art galleries, theaters, film festivals and other cultural assets, play a large part in attracting tourists. Economic calculations show that each "cultural" attraction has a large monetary value, by bringing in visitors who spend money on these as well as on beach, natural features, sports events and recreational attractions (Graburn, 2000).

However, attitudes to museums and the expectations which people have of them are changing worldwide. Museum goers are increasingly expecting a greater degree of involvement and participation in museums (Ambrose & Paine, 1993). Understanding the various motivations of museum visitor becomes the key to decide what kind of service the museums should provide to satisfy different needs. On the other hand, a museum is a unique place where visitors communicate and interact with exhibits in a given architectural

space. Each visitor has a different interpretation and appreciates each exhibit in his/her own way. According to Thompson (1993) by visiting a museum, people learn and obtain information, gain enjoyment and acquire an aesthetic, exciting experience. These emotional affects have a positive influence on a visitor's satisfaction. In this sense, knowledge of consumer psychology is extremely important in determining the success of museums. Recently, research on museums has become a major theme of study about tourists and host communities (Pretes, 2002), attraction management (Orbasli, 2000), and the history presented (Poria et al, 2006). Surprisingly, very little research considers the relationship between the tourist and the space visited a link regarded as important for better management of historic places (Shackley, 1999). Before researching the market, market segmentation makes it easier to identify groups of people with the same consumer needs. Therefore, demographic characters which are believed to be a basis for segmentation were used in the study as variables to not only identify the different motivation and satisfaction exist, but also the degree of difference.

## 1.2 Museums in Jeju

Jeju Island is characterized by a distinction of cultures, languages, traditional practices and customs which belongs to Jeju only. There are over 40 museums in Jeju, including the Jeju National Museum, the Jeju Folklore & Natural History Museum, the Peace Museum, and the Museum of African Art. Each of them has its own unique theme, such as folklore, natural history, foreign arts, food, cinema - and even sex. About half of the museums are connected with the National Folk Museum of Korea through the 'Network of Museums' Cooperation.' The Network was initiated in 2005 to help local museums and has been led by NFMK. At its own expense, NFMK

provides local museums with educational programmes, professional assistance to repair and arrange collections and various workshops. The collaboration and cooperation between central and regional government to develop Jeju also plays an important role in designing and implementing any project on Jeju Island (Han, 2007). Table 1 shows the museums located in Jeju Island.

Public / Private	Name	Location
Public	<ul style="list-style-type: none"> <li>- Jeju National Museum</li> <li>- Jeju Education Museum</li> </ul>	Jeju City
Private	<ul style="list-style-type: none"> <li>- The Spirited Garden</li> <li>- Jeju Folklore &amp; Natural History Museum</li> <li>- Psyche World</li> <li>- Jeju Love Land</li> <li>- Jeju Stone Park</li> <li>- Mini Mini Land</li> <li>- Dolharbang Park</li> <li>- Banglimwon</li> <li>- Jeju Peace Museum</li> <li>- Chocolate Museum</li> <li>- Hallim Park</li> <li>- Haenyeo Museum</li> </ul>	Jeju City
	<ul style="list-style-type: none"> <li>- Sinyoung Cinema Museum</li> <li>- Museum of African Art</li> <li>- Storium</li> <li>- Teddy Bear Museum</li> <li>- Kim Young Gap Galley Dumoak</li> <li>- Sex Museum</li> <li>- Jeju Art Park</li> <li>- O'Sulloc Tea House</li> <li>- Soingook Theme Park</li> <li>- Jeju Folk Village Museum</li> <li>- Seokbujak Theme Park</li> <li>- Citrus Museum</li> <li>- Sound Island Museum</li> <li>- Ilchulland</li> </ul>	Seogwipo City

Table 1. Museums in Jeju Island (source: the Museum's Association of Jeju Province)

### 1.2.1 Scope of the Study - Jeju National Museum

The lure of cultural heritage draws more and more tourists to Jeju annually. Being the only National Museum on Jeju Island, Jeju National Museum

opened on June 15, 2001. The Museum contains central hall, six permanent exhibition rooms, one special exhibition gallery, and outdoor exhibits. About 1,300 items are on permanent display. It is one of a list of cultural attractions on the island which focuses on history, archaeology and culture of the island. Jeju is Korea's largest island which boasts a long history and unique traditional culture from the prehistoric age to the present day. It has played an instrumental part in the cultural exchange in Northeast Asia through the centuries as it is on the sea-lanes linking China, Japan, Okinawa, Taiwan, and other countries. Jeju National Museum presents the unique history and culture of Jeju in one place. On display are artifacts and relics excavated from historic sites all over Jeju and objects of historic value from other regions. As a cultural center charged with the mission of maintaining and creating the culture of Jeju in the future, Jeju National Museum fulfills its role as an open cultural space together with visitors.

The Museum exhibits its permanent collection on local culture and historic development chronologically and by theme. The exhibition room of prehistory and archaeology presents the volcanic activities of Jeju Island and the prehistory culture. Tamna galleries present the development of very unique Tamna culture from the three-kingdom period to Goryeo period. The objects on display in the Joseon period gallery are classified according to themes. Kim Sun-i's donations in the donation gallery, including clothing, furniture and earthenware, present an everyday life of Jeju people. The artifacts on display are accompanied with information and illustrations presented on panels and audio-visual materials. It also presents special exhibitions such as 'Life in Jeju, Beauty of Jeju' and 'History of Navigation and Shipwrecks' to show the essence of both Korean and Jeju culture and offer insight into maritime exchange in Northeast Asia through the centuries. The numerous artifacts on display at the Museum were donated by citizens and organizations. Cultural

artifacts excavated from Jeju are systematically and efficiently taken care of. The Museum's 'Conservation Science Room' scientifically preserves all artifacts in the Museum's possession. Table 2 and Table 3 below show visitor statistics from year 2001 to October 2008 done by Jeju National Museum.

Visitors		Year	2001	2002	2003	2004	2005
Domestic Visitors	Admission	Visitors	35,804	64,496	67,851	62,334	56,167
		Revenue (Won)	12,728,540	22,888,280	23,900,310	21,935,200	20,466,600
	Free Entrance		81,595	93,704	202,980	214,154	244,381
Total Domestic Visitors			117,399	158,200	270,831	276,488	300,548
Foreign Visitors	Admission	Visitors	999	1,277	1,587	1,775	1,322
		Revenue (Won)	368,730	472,490	571,350	710,000	500,600
	Free Entrance		182	186	214	180	243
Total Foreign Visitors			1,181	1,463	1,801	1,955	1,565
Total Visitors			118,580	159,663	272,632	278,443	302,113

Table 2. 2001-2005 Jeju National Museum visitor statistics (Source: Jeju National Museum)

Year	Total	Domestic	Foreigner				
			Total	Japanese	Chinese	Other	English
2006	301,899	299,869	2,030	867	497	327	339
2007	216,402	213,665	2,737	1,128	579	926	104
2008.10	208,325	205,581	2,744	1,020	518	786	420

Table 3. 2006-2008 Jeju National Museum visitor statistics (Source: Jeju National Museum)

### 1.3 Need for the study

The success of marketing destinations should be guided by a thorough analysis of tourist motivation and its interplay with tourist satisfaction. A market can be thought of as the social and economic context within which a museum operates. All museums operate with a market. The market will vary from place to place, country to country. Understanding the nature and composition of the market is important. Researching the market will help determine whether the museum is offering the right type or mix of services to the visitors, at the right location, at the right times and at the right level.

Besides, museum users are increasingly expecting a greater degree of involvement and participation in museums. Through the study the museum visitors' interests and concerns, likes and dislikes, needs and wants which are critically important when provide successful museums and services can be understood (Ambrose & Paine, 1993). Furthermore, according to Weiler (2000), the growth of special interest tourism which includes cultural tourism is presumed to be more rapid than other forms, attributed mainly to the increased sophistication of the public and the resulting demand for more focused and high-quality tourism experience. As a result, museums have given much more serious consideration to attracting tourists in recent years (Harrison, 1997). Museums are important institutions to convey the value of Jeju culture. Understanding the visiting motivation and satisfaction of different gender groups is useful to help Jeju to broaden its appeal to more visitors who are interested in Jeju culture and gives Jeju tourism industry a competitive edge.

#### 1.4 Purpose of the study

One of the most important questions from the point of view of cultural tourism marketing and management is the motivation and satisfaction of cultural tourists. The traditional attractions, such as museums, are still the most important sites visited by tourists (Richards, 2001). Before marketing museums, market segmentation has become a valuable instrument in planning appropriate marketing strategies. Market segmentation is a technique used to subdivide a heterogeneous market into homogeneous subgroups. It is based on the idea that a market is composed of subgroups of people and that each subgroup has different, specific needs and motivations in defining quality perception, since it is ideal to align delivered quality with anticipated quality.



Among many variables, demographic characteristics have long been used as the basis of segmentation (박천우, 2008). Cha, McCleary, and Uysal (1995) noted that age and education were statistically significant predictors in their study of Japanese foreign travelers' behavior, and Mudambi and Baum (1997) reported that country of origin was more important than other demographic and behavioral characteristics in influencing visitor spending behavior in Turkey. However the power of age, gender, and wealth to predict purchasing behavior is markedly situation dependent because they are only indirectly related to visiting intentions. As for a museum, a market can be thought of as the social and economic context within which a museum operates. Considerable time and effort have been invested in understanding the motivations of museum visitors. Historically such research has been driven by marketing concerns, and a disproportionate number of studies focused on visitor demographics (Ambrose & Paine, 1993).

The purpose of this paper is to investigate the relationship among demographic characters, motivation and satisfaction of museum visitors, in order to achieve an general understanding of the market. The ability to identify and serve tourists and create a dialogue with them has become a necessity for destinations (Bloom, 2005). Three research questions were addressed:

Research Question 1. Are there significantly different motivations and satisfactions for museum visitors?

Research Question 2. Are there significantly differences in motivations and satisfactions of museum visitors according to different demographic characteristics such as gender, education background and age?

Research Question 3. Are there significantly different motivations and satisfactions among local and non-local visitors?

## 1.5 Definitions of terms

The following terms, beginning with a capital letter, will bear the meaning defined in this article, without any distinction when used in the singular or the plural:

1. Museum - a museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (International Council of Museums, ICOM website).
2. Demographic Profile - Background data include geographic area of residence, age, sex, household size, race, household income, education and occupation (Okrant, 2000).
3. Motivation - psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behavior and activity (Yoon & Uysal, 2003).
4. Satisfaction - the positive result of the consumption of goods and services. Satisfaction results when the tourist's expectations are met. It is linked to other factors of behavior such as motivations and the service encounter (Gallarza, 2000).



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Cultural Tourism and Museums

Culture is a multidimensional concept, a motivation, and a driving force that is an ethos – an intersubjective face – only apprehended by its effects (Hunter & Suh, 2007). Enhanced interest in the cultures of others has generated a popular demand for cultural tourism within a highly competitive leisure industry environment. Cultural tourism may be defined as that activity of persons in their tourist destination and during their travel from their normal place of residence which enables them to explore or experience the different way of life of other people, reflecting the social customs, religious traditions and intellectual ideas of a cultural heritage in such a way as to fulfil their cultural needs, desires and wants (Richards, 2001).

Much of cultural tourism thrives on the selected remnants of a (assumed to be) simpler and more authentic past, thus triggering "nostophobia". In fact, "nostalgia for the premodern" has spurred the demand for cultural tourism over the last few decades (Graburn, 1998; 오상훈, 2005). As consumer resources, contemporary cultural institutions such as the museums exist to provide an authentic experience, rather than just act as agents of conservation (Prentice, 2001; 이 후 석. 2008).

The history of museums and of the institution "museum" through the ages is linked closely to the history of society and to the evolution of knowledge. The word museum has classical origins. In its Greek form, *mouseion*, it

means "Seat of the Muses" and designated a philosophical institution or a place of contemplation. Use of the Latin derivation, museum, appears to have been restricted in Roman times mainly to places of philosophical discussion. The International Council of Museums (ICOM) defines museum as "a non-profit making, permanent institution, in the service of society and its development, and open to the public, which acquires, conserves, researches, communicates and exhibits, for the purposes of study, education and enjoyment, material evidence of man and his environment." Museum in the modern sense developed in Europe in the seventeenth century. The first use of the term 'museum' in English was in 1682; it described the collection of strange, rare and exotic things that the gentleman Elias Ashmole gave to the University of Oxford (Ambrose and Paine, 1993). As institutions, museums may reveal remarkable diversity in form, content, and even function, but all museums have as common goals the preservation and interpretation of material aspects of society's cultural consciousness.

Museums provide a significant range of benefits to their areas. Museums ensure the preservation and conservation of the community's cultural and natural heritage. In a very real sense museums enhance the quality of people's lives and can play a key role in developing a sense of identity for the area in which they are located. Furthermore, museums can have an important role to play in economic regeneration in urban or rural areas. Where tourism is part of the local economy, museums and other visitor attractions act as magnets for attracting tourist visitors. They will then spend money within the local area in shops, restaurants, garages, hotels and markets. (Ambrose & Paine, 1993).

Traditionally, and in the normally accepted sense of the term, a museum holds the primary tangible evidence of aspects of man and his environment.

In this it differs markedly from the library, with which it is often associated, because the items housed in museums are mainly unique and constitute the raw materials of study and research. Museums' major weapons, besides history and current popularity, are their long-standing authority as honest, neutral, and informed experts and the possession of real things presented in real ways (Falk and Dierking, 2000). Yet today museums vary enormously. They range in size from great international museums to the smallest one-room village museum. They vary enormously, too, in their purpose. Some are intended purely to amuse and entertain holiday-makers; others preserve the data on which scientific research is based. They vary in their collections: from insects to historic industrial machinery, from ancient statues to pathological specimens, from modern paintings to revolutionary flags. They vary in who runs them. They vary in the public they seek to serve. With their diverse origins, varying philosophies, and differing roles in society, museums do not lend themselves to rigid classification. Nevertheless it is convenient, for a variety of purposes, to group them. Ambrose and Paine (1993) made an assortment of museums (see Table 4, p. 12)

Museums today are much more accessible: they stand in the open air or are open to the general public throughout the day (MacCanell, 1976). Millions upon millions of people visit museums every year in countries throughout the world, and the number of museums increases day-by-day. Enhanced interest in the cultures of others has generated a popular demand for cultural tourism within a highly competitive leisure industry environment. As consumer resources, contemporary cultural tourism institutions such as the museums exist to provide an authentic experience, rather than just act as agents of conservation (Chhabra, 2008). The relationship between museums and tourism has been the subject of consideration by the museum profession in recent years. Writing about the museum and the visitor experience over 20 years

Classified by collections:	
- general museums	- geology museums
- archaeology museums	- science museums
- art museums	- military museums
- history museums	- industrial museums
- ethnography museums	- etc.
- natural history museums	
Classified by who runs them:	
- government museums	- army museums
- municipal museums	- independent or private museums
- university museums	- commercial company museums
Classified by the area they serve:	
- national museums	- local museums
- regional museums	
Classified by the audience they serve:	
- educational museums	- general public museums
- specialist museums	
Classified by the way they exhibit their collections:	
- traditional museums	- historic house museum
- open-air museums	

Table 4. Museum classifications by different varieties. (Source: Ambrose & Paine, 1993)

ago, Nelson Graburn (1977) also saw the connections between museums and tourism. Graburn felt that museums were inextricably related to tourism in many ways. Both are relatively modern phenomena that were once the exclusive province of the rich and powerful but developed in the modern era into activities for the ordinary citizen. Both are public in that they are mass phenomena that take place away from the private home, and both involve the magic of a trip, an out-of-the-ordinary experience. Graburn believe that museum-going had become part of the postindustrial reorientation to leisure and work.

The growing importance of museums as cultural attractions has drawn the attention of tourism researchers for some time, but most of the work to date emphasizes demand side issues (Harrison, 1997; Urry, 1990). For much of the 20th century the generally accepted definition of the museum has been an institution which serves to collect, conserve, research, interpret and exhibit

society's material culture (Weil, 1990). Museums have traditionally been spaces where a society can celebrate its past and form a sense of its cultural identity (Urry, 1996). Over the last decade, however, there has been increasing attention to a "cultural revival" of heritage experiences as popular leisure and urban tourism activities (Hewison, 1987). For instance, in an account of the effort to preserve Canadian Inuit, Graburn (1998) noted that museums representing the Inuit culture pose a "two-stage general view of the past, catering both to the White tourist's expectations and to the education of local school children". Politicians and planners have taken the opportunity to integrate museums into economic development initiatives in both large and small urban centers (Zukin, 1995). In simple terms, the role of the museum is evolving, with cultural institutions expected to perform a broader range of economic functions, often as part of complex urban redevelopment strategies (Urry, 1995).

Museums have been used as the main attractions drawing tourists into the city (Tufts & Milne, 1999). Museums reflect an essential sense of a particular time and place unavailable elsewhere, and help to define the overall tourism product. Their unique architectural styles and permanent exhibits give tourists "something distinctive to gaze upon" (Urry, 1990:128). Recent research has demonstrated that they expect "to learn something" when visiting museums (Jansen-Verbeke & van Rekom, 1996) and to see an honest representation of a "good local place" (Harrison, 1997). Regardless of the specific nature of the "pull factor" attracting visitors, planners have included museums in the overall promotion of urban destinations, leading researchers to classify these cultural institutions as primary elements of the tourism product (Jansen-Verbeke, 1986).

These have also been emphasized by the museum profession in recent years



as many museums reach out with increased vigor to draw in the tourists, with the intention of increasing attendance revenues. Museums have been gathering information on their visitors since at least the late 20s. Most of these studies focused on gathering quantitative information (Dixon, Courtney & Bailey, 1978), although some limited early work strove for a more qualitative approach to museum visitation (Draper, 1977). In recent years, there has been a greater concentration on collecting data of a more qualitative nature. But as yet there is still much work to be done on understanding the behaviors and nature of the experience for different categories of museum visitors. Specifically of interest here are details of the nature of tourists' experiences, what makes a museum an attraction, and what the tourist looks for when visiting a museum (Harrison, 1997).

Museums are one of a collection of institutions that provide the public with educational experiences, and they are also part of the collection of institutions that provide the public with leisure experiences. Today's museum-goers share a perception that learning is a lifelong activity and not vested exclusively in the schools. The museum-going public's idea of entertainment, at least for that time when they are at the museum, is not the same as the theme-park-going or shopping-mall-going public's idea of entertainment. The individuals who chose to go to the museum were seeking a learning-oriented entertainment experience. The public's increasing appetite for experience has propelled them to discover or, in many cases, rediscover the museum (Falk & Dierking, 2000).

## 2.2. Motivation

The word motivation comes from the Latin term *motivus* ("a moving cause"), itself derived from *motus* ("moved"). It is recognized that motivation is only

one of many variables which may contribute to explaining tourist behavior. To expect motivation to account for a large portion of the variance in tourist behavior is probably asking too much since there may be many other interrelated influences operating. Nevertheless, motivation is considered a critical variable because it is the impelling and compelling force behind all behavior (Crompton, 1979; 서철현 & 고희석, 2008). The term motivation popularly refers to the causes of behaviors; i.e., whatever it is within the individual that incites action. Thus, it is often said that someone is highly motivated for success and, more specifically, that success serves his motive for achievement or for power, status, recognition, or some other more specific motive.

In general, motivation occurs when an individual wants to satisfy a need (홍부길, 1994). A motive implies action; an individual is moved to do something. Basic motivation theory describes a dynamic process of internal psychological factors (needs, wants, and goals) that generate an uncomfortable level of tension within individuals' minds and bodies. These inner needs and the resulting tension lead to actions designed to release tension, which thereby satisfy the needs (Goossens, 2000; 윤유식, 박창수, 2006). Heckhausen (1989) regards motives as latent needs. Terms such as hunger or thirst denote categories of needs. As mere needs, they are neutral. As motives, however, these needs indicate a subject who is feeling the need, including a directed force driving the subject, as well as a specific, or a class of objects towards which the need is directed. If motives can be qualified within these parameters, they become motivations. Motivation theories indicate that individuals constantly strive to achieve a state of stability, a homeostasis. Their homeostasis is disrupted when they are made aware of a need deficiency. This awareness creates wants (Goossens, 2000).

Gnoth (1997) argues motivations indicate object-specific preferences. To be motivated to satisfy a need, an objective must be present. The individuals must be aware of a product or service and must perceive the purchase of that product or service as having a positive effect on satisfying that now conscious need. Then, and only then, will the individual be motivated to purchase (Mill & Morrison, 1985; 정선태 & 박정하, 2006). Many psychologists, and educators, treat motivation as a vague, everyday term, of which interest is a component. In other words, someone can have a strong interest in history and be attracted to history-related museums but not find art or science interesting and thus avoid those museums. Individuals find activities enjoyable when they are related to their subject-specific interests. What determines interest includes a range of variables, some of which are universal, some of the result of individual experiences, and some the result of personal history. When people like something, they attribute positive feelings and values to it; the result is a high probability that they will choose to follow up on that interest with action. One action that can, and for many people does, flow from interest is the decision to attend a selected museum or pay selective attention to specific exhibitions or exhibit elements once inside a museum. At some level, most frequent museum-goers can be characterized as having something akin to a flow experience (Falk & Dierking, 2000).

Some studies have focused on motivations of visitors to museums. According to Ambrose and Paine (1993), people use museums to meet all kinds of needs some are straightforward, such as information, somewhere to meet their friends, somewhere to take visitors or children on holiday; some are more complex, such as to discover the spirit of place, to find a sense of identity, to spend time by oneself. Moussouri (1997) concluded that all the reasons given for visiting museums could be placed into one of six general categories.



These categories reflect the functions a museum is perceived to serve in the social/cultural life of visitors: education, entertainment, social event, life cycle, place, and practical issues. Education represents a category of reasons related to the aesthetic, informational, or cultural content of the museum. This was the most frequently cited motivation for visiting a museum. Most visitors mentioned that they go to museums to learn more about something occasionally something in particular, more often just "stuff" in general. Entertainment, the second most frequently cited motivation, refers to leisure-related reasons for visiting a museum. Most visitors mentioned that they go to museums in their free time to have fun and /or to see new and interesting things in a relaxing and aesthetically pleasing setting. Museum-going was also commonly viewed as a social event. Visiting a museum was widely perceived as a "day out" for the whole family, a special social experience, a chance for family members or friends to enjoy themselves separately and together. Distinct from normal social experience, a related but separate category was what Moussouri called life cycle. Some people seemed to view museum-going as an important marker event, taking place at certain phases of one's life. Moussouri categorized under place the cluster of reasons given by individuals when they categorized museums as leisure/cultural/recreational destinations emblematic of a locale or region. Many people visit museums for this reason, including those in holiday or day trips or those who have out-of-town guests. Finally, the practical side of a museum visit also factored into some people's motivations for visiting. Practical external factors such as weather, proximity to the museum, time availability, crowd conditions, and the entrance fee contributed to many visitors' decision-making process.

Falk (2008) observed that although people have diverse reasons for choosing to visit museums, their reasons appear to cluster around a limited number of

motivations; motivations he believed were strongly related to individual's "situated" identities – reasons that motivate an individual to visit this particular museum, on this particular day. The five distinct categories were: "Explorers" are curiosity-driven and seek to learn more about whatever they might encounter at the museum; "Facilitators" are focused on primarily enabling the experience and learning of others in their accompanying social group; "Professional/Hobbyists" feel a close tie between the museum content and their professional or hobbyist passions; "Experience Seekers" primarily derive satisfaction from the fact of visiting this important site; and "Spiritual Pilgrims" are primarily seeking a contemplative and/or restorative experience (Falk, 2008).

From the museum point of view, the motivation reflects the reasons that people came to a museum and what they felt they might gain from it. Motivations might include using the venues as a locale for a social experience with a friend or family member, as a place to use up time, as an educational requirement at the family level, as a way to get to know a new place, or simply as a shelter from the rain (Leinhardt & Knutson, 2004). A 1983 article by Marilyn Hood, updated in 1996, lists six criteria used by adults: being with people, or social interaction; doing something worthwhile for oneself or others; having the challenge of new experiences; having an opportunity to learn participating actively; and feeling comfortable and at ease in the surroundings. Research at the Australian Museum, Sydney between 1999 and 2001 (Kelly, 2001) highlighted five main motivations: experiencing something new; entertainment; learning; the interests of children/family; and doing something worthwhile in leisure. Museum visitors tend to mention more than one of these motivations when talking about why they go to museums, since many are overlapping and interconnected. (Ellenbogen, 2006).

Knowledge about tourist motivation enables tourism marketers to better satisfy travelers' needs and provide better products and services corresponding to their needs. A traveler's vacation decision is a complex process involving, among other factors, an individual's perceptions, past experience, motivations, information search attitudes and intention. Understanding tourists' vacation motives, i.e. why people travel, is an issue that has been researched extensively. By determining the motivations that influence people's travel habits and destination selection would enable one to predict their future travel patterns, thereby aid in developing more appropriate marketing strategies to attract them (Kau and Lim, 2005).

### 2.3 Satisfaction

The application of marketing in heritage, cultural tourism and cultural services is becoming more and more crucial. An example is the interest indicated by many cultural organizations, such as museums, exhibitions or art collections in visitors' opinions and experience evaluation and perceptions' link to satisfaction. Customer experience has become a key concept in artistic and cultural heritage marketing. On a theoretical level, visitor satisfaction is widely debated in literature. Satisfaction has been defined repeatedly (Oliver, 1997; Vanhamme, 2000) in forms that diverge significantly from one another (Szymanski & Henard, 2001). This suggests that the nature of satisfaction is ambiguous. Traditionally satisfaction was considered to be (i) a cognitive state, (ii) influenced by previous cognition, and (iii) has relative character (the result of the comparison between a subjective experience and a previous base of reference) (Oliver & Desarbo, 1988). Recently, however, there has been an increasing recognition amongst researchers of satisfaction that a purely cognitive approach may be inadequate in modeling satisfaction evaluations. The need to understand satisfaction from a more affective perspective has

been underlined, although always in connection with cognitive influence (Phillips & Baumgartner, 2002). The inclusion of affect into the conceptualization of consumer satisfaction is particularly important with services, due to their experiential nature (Wirtz et al., 2000). In most recent definitions, this dual character of satisfaction has been recognized (i.e. both cognitive and affective character), as well as its relative nature (the comparison between a subjective experience and a previous base of reference). For the purposes of this research we will consider that satisfaction is reached when visitors attain or transcend their relative expectations. Satisfaction is the sensations or feelings generated both by cognitive and emotional aspects of the goods and services, as well as an accumulated evaluation of various components and features.

The relationship between motivation and resultant satisfaction invites consideration of a number of variables. From a psychosociological perspective, the concepts of involvement (Dimanche, Havitz & Howard, 1991; Laurent & Kapferer, 1985), perceived importance of an activity in terms of self-development, self-enhancement, ego, role fulfillment, and responding to perceived requirements of significant others, can all be argued to be important variables determining motivation and derived satisfaction. This in turn implies that the importance of tourism activities might be evaluated not only by need but also by expected outcomes. Thus, as noted in the literature relating to service quality, questions relating to perceptions of both need and outcome need to be considered (Parasuraman, Berry & Zeithaml, 1994).

The literature relating to recreation sports identifies a further variable of potential importance, which is the skill brought to the recreational activity by each participant. Skill may be a function of innate ability, experience, and learning. Utilizing the terminology of Csikszentimihalyi (1975), it can be

argued that the relationship between the challenge posed by external conditions and the ability to handle them contributes to the "flow" experienced by the participant, and hence the degree of satisfaction gained (유재경, 2007). Ryan (1991) argues that the concept of "flow" can also be used in tourism to explain various behaviors and affective outcomes when a tourist is faced with a range of challenges that arise from being in a new place, or when faced with the unfamiliar. Social psychologists point to the importance of the presence or absence of significant other individuals or groups, and the importance attached to their presence or absence by an individual.

Tourism is a construct employed to denote significant psychological, social, and economic differences from other, similar behavior during which people leave and return to their home. From the holidaymaker's perspective, tourism is a response to felt needs and acquired values within temporal, spatial, social, and economic parameters. Once needs and/or values have been activated and applied to a holiday scenario, the generated motivation constitutes a major parameter in expectation formation. Expectations, in turn, determine performance perceptions of products and services as well as perceptions of experiences. Motivation thus impacts on satisfaction formation (Gnoth, 1997). A theory of tourism motivation helps explain behavior as well as assist in the satisfaction of its underlying cognitive and emotional motives.

It is well documented that customer characteristics (e.g., gender, age, income) have an important effect on the level of customer satisfaction. Research on satisfaction and services suggests that satisfaction is an important antecedent to the post purchase attitude and the intentions to repeat the purchase, as well as in many other cases of good intentions for behavior (White & Yu, 2005). In this sense, it has been suggested that tourist satisfaction affects the intensification of the visit, this being understood as an interest or motivation



on the part of the visitor. That is, customer characteristics explain differences in the composition of overall satisfaction. More concretely in the context of cultural tourism, it may be described as the intention to purchase guides, publications, and souvenirs and presents (Kim & Littrell, 1999). Although a variable not widely considered in literature, Bigne' and Andreu (2004) propose, although do not confirm a direct influence of satisfaction on the intensification experience, measured as visitor interest in buying different products and souvenirs related to the location or event. It is expected that satisfied visitors will, prolong their stay, and take more interest in any of the collected aspects within the cultural exposition. This is transformed into acquisition, including specific materials relative to the visit (renting of audio-guides or commemorative coins), as well as miscellaneous souvenirs (key chains, pens).

Among the tourism literature, an assessment of tourist satisfaction has been attempted using various perspectives and theories. Most of the studies conducted to evaluate consumer satisfaction have utilized models of expectation/disconfirmation, equity, norm, and perceived overall performance. According to the expectation-disconfirmation model contributed by Oliver (1980), consumers develop expectations about a product before purchasing. Subsequently, they compare actual performance with those expectations. If the actual performance is better than their expectations, this leads to positive disconfirmation, which means that the consumer is highly satisfied and will be more willing to purchase the product again. If the actual performance is worse than expectations, this leads to negative disconfirmation, which means that the consumer is unsatisfied and will likely look for alternative products for the next purchase. Chon (1989) found that tourist satisfaction is based on the goodness of fit between his/her expectation about the destination and the perceived evaluative outcome of the experience at the destination area, which

is simply the result of a comparison between his/her previous images of the destination and what he/she actually sees, feels, and achieves at the destination.

Oliver and Swan (1989) were interested in equity theory. Consumer satisfaction can be seen as a relationship between the costs of that the consumer spends and he rewards (benefits) he/she anticipates. Here, price, benefits, time, and effort are major factors in determining satisfaction (Heskett, Sasser & Schlesinger, 1997). Thus, it can be said that if tourists receive benefits or value based on their time, effort, and money for travel, the destination is worthwhile. Latour and Peat (1979) suggested the norm theory. Norms serve as reference points for judging the product, and dissatisfaction comes into play as a result of disconfirmation relative to these norms. Several authors replaced 'norm' with 'ideal standard' in the literature (Sirgy, 1984). Francken and van Raaij (1981) hypothesized that leisure satisfaction is determined by the consumers' perceived disparity between the preferred and actual leisure experiences, as well as the perceptions of barriers (both internal and external) that prevented the consumer from achieving the desired experience. This theory uses some form of "comparison standard". Consumers compare a product they purchased with other products. Tourists can compare current travel destinations with other alternative destinations or places visited in the past. The difference between present and past experience can be a norm used to evaluate tourist satisfaction. Therefore, comparing current travel destinations with similar places that they may visited can assess the satisfaction of tourists.

Tse and Wilton (1988) developed a perceived performance model. According to this model, consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. In other words, the actual

performance and initial expectations should be considered independently, rather than comparing performance with past experiences. Therefore, in this model, tourists' evaluation of their satisfaction with travel experiences is considered, regardless of their expectations. This model is effective when tourists do not know what they want to enjoy and experience and do not have any knowledge about their destination circumstances, and only their actual experiences are evaluated to assess tourist satisfaction (Yoon & Uysal, 2005).

The application of marketing in heritage, cultural tourism and cultural services is becoming more and more crucial. An example is the interest indicated by many cultural organizations, such as museums, exhibitions or art collections in visitors' opinions and experience evaluation and perceptions' link to satisfaction. In fact, customer experience becomes a key concept in artistic and cultural heritage marketing as tourist satisfaction is often determined by the global experience obtained. Visitors seek a total experience, including leisure, culture, education, and social interaction. For this reason, business-oriented museums and heritage organizations are increasingly emphasizing the participation of the public in their policies and programs (Gilmore & Rentschler, 2002), specifically those individuals not usually attracted to traditional museums. To create positive experiences for visitors, museums organize an increasing number of large-scale events and provide a variety of learning experiences. The visiting experience becomes more than simply an inspection of exhibits, but an opportunity for further elaboration of visitors' understanding (Colbert, 2003). In this sense, it is necessary to note that museums provide more than just exhibition. The museum service, i.e., the global product, comprises of the exhibition and the other tangible or intangible services. These services include the organization of courses and seminars, bookshops, restaurants and café's, brochures and other facilities for better accessibility and interpretation, and even the attitudes and values



transmitted to the visitor.

Travel satisfaction has been playing an important role in planning marketable tourism products and services. Tourist satisfaction is important to successful destination marketing because it influence the choice of destination, the consumption of products and services, and the decision to return. An understanding of satisfaction must be a basic parameter used to evaluate the performance of destination products and services. Tourists' positive experiences of service, products, and other resources provided by tourism destination could produce repeat visits as well positive word-of-mouth effects to potential tourists such as friends and/or relatives. Recommendations by previous visits can be taken as the most reliable information sources for potential tourists. Recommendations of other people (word-of-mouth) are one of the most often sought types of information for people interested in traveling. In summary, satisfaction has generally been found to be the outcome of the comparison between expectations and experiences, the difference between expectations and perceived performance, and the "fit" between tourist expectations and host destination attributes (Truong & Foster, 2006).

#### 2.4 Demographic characteristics of Museum Visitors

Goodrich (1980), Woodside and Lysonski (1989) and Um and Crompton (1990) stated that demographic and trip variables affected perceptions of a destination image. Um and Crompton (1990) mentioned that people's perceptions of a destination may be influenced by internal and external inputs. Internal inputs refer to travelers' demographics, values, and motives, whereas external inputs mean various sources of information, including mass media, word-of-mouth, and past experience (조명환, 1994). Regarding demographic

variables, Goodall and Ashworth (1988) suggested that demographic variables such as age, occupation, and income are important factors influencing the formation of the tourist images and perceptions of the travel experience. Woodside and Lysonski (1989) noticed that a destination image is influenced by destination attributes and travelers' variables such as age, income, past experiences, and personal values. Baloglu (1997) examined motives of West German travelers to the United States in terms of demographic and trip characteristics. He identified six image factors: adventure, nature and resort; urban environment; budget and value; history and culture; friendly environment; and active outdoor sport. These six image factors were found to vary significantly with travelers' demographic and trip characteristics. Baloglu (1997) also suggested that different promotional strategies should be addressed to different segments of travelers with different vacation motives.

Stern and Krakover (1993) analyzed the influence that the level of education had on perceived images of a city and found significant differences depending on the individuals' level of education. Weaver, McCleary, Lepisto and Damonte (1994) found that age was a discriminating demographic variable that influenced choice of destination, while Zimmer, Brayley and Searle (1995) identified that income and education influenced travelers when choosing nearby and farther-away destinations. For example, Weaver et al. (1994) reported that travelers under 45 years old tend to opt for novelty seeking and Zimmer et al. (1995) said that travelers who are better educated and have more disposable income tend to travel farther from home. In a later work, Baloglu and McCleary (1999) found that an individual's age and level of education influenced the perceived image of various tourist destinations.

Besides, demographic variables have been widely used to predict the level of travel or recreation expenditure. Dardis, Derrick, Lehfeld, and Wolfe (1981)

utilized the 1972-73 Consumer Expenditure Survey conducted by the US Bureau of Labor Statistics to investigate the impact of various demographic characteristics on recreation expenditures. They found that income plays a major role in determining recreation expenditure. The age of household head, education, and occupation are also important in explaining the expenditure behaviors of US households. In the more recent study by Dardis, Soberon-Ferrer, and Patro (1994), income was again found to be an influencing factor in explaining variations of household expenditures on three categories of recreation items including visiting museums, attending sports events, and other recreation and entertainment. In addition, the study indicated that the number of adults, education, and racial background of household head have a significant impact on recreation expenditures, concluding that age has negative effects on the expenditures. Similarly, Cai, Hong, and Morrison (1995) used demographic and cultural variables to identify the factors affecting US consumers' expenditure patterns for tourism products and services: food, lodging, transportation, and sightseeing and entertainment. They found a significant and positive relationship between disposable income and each of the four expenditure categories examined in their study. The demand for these tourism products was found to be income inelastic. They also reported that marital status, number of children, and education level of the household head significantly contributes to explaining the household's tourism expenditure behavior.

Past studies implied that the demographic background of customers and their preferences in destination choice are closely related. The more educated the tourist, the more information sources he or she will use. This showed that different education levels of tourists use different information and may have different preferences in selecting travel destinations. According to the study of Mok and Armstrong (1995), they found that the relationship between Hong

Kong residents' perceived importance of destination attributes and their demographic characteristics was closely related to a certain extent. Their study found that male respondents perceived entertainment and climate as more important than females and the elder tourists rated cultural interests and scenic beauty as more important, etc. This indicated that consumer preferences in destination choice, to some extent, are affected by their demographic background.

As to cultural tourism, the demographic profile is believed very useful and important because of the special characteristics of cultural tourists (Kelly, 2001). According to Richards (1996), those classifying themselves as cultural tourists were significantly more likely to be older, better educated, in a professional occupation, to have a high income and an occupation related to culture. patterns across demographic studies have quite consistently shown who visits museums. Key factors seem to be age, education, income (Lord & Lord, 2001). Visitors tend to be well educated, adults, at a higher than average socio-economic level, 30-55 years old, who visit in an adult group with friends and/or relatives. According to the U.S. Bureau of the Census, most people who visit museums go in a family group, with parents between the ages of 30 and 50 and children between the ages of 8 and 12. Most museum visitors are middle-class, well educated and reasonably affluent.

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Method

The study attempts to explore the relationship between tourists' demographic characters, motivation and satisfaction toward a cultural museum. A self-administered questionnaire was designed in order to examine the study objectives. Before survey, a pilot study was carried out to ensure that all the questions were fitting and proper and the respondents were able to understand the content of the questionnaire and willing to provide the information requested. 30 questionnaires were distributed to the museum visitors and it took them 5 minutes on average to finish the questionnaire. By drawing on the opinions of museum visitors who participated in the pilot study, some corrections, such as vocabulary and expression, were done. The pilot study was useful when developing the final draft of the questionnaire.

In order to measure tourist motivation, the study employs pull and push motivation variables. The push motivation construct that is related to internal motivations consists of 15 items, while the pull motivation construct that is associated with external forces includes 9 items. Both of the motivation variables were developed on the basis of Fodness's (1994) scales for measuring his five functions and were modified to apply to the research site and target population. Fodness has established both the reliability and the validity of his measures of the five functions. A nine point Likert-type scale was used as the response format for the motivation variables, with assigned values ranging from 1 being "Not agree at all," to 9 being "Totally agree."



Also, 24 different questions were developed to apply consumer satisfaction theories (Falk & Dierking, 2000) into actual satisfaction with travel experiences in Jeju National Museum. All of the questions were concerned with the specific reasons for the visit and the overall motivation and satisfaction for the visit. An accompanying questionnaire asked for basic socio-demographic information about the visitor, including gender, age, educational background, nationality, place of residency, people in households, personal yearly income, employment status and field of industry. These questions help to understand the segmentation of the market. Tourists were also asked how many times they had visited Jeju and the museum before. To avoid any familiarity with the words "motivation" and "satisfaction", the research used the phrases "Why did you come to Jeju National Museum today" and "How do you feel about your museum experience" to imply "motivation" and "satisfaction." (see Table 5, page 34.)

### 3.2 Hypotheses

The study is to better understand the relationship among gender, motivation and satisfaction of museum visitors. Three hypotheses below are based on the previous theories (Falk, 2008; Ambrose & Paine, 1993) and describe the relationships that were empirically investigated. Visitors of different genders were hypothesized to have different motivation and satisfaction toward their museum experience. Here three hypotheses were tested:

H1. There are significantly different motivations and satisfactions for museum visitors.

H2. There are significantly differences in motivations and satisfactions of museum visitors according to different demographic characters.

H2-1. There are significantly different motivations and satisfactions

among visitors according to different genders.

H2-2. There are significantly different motivations and satisfactions among visitors according to different levels of education background.

H2-3. There are significantly different motivations and satisfactions among visitors according to different ages.

H3. There are significantly different motivations and satisfactions among local and non-local visitors.

### 3.3 Sampling

One of the key requirements of the study's location was that it should be a cultural museum in order to meet the research objective. A cultural museum in this study is defined as one that focuses on collective history, past, and inheritance (Chhabra, 2008). The research setting is the Jeju National Museum located in Jeju City, Jeju Island. Jeju National Museum with large scale is the only national cultural museum in Jeju. Jeju presents a unique case study as it represents an individual part of South Korea, which has its own very special culture and lifestyle. The choice of a single center for the collection of data was an attempt to place the research in a similar context for all visitors, so that any possible influence of contextual factors on variables studied could be avoid. In addition, from May 2008, Jeju National Museum is free to all visitors. The free museum offers the potential of a research facility for the study, a facility that can be used repeatedly on a regular basis. A purposive sample (Poria, Reichel & Biran, 2006) of museum visitors above the age of 19 was selected. This is an age when cognitive abilities are considered stable and suitable for completion of questionnaires.

### 3.4 Data Collection

A questionnaire was developed to test the aforementioned hypotheses. Data were collected for a period of 3 weeks, from November 3 to November 19 2008, during the opening hours of the museum. Questionnaires were distributed to a sample group after they visit the indoor exhibition of Jeju National Museum. Once a visitor was selected, the author verbally explained the purpose of the study to him/her and encouraged his/her participation in the study. The questionnaire was offered to 286 visitors and 274 usable survey questionnaires were obtained, corresponding to a response rate of 95.8%. However, during the collection of questionnaires, there were no Japanese or English visitors who visited the museum individually, therefore the samples only consisted of Korean and Chinese visitors.

### 3.5 Analysis

Descriptive statistics including frequencies, as well as confirmatory factor analysis and independent sample t-test analyses among visitors of different demographic groups were employed for this study. Since we were concerned about potential interaction effects among several variables, an analysis of variance (ANOVA) method was used to analyze the data. Each of the research questions in this study explored the possibilities of the existence of relationships between motivation and satisfaction among demographic groups of museum visitors.

In this research, all factors with eigenvalues greater than 1 were retained, because they were considered significant; all factors with less than 1 were discarded. In addition, all items with a factor loading above 0.4 were included,



whereas all items with factor loading lower than 0.4 were removed. Remaining items were factor analyzed again, with a varimax rotation procedure when any items with a factor loading less than 0.4 were eliminated. A reliability coefficient (Cronbach's alpha) was computed for each factor to estimate the reliability of each scale. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study.



Factor	Dimension	Item Number in Questionnaire	Referring Thesis
Push Motivation	Knowledge Seeking	1.07 To learn new knowledge. 1.19 To experience different cultures and ways. 1.02 To see works of art.	Fodness (1994), Harrison (1997), Chhabra (2008),
	Punishment Minimization	1.12 To get away from work and the daily routine. 1.17 To avoid the crowds. 1.22 To rest and relax	
	Pleasure Seeking	1.09 To have fun and be entertained. 1.05 To do things that I haven't done before. 1.14 To do something exciting.	
	Social Prestige	1.20 To do something with my friends/family. 1.23 To have a good time with my friends/family. 1.04 To bring my friends/family closer together	
	Self-esteem	1.01 To enjoy leisure activity which meet my leisure expectations. 1.06 To share vacation experience to my friends/family when I get back. 1.10 Because it is important to visit historical and cultural places at a destination	
Pull Motivation	Museum Contents/Exhibitions	1.24 To better understand Jeju heritage. 1.13 To see authentic Jeju artifacts and relics. 1.18 To see how Jeju people live and their way of life	
	Facilities/Services for Visitors	1.11 The entrance fee is free. 1.03 To buy something unique in the souvenir shop. 1.21 To enjoy the professional interpretation service.	
	Museum Image	1.15 Because Jeju National Museum is a tourist attraction. 1.16 Because I heard something good about the museum. 1.08 Because Jeju National Museum is better than other museums in Jeju.	
Satisfaction regarding Push Motivation	Knowledge Seeking	2.07 I have learned something new after visiting Jeju National Museum. 2.19 I have experienced different cultures and ways. 2.02 I have enjoyed nice works of art in the museum.	Falk & Dierking (1992, 2000), Gnoth (1997), Yoon & Uysal (2005)
	Punishment Minimization	2.12 Museum experience helped me get away from work and the daily routine. 2.17 The museum provides a calm atmosphere. 2.22 I had a nice rest and feel relaxed now.	
	Pleasure Seeking	2.09 I had fun and was entertained. 2.05 I have done something in the museum which I haven't done before. 2.14 I have done something exciting.	
	Social Prestige	2.20 I have done something good with my friends/family. 2.23 I have a good time with my friends/family. 2.04 Museum experience has brought my friends/family closer together.	
	Self-esteem	2.01 My museum experience met my leisure expectations. 2.06 I am happy to share my museum experience with someone I know when I get back. 2.10 Jeju National Museum has so many historical and cultural exhibits to see.	
Satisfaction regarding Pull Motivation	Museum Contents/Exhibitions	2.24 The museum has helped me understand how Jeju people lived in the past. 2.13 I enjoy the authentic Jeju artifacts and relics. 2.18 The presentation techniques bring to life how Jeju people lived in the past.	
	Facilities/Services for Visitors	2.11 I am happy with the free entrance policy. 2.03 The souvenirs sold in the souvenir shop are unique. 2.21 The interpretation service helps me understand the exhibition better.	
	Museum Image	2.15 The museum is a real tourist attraction. 2.16 I will recommend the museum to someone I know as a place to visit. 2.08 The museum is as good as I expected.	
Demographic Profile	Personal Information	Questionnaire Part 3 & Part 4	Kelly, (2001), Richards (1996)

Table 5. Questionnaire design based on previous studies

## CHAPTER 4

### RESULTS

#### 4.1. Visitor demographic characteristics

Table 6 shows breakdowns of demographic categories. The final sample consisted predominantly of Jeju local visitors and visitors from mainland Korea, predominantly middle aged but with a spread of other age groups, although visitors under 19 were not interviewed. As it shows, 68% of the sample were between 31 and 50. There were almost as many females (47%) as males (53%), approximately 74% of the respondents were married, predominantly family groups with dependent children. 31% of people did not want to give any information about their personal yearly income. With regard to education, approximately 73% had a bachelor's degree or above. This might imply that cultural museums specially attract tourists with higher educational background.

Demographic Variables	Frequency	Percentage(%)
<b>Gender</b>		
Male	145	53
Female	129	47
<b>Age</b>		
19-30	43	16
31-50	188	68
More than 50	43	16
<b>Education</b>		
High school or less	73	27
Bachelor or above	201	73
<b>Place of residence</b>		
Jeju Island	129	47
Mainland Korea	115	42
China, Taiwan	30	11
<b>Marital status</b>		
Single	71	26
Married	203	74
<b>Personal yearly income (USD)</b>		
USD\$19,999 or less	85	31
20,000-39,999	49	18
40,000-99,999	55	20
Would rather not to say	85	31

Table 6. Demographic profile of the respondents ( $N=274$ )

Table 7 and Table 8 below show the comparative results of motivations and satisfactions among different demographic groups.

Motivation	Gender		Education		Place of Residence		Age		
	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Knowledge Seeking									
Not Very Important	0%	0%	12%	0%	0%	0%	0%	0%	0%
Important	40%	56%	55%	44%	71%	25%	50%	54%	13%
Very Important	60%	44%	33%	56%	29%	75%	50%	46%	87%
Rating	7.03	6.89	6.78	7.00	6.71	7.08	7.17	6.74	8.00
Punishment Minimization									
Not Very Important	50%	22%	60%	31%	14%	50%	50%	31%	50%
Important	40%	45%	40%	44%	43%	50%	25%	46%	50%
Very Important	10%	33%	0%	25%	43%	0%	25%	23%	0%
Rating	4.23	5.74	3.44	5.23	6.29	3.75	5.00	5.23	3.00
Pleasure Seeking									
Not Very Important	40%	11%	33%	25%	4%	50%	24%	23%	46%
Important	40%	78%	62%	56%	67%	38%	73%	54%	50%
Very Important	20%	11%	5%	19%	29%	12%	3%	23%	4%
Rating	4.97	5.41	5.22	5.17	6.29	4.50	4.58	5.51	4.17
Social Prestige									
Not Very Important	10%	11%	37%	6%	14%	0%	23%	8%	19%
Important	50%	45%	62%	44%	47%	50%	50%	38%	60%
Very Important	40%	44%	1%	50%	39%	50%	27%	54%	21%
Rating	6.13	6.22	4.33	6.52	6.14	6.63	5.33	6.49	5.83
Self-esteem									
Not Very Important	10%	0%	0%	6%	2%	13%	6%	2%	50%
Important	60%	67%	66%	63%	67%	50%	69%	67%	25%
Very Important	30%	33%	34%	31%	31%	37%	25%	31%	25%
Rating	6.20	6.63	6.56	6.37	6.57	6.29	6.33	6.59	5.33
Museum Contents									
Not Very Important	0%	0%	0%	0%	0%	0%	0%	0%	0%
Important	20%	56%	38%	37%	43%	13%	74%	31%	13%
Very Important	80%	44%	62%	63%	57%	87%	26%	69%	87%
Rating	7.73	6.89	8.00	7.21	6.90	8.00	6.75	7.44	7.83
Facilities/Services									
Not Very Important	40%	33%	38%	37%	14%	75%	5%	46%	54%
Important	60%	67%	58%	63%	86%	25%	89%	52%	46%
Very Important	0%	0%	4%	0%	0%	0%	6%	2%	0%
Rating	4.20	4.30	4.44	3.84	4.95	2.88	5.75	4.03	2.67
Museum Image									
Not Very Important	40%	33%	7%	18%	0%	38%	3%	15%	52%
Important	60%	67%	89%	69%	71%	62%	91%	69%	46%
Very Important	0%	0%	4%	13%	29%	0%	6%	16%	2%
Rating	4.20	4.30	5.00	4.76	6.14	3.88	5.33	5.15	3.5

Table 7. Comparison of motivations by demographic characteristics

Satisfaction	Gender		Education		Place of Residence		Age		
Knowledge Seeking	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	11%	4%	12%	7%	10%	11%	4%	11%	2%
Satisfied	53%	54%	58%	60%	50%	45%	20%	45%	69%
Very Satisfied	36%	42%	30%	33%	40%	44%	76%	44%	29%
Rating	6.43	6.67	5.78	6.60	6.10	6.33	7.75	6.23	6.17
Punishment Minimization	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	10%	18%	21%	25%	4%	5%	2%	7%	10%
Satisfied	47%	37%	63%	42%	52%	58%	37%	43%	50%
Very Satisfied	43%	45%	16%	33%	44%	37%	61%	50%	40%
Rating	6.97	6.82	6.11	7.09	6.95	6.71	7.17	6.92	6.17
Pleasure Seeking	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	40%	11%	33%	25%	22%	3%	15%	5%	30%
Satisfied	40%	78%	62%	56%	45%	91%	69%	89%	67%
Very Satisfied	20%	11%	5%	19%	33%	6%	16%	6%	3%
Rating	5.03	5.89	4.56	5.94	5.71	5.33	5.17	5.69	4.33
Social Prestige	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	10%	11%	16%	6%	2%	5%	3%	8%	4%
Satisfied	40%	45%	62%	48%	67%	31%	59%	60%	53%
Very Satisfied	50%	44%	22%	46%	31%	64%	38%	32%	43%
Rating	7.03	7.15	6.78	7.09	6.52	7.46	7.33	6.92	7.67
Self-esteem	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	10%	3%	21%	6%	10%	23%	6%	16%	25%
Satisfied	70%	64%	60%	63%	50%	54%	49%	53%	61%
Very Satisfied	20%	33%	19%	31%	40%	23%	45%	31%	14%
Rating	5.93	6.37	4.78	6.27	5.91	5.92	7.00	6.05	5.00
Museum Contents	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	5%	3%	2%	4%	12%	6%	16%	15%	25%
Satisfied	20%	44%	38%	37%	55%	44%	49%	56%	56%
Very Satisfied	75%	53%	60%	59%	33%	50%	35%	29%	19%
Rating	7.33	7.07	7.56	7.09	6.86	7.42	6.91	6.64	4.67
Facilities/Services	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	40%	33%	28%	19%	11%	22%	24%	22%	35%
Satisfied	60%	67%	68%	74%	78%	45%	54%	59%	55%
Very Satisfied	0%	0%	4%	7%	11%	33%	20%	19%	10%
Rating	5.60	5.70	5.67	5.79	5.62	5.63	5.75	5.77	4.67
Museum Image	Male	Female	High School	Bachelor or above	Local	Non-local	19-30	31-50	Over 50
Not Very Satisfied	15%	11%	7%	10%	11%	11%	10%	15%	20%
Satisfied	60%	57%	80%	69%	43%	54%	25%	54%	65%
Very Satisfied	25%	32%	13%	21%	46%	35%	65%	31%	15%
Rating	6.30	6.70	6.33	6.48	6.86	5.96	7.41	7.23	6.67

Table 8. Comparison of satisfactions by demographic characteristics



## 4.2. Reliability and Validity

### 4.2.1. Confirmatory factor analysis

For the purpose of verifying the reliability and construct validity of the scale, confirmatory factor analysis was employed for parameter estimation (Joreskog & Sorbom, 1993). Table 9 below shows the result of factor analysis of push motivations. Thus a five-factor measurement scale of the museum visitors' motivations was established. The five dimensions were knowledge seeking, self-esteem, social prestige, reward maximization and punishment minimization.

Push motivations factors and items	Factor loading	Cronbach's alpha value	Completely standardized loadings	Indicator reliability	Error variance
<i>Knowledge Seeking</i>		0.919		0.86	
To learn new knowledge	.869		0.74	0.55	0.45
To experience different cultures and ways	.864		0.76	0.58	0.42
To see works of art	.867		0.84	0.71	0.29
<i>Self-esteem</i>		0.929		0.61	
To enjoy leisure activity which meet my leisure expectations	.782		0.52	0.55	0.45
To share vacation experience to my friends/family when I get back	.611		0.58	0.67	0.66
Because it is important to visit historical and cultural places at a destination	.740		0.58	0.72	0.18
<i>Social Prestige</i>		0.877		0.82	
To do something with my friends/family	.691		0.56	0.86	0.14
To have a good time with my friends/family	.835		0.69	0.48	0.33
To bring my friends/family closer together	.797		0.82	0.67	0.28
<i>Pleasure Seeking</i>		0.920		0.84	
To have fun and be entertained	.807		0.66	0.80	0.20
To do things that I haven't done before	.794		0.51	0.76	0.79
To do something exciting	.743		0.69	0.48	0.56
<i>Punishment Minimization</i>		0.830		0.46	
To get away from work and the daily routine	.483		0.75	0.84	0.34
To avoid the crowds	.454		0.66	0.76	0.79
To rest and relax	.688		0.66	0.44	0.56

Table 9. Factor analysis - push motivations



Again, every single factor of pull motivations was submitted to a confirmatory factor analysis. All factor loadings were found to be significant at the 0.01 level and all individual item reliabilities were above the required value of 0.4 (Bagozzi & Baumgartner, 1994). According to the recommendations of Bagozzi and Yi (1988) and Bagozzi and Baumgartner (1994), an average variance extracted of at least 0.5 and a composite reliability of at least 0.7 is desirable, and those requirements were met. The detailed items are shown in Table 10 below. A three-factor measurement scale of the museum visitors' motivations was established. The three dimensions were museum contents/exhibitions, facilities/services for visitors and museum image. As to the reliability of these three factors, the high alpha values ranging from 0.87 to 0.90 indicated good internal consistency among the items within each dimension.

Satisfaction (toward the museum) factors and items	Factor loading	Cronbach's alpha value	Completely standardized loadings	Indicator reliability	Error variance
<i>Museum Contents/Exhibitions</i>		0.892		0.88	
To better understand Jeju heritage	.893		0.63	0.39	0.61
To see authentic Jeju artifacts and relics	.636		0.53	0.29	0.71
To see how Jeju people live and their way of life	.929		0.62	0.38	0.62
<i>Museum Image</i>		0.865		0.71	
Because Jeju National Museum is a tourist attraction	.717		0.59	0.35	0.65
Because I heard something good about the museum	.756		0.75	0.56	0.44
Because Jeju National Museum is better than other museums in Jeju	.891		0.37	0.13	0.87
<i>Facilities/Services for Visitors</i>		0.900		0.82	
Because the entrance fee is free	.688		0.49	0.24	0.76
To buy something unique in the souvenir shop	.717		0.44	0.60	0.40
To enjoy the professional interpretation service	.636		0.53	0.29	0.71

Table 10. Factor analysis - pull motivations

The section below examines visitor satisfaction in an effort to determine what, if any, relationship exists between the motivation and behavior patterns

described above and the quality of the museum experiences as assessed by visitors. Table 11 below shows the result of confirmatory factor analysis of Jeju National Museum visitors' satisfactions regarding pull motivations. All factor loadings were found to be significant at the 0.01 level and all individual item reliabilities were above the required value of 0.4.

Satisfaction (regarding push motivations) factors and items	Factor loading	Cronbach's alpha value	Completely standardized loadings	Indicator reliability	Error variance
<i>Self-esteem</i>		0.802		0.74	
My museum experience met my leisure expectations	.901		0.76	0.58	0.42
I am happy to share my museum experience with someone I know when I get back	.807		0.77	0.60	0.40
Jeju National Museum has so many historical and cultural exhibits to see	.750		0.77	0.59	0.41
<i>Pleasure Seeking</i>		0.767		0.83	
I have fun and was entertained	.800		0.80	0.63	0.37
I have done something in the museum which I haven't done before	.792		0.76	0.58	0.42
I have done something exciting	.775		0.64	0.41	0.59
<i>Social Prestige</i>		0.713		0.79	
I have done something good with my friends/family	.827		0.86	0.74	0.26
I have a good time with my friends/family	.637		0.75	0.56	0.44
Museum experiences has brought my friends/family closer together	.727		0.81	0.65	0.35
<i>Knowledge Seeking</i>		0.790		0.71	
I have learned something new after visiting Jeju National Museum	.792		0.84	0.70	0.30
I have experienced different cultures and ways	.800		0.92	0.85	0.15
I have enjoyed nice works of art in the museum	.530		0.85	0.73	0.27
<i>Punishment Minimization</i>		0.743		0.52	
Museum experience helped me get away from work and the daily routine	.530		0.65	0.42	0.58
The museum provides a calm atmosphere	.452		0.65	0.42	0.58
I had a nice rest and feel relaxed now	.637		0.55	0.30	0.70

Table 11. Factor analysis - satisfaction regarding push motivations

Table 12 below shows the results of the factor analysis with (1) the factor names, (2) the retained items, (3) the factor loadings, (4) the cronbach's

alpha value, (5) completely standardized loadings, (6) indicator reliability and (7) error variance. The three factors reflecting the satisfaction of museum attractiveness were museum image (F1), museum contents/exhibitions (F2) and facilities/services for visitors (F3). The analysis identified seven factors containing two or more attributes. As to the reliability of these five factors, the high alpha values ranging from 0.79 to 0.86 indicated good internal consistency among the items within each dimension.

Satisfaction (toward the museum) factors and items	Factor loading	Cronbach's alpha value	Completely standardized loadings	Indicator reliability	Error variance
<i>Museum Image</i>		0.857		0.79	
The museum is a real tourist attraction	.871		0.59	0.33	0.67
I will recommend the museum to someone I know as a place to visit	.710		0.66	0.50	0.50
The museum is as good as I expected	.706		0.67	0.40	0.60
<i>Museum Contents/Exhibitions</i>		0.793		0.76	
The museum has helped me understand how Jeju people lived in the past	.654		0.71	0.35	0.65
I enjoy the authentic Jeju artifacts and relics	.646		0.96	0.58	0.42
The presentation techniques bring to life how Jeju people lived in the past	.592		0.71	0.37	0.63
<i>Facilities/Services for Visitors</i>		0.821		0.61	
I am happy with the free entrance policy	.555		0.74	0.55	0.45
The souvenirs sold in the souvenir shop are unique	.464		0.58	0.34	0.66
The interpretation service helps me understand the exhibition	.409		0.42	0.56	0.44

Table 12. Factor analysis - satisfaction toward museum

The factor structure is closely similar to that found by Fodness (1994). The results also indicate that there are significantly different motivations and satisfactions for museum visitors thus failing to reject Hypothesis 1.

### 4.3. Test of Hypotheses: Demographic Differences

#### 4.3.1. Gender

The differences among male visitors and female visitors are interesting to explore. Uses of gender to define and generalize about people are an instance of social category thinking. The rationale is that the available social categories, such as age, gender, ethnicity, and educational level, are associated with typical structures of opportunity and experience that in turn produce typical patterns of disposition, attitudes, interests, behaviors, and so on (Rothenbuhler, 2008).

First, an independent sample t-test was run to determine if there was a significant difference of push motivation between the male and female visitors, and the results are shown in Table 13. The result indicated significant differences except self-esteem function. The male group was motivated by knowledge function and the female group was more highly motivated by punishment minimization, pleasure seeking and social prestige function.

Push Motivation Variables	Gender	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	Male	145	7.0333	1.13368	16.878	.000*
	Female	129	6.8889	.75640		
Punishment Minimization	Male	145	4.2333	1.88037	3.631	.058**
	Female	129	5.7407	1.89118		
Pleasure Seeking	Male	145	4.9667	1.82237	56.221	.000*
	Female	129	5.4074	1.12389		
Social Prestige	Male	145	6.1333	2.07359	11.519	.001*
	Female	129	6.2222	1.28132		
Self-esteem	Male	145	6.2000	1.07024	0.849	.358
	Female	129	6.6296	1.00304		

\*P<0.01 \*\*P<0.1

Table 13. Comparison of push motivations between male and female visitors

Again, an independent sample t-test was run to determine if there was a significant difference of pull motivation between the male and female visitors. The results are shown in Table 14. The result indicates that the female visitors were more easily motivated by museum image than male visitors. It coincided with what Meyers-Levy (1988) argued that males relied more on their own opinions while females relied on multiple sources of information before making a decision.

Pull Motivation Variables	Gender	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	Male	145	7.7333	1.21327	0.010	.920
	Female	129	6.8889	1.33830		
Facilities/Services for Visitors	Male	145	4.2000	1.80231	0.037	.848
	Female	129	4.2963	1.65752		
Museum Image	Male	145	4.5333	2.10571	90.167	.000*
	Female	129	5.5556	.81954		

\*P<0.01. All other t-tests not significant

Table 14. Comparison of pull motivation between male and female visitors

An independent sample t-test was run to determine if there was a significant difference of satisfaction regarding push motivation between male and female visitors, and the results are shown in Table 15. The result shows the female visitors were more satisfied with their museum experience than male visitors except for the factor of punishment minimization.

Satisfaction Variables	Gender	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	Male	145	6.433	1.57618	14.687	.000*
	Female	129	6.667	.94632		
Punishment Minimization	Male	145	6.967	1.05179	14.927	.000*
	Female	129	6.815	.70730		
Pleasure Seeking	Male	145	5.033	1.77259	37.470	.000*
	Female	129	5.889	.73977		
Social Prestige	Male	145	7.033	1.12377	11.783	.001*
	Female	129	7.148	.74164		
Self-esteem	Male	145	5.933	1.93172	23.361	.000*
	Female	129	6.370	.88442		

\*P<0.01

Table 15. Comparison of satisfaction regarding push motivations between male and female visitors

An independent sample t-test was run again to determine if there was a significant difference of satisfaction toward Jeju National Museum between visitors of different genders, and the results are shown in Table 16. The result indicated that there was significant difference among most of the factors except museum image. The male visitors were more satisfied with museum exhibitions while the female group was more satisfied with the facilities and services provided by the museum. However, there's no significant difference of the two groups' satisfaction toward museum image.

Satisfaction Variables	Gender	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	Male	145	7.333	.77719	22.589	.000*
	Female	129	7.074	.99473		
Facilities/Services for Visitors	Male	145	5.600	1.30221	13.540	.000*
	Female	129	5.704	1.08637		
Museum Image	Male	145	6.300	1.34156	2.062	.152
	Female	129	6.704	.96512		

\*P<0.01

Table 16. Comparison of satisfaction toward museum between male and female visitors

According to the research results above, there are significantly different motivations and satisfactions among visitors according to different genders thus failing to reject Hypothesis 2-1.

#### 4.3.2. Education background

Researching the level of education of the museum visitors helps well determine the approach the museum takes to exhibitions and displays (Ambrose & Paine, 1993). An independent sample t-test was run to determine if there was a significant difference of pull motivation between visitors of different education background. The two groups of visitors showed significant difference of all the pull motivations. Table 17 shows visitors of higher education background were motivated highly by knowledge function and social adjustive function.



Push Motivation Variables	Education Background	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	High School	73	6.778	.42044	24.6	.000*
	Bachelor or above	201	7.000	1.13485		
Punishment Minimization	High School	73	3.444	1.87353	0.2	.623
	Bachelor or above	201	5.233	2.16426		
Pleasure Seeking	High School	73	5.222	1.14592	0.8	.377
	Bachelor or above	201	5.170	1.57997		
Social Prestige	High School	73	4.333	2.39949	191.0	.000*
	Bachelor or above	201	6.520	.98586		
Self-esteem	High School	73	6.556	.84087	4.3	.039**
	Bachelor or above	201	6.372	1.23690		

\*P<0.01 \*\*P<0.05

Table 17. Comparison of push motivations between groups of different education background

Again, an independent sample t-test was run to determine if there was a significant difference of pull motivation between visitors of different education background. The result shown in Table 18 indicated that visitors of lower education background were more easily motivated by museum facilities/services and museum image than visitors of higher education background.

Pull Motivation Variables	Education Background	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	High School	73	8.000	1.19975	0.140	.708
	Bachelor of above	201	7.210	1.34840		
Facilities/Services for Visitors	High School	73	4.444	2.46695	39.978	.000*
	Bachelor of above	201	3.849	1.63401		
Museum Image	High School	73	5.000	.95346	18.400	.000*
	Bachelor of above	201	4.758	2.01665		

\*P<0.01.

Table 18. Comparison of pull motivation between groups of different education background

A comparison was made to find out if there's any significant difference of satisfaction regarding push motivation between groups of different education backgrounds. Table 19 indicated visitors of higher education background were more satisfied with all the factors than visitors of lower education background.

Satisfaction Variables	Education Background	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	High School	73	5.778	1.20765	123.04	.000*
	Bachelor or above	201	6.606	.76533		
Punishment Minimization	High School	73	6.111	1.11237	18.05	.623
	Bachelor or above	201	7.091	.86826		
Pleasure Seeking	High School	73	4.556	1.30831	89.86	.377
	Bachelor or above	201	5.940	1.21657		
Social Prestige	High School	73	6.778	1.56509	128.12	.000*
	Bachelor or above	201	7.091	.65473		
Self-esteem	High School	73	4.778	1.70148	201.87	.039**
	Bachelor or above	201	6.273	1.09339		

\*P<0.01

Table 19. Comparison of satisfaction regarding push motivations between groups of different education

Regarding satisfaction toward the museum, according to the results shown in Table 20, the visitors of high education background were more satisfied with the facilities and services museum provided but less satisfied with the museum exhibits.

Satisfaction Variables	Education Background	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	High School	73	7.5556	1.11237	8.030	.005*
	Bachelor of above	201	7.0909	.84453		
Facilities/Services for Visitors	High School	73	5.6667	1.19975	3.161	.077**
	Bachelor of above	201	5.7879	1.18658		
Museum Image	High School	73	6.3333	1.53248	6.151	.014*
	Bachelor of above	201	6.4848	1.30947		

\*P<0.01 \*\*P<0.1

Table 20. Comparison of satisfaction toward museum between groups of different education background

According to the research results above, there are significantly different motivations and satisfactions among visitors according to different levels of education background, then we fail to reject the Hypothesis 2-2 and conclude that Hypothesis 2-2 is plausible.

### 4.3.3. Age

To understand the differences among visitors of different age group is important because age is a crucial part of the definition of markets and is particularly important for developing linkages with media usage in order to promote the tourist destination (Moutinho, 2000). In this part, since we were concerned about potential interaction effects between the three classification variables, an analysis of variance (ANOVA) method was used to analyze the data. The results of an ANOVA showed that all of the interaction effects among visitors of different age groups were significant. The scale means and F values are summarized in Table 21. Visitors of age 19-30 in this sample gave lower importance ratings for social prestige function (M =5.33) than visitors of age 31-50 (M = 6.49). Although visitors who are over 50 had the lowest ratings for the pleasure seeking function (M=3.00), punishment minimization factor (M=3.33), and self-esteem function (M=5.33), they gave higher importance ratings for the knowledge seeking factor than any other two groups.

Push Motivation Variables	Age	N	Mean	Std. Deviation	F	Sig.
Knowledge Seeking	Age 19-30	43	7.1667	.69298	27.596	.000*
	Age 31-50	188	6.7436 (a)	.99960		
	Age over 50	43	8.0000 (b)	.33903		
Punishment Minimization	Age 19-30	43	5.0000	1.42615	17.605	.000*
	Age 31-50	188	5.2308 (a)	2.07416		
	Age over 50	43	3.0000 (b)	1.69516		
Pleasure Seeking	Age 19-30	43	4.5833	.55106	17.215	.000*
	Age 31-50	188	5.5128 (a)	1.67668		
	Age over 50	43	4.1667 (b)	1.18661		
Social Prestige	Age 19-30	43	5.3333 (b)	1.32341	11.512	.000*
	Age 31-50	188	6.4872 (a)	1.88872		
	Age over 50	43	5.8333	.16952		
Self-esteem	Age 19-30	43	6.3333	.62887	21.069	.000*
	Age 31-50	188	6.5897 (a)	.93751		
	Age over 50	43	5.3333 (b)	1.69516		

\*P<0.01 Post-hoc analyses were performed using Duncan test. (a) and (b) indicate the source of significant difference (a>b)

Table 21. One-way ANOVA test on push motivations by visitors' age

As to pull motivation regarding the attractiveness of Jeju National Museum, comparing to visitors of age 19-30 (M=6.75), Table 22 shows visitors who are over 50 cared more about the museum contents and exhibitions (M=7.83). This coincides with the analytic results of push motivation which shows visitors over 50 years old had stronger motivation in knowledge seeking function than any other two groups. On the other hand, visitors of age 19-30 focused more on museum facilities/services and museum image. For young visitors, it seemed that museum contents and exhibitions were not that important when they made the decision of visiting the museum.

Pull Motivation Variables	Age	N	Mean	Std. Deviation	F	Sig.
Museum Contents/Exhibitions	Age 19-30	43	6.7500 (b)	.93201	8.802	.000*
	Age 31-50	188	7.4359	1.47362		
	Age over 50	43	7.8333 (a)	.50855		
Facilities/Services for Visitors	Age 19-30	43	5.7500 (a)	.64550	49.025	.000*
	Age 31-50	188	4.0256	1.64485		
	Age over 50	43	2.6667 (b)	1.69516		
Museum Image	Age 19-30	43	5.3333 (a)	.78833	14.870	.000*
	Age 31-50	188	5.1538	1.64042		
	Age over 50	43	3.5000 (b)	1.54274		

\*P<0.01 Post-hoc analyses were performed using Duncan test. (a) and (b) indicate the source of significant difference (a>b)

Table 22. One-way ANOVA test on pull motivations by visitors' age

Again, statistical comparisons were made using ANOVA to determine whether statistical differences existed among visitors of different age groups in their satisfaction regarding push motivation. In terms of the satisfaction of "knowledge seeking," "punishment minimization" and "self-esteem", the mean scores for young visitors of age 19-30 were found to be significantly high (M=7.75, M=7.17, M=7). Furthermore, for "pleasure seeking", the mean scores for visitors of age 31-50 were significantly highest (M=5.69). Surprisingly, the satisfaction of visitors who are over 50 for almost all the factors were found to be lowest compared to the other three groups except in the function of "social prestige" (M=7.67). Table 23 shows the results of comparison.

Satisfaction Variables	Age	N	Mean	Std. Deviation	F	Sig.
Knowledge Seeking	Age 19-30	43	7.7500 (a)	1.04625	40.704	.000*
	Age 31-50	188	6.2308	1.28020		
	Age over 50	43	6.1667 (b)	.16952		
Punishment Minimization	Age 19-30	43	7.1667 (a)	.55744	13.567	.001*
	Age 31-50	188	6.9231	.98226		
	Age over 50	43	6.1667 (b)	.50855		
Pleasure Seeking	Age 19-30	43	5.1667	1.10213	14.009	.000*
	Age 31-50	188	5.6923 (a)	1.53124		
	Age over 50	43	4.3333 (b)	.67806		
Social Prestige	Age 19-30	43	7.3333	.53149	10.964	.000*
	Age 31-50	188	6.9231 (b)	1.07417		
	Age over 50	43	7.6667 (a)	.33903		
Self-esteem	Age 19-30	43	7.0000 (a)	.98003	20.307	.000*
	Age 31-50	188	6.0513	1.63639		
	Age over 50	43	5.0000 (b)	.67806		

\*P<0.01 Post-hoc analyses were performed using Duncan test. (a) and (b) indicate the source of significant difference (a>b)

Table 23. One-way ANOVA test on satisfaction regarding push motivations by visitors' age

ANOVA was used again to identify whether there were any differences of satisfaction toward the museum among the groups, as measured by a comparison of mean ratings. The scale means and F values are summarized in Table 24. Young visitors of age 19-30 in this sample gave higher importance ratings for satisfaction toward museum contents and museum image (M =6.92, M=7.41) than any other groups. The good image which was perceived by young visitors is expected to help the museum to attract more visitors by positive word-of-mouth.

Satisfaction Variables	Age	N	Mean	Std. Deviation	F	Sig.
Museum Contents/Exhibitions	Age 19-30	43	6.9167 (a)	.80166	56.701	.000*
	Age 31-50	188	6.6410	1.01078		
	Age over 50	43	4.6667 (b)	1.35613		
Facilities/Services for Visitors	Age 19-30	43	5.7500	.96184	12.040	.000*
	Age 31-50	188	5.7692 (a)	1.28689		
	Age over 50	43	4.6667 (b)	.33903		
Museum Image	Age 19-30	43	7.4167 (a)	.64550	7.514	.000*
	Age 31-50	188	7.2308	.95774		
	Age over 50	43	6.6667 (b)	.67806		

\*P<0.01 Post-hoc analyses were performed using Duncan test. (a) and (b) indicate the source of significant difference (a>b)

Table 24. One-way ANOVA test on satisfaction toward museum by visitors' age



Visitors who are over 50 had the lowest satisfaction ratings for all the three dimensions. People of different ages have different needs and the museum need to cater for a range of age groups (Ambrose & Paine, 1993). While the results show visitors over 50 had lowest mean scores in overall satisfaction, the museum may have to examine again if it caters well for visitors who are over 50 years old.

According to the results above, there are significantly different motivations and satisfactions among visitors according to different ages, then we fail to reject the Hypothesis 2-3 and conclude that Hypothesis 2-3 is also plausible.

#### 4.3.4. Place of Residence

An independent sample t-test was run to determine if there was a significant difference of pull motivation between Jeju local visitors and non-local visitors. The two groups of visitors also showed strong significant difference of all the pull motivations. Table 25 shows Jeju local visitors were motivated highly by punishment minimization, pleasure seeking and self-esteem function than non-local visitors. However, non-local visitors showed high interest in knowledge seeking than local visitors.

Push Motivation Variables	Place of Residence	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	Jeju local visitors	129	6.7143	.76854	4.5	.035**
	Non-local visitors	115	7.0833	1.19230		
Punishment Minimization	Jeju local visitors	129	6.2857	1.66438	13.5	.000*
	Non-local visitors	115	3.7500	1.83149		
Pleasure Seeking	Jeju local visitors	129	6.2857	.97120	51.9	.000*
	Non-local visitors	115	4.5000	1.73124		
Social Prestige	Jeju local visitors	129	6.1429	2.24934	13.7	.000*
	Non-local visitors	115	6.6250	1.17678		
Self-esteem	Jeju local visitors	129	6.5714	.94249	11.7	.001*
	Non-local visitors	115	6.2917	1.29032		

\*P<0.01 \*\*P<0.05

Table 25. Comparison of push motivations by visitors' place of residence



Again, an independent sample t-test was run to determine if there was a significant difference of pull motivation between Jeju local visitors and non-local visitors. The results are shown in Table 26. The result indicates that the local visitors were more easily motivated by facilities/services and museum image than non-local visitors while non-local visitors were highly motivated by museum contents/exhibitions.

Pull Motivation Variables	Place of Residence	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	Jeju local visitors	129	6.9048	1.40642	1.8	.184
	Non-local visitors	115	8.0000	1.15954		
Facilities/Services for Visitors	Jeju local visitors	129	4.9524	1.12416	20.8	.000*
	Non-local visitors	115	2.8750	1.54247		
Museum Image	Jeju local visitors	129	6.1429	.87444	66.4	.000*
	Non-local visitors	115	3.8750	1.86323		

\*P<0.01

Table 26. Comparison of pull motivations by visitors' place of residence

To determine if there was a significant difference of satisfaction regarding push motivation between groups of different place of residence, an independent sample t-test was run and the results are shown in Table 27. Jeju local visitors were more satisfied with the utilization functions which include "punishment minimization" and "pleasure seeking", while non-local visitors were especially satisfied with the social prestige function.

Satisfaction Variables	Place of Residence	N	Mean	Std. Deviation	t	Sig.
Knowledge Seeking	Jeju local visitors	129	6.095	1.42903	11.226	.001*
	Non-local visitors	115	6.333	.93185		
Punishment Minimization	Jeju local visitors	129	6.952	.86655	0.001	.978
	Non-local visitors	115	6.708	1.03763		
Pleasure Seeking	Jeju local visitors	129	5.714	2.00503	24.370	.000*
	Non-local visitors	115	5.333	.86966		
Social Prestige	Jeju local visitors	129	6.524	1.01048	11.582	.001*
	Non-local visitors	115	7.458	.85237		
Self-esteem	Jeju local visitors	129	5.905	2.15367	38.774	.000*
	Non-local visitors	115	5.917	.81564		

\*P<0.01

Table 27. Comparison of satisfaction regarding push motivations by visitors' place of residence

Visitors of different place of residence also showed different degree of satisfaction toward the museum. According to the results shown in Table 28, non-local visitors were more satisfied with the museum contents and facilities, while Jeju local visitors were satisfied with the museum image they perceived.

Satisfaction Variables	Place of Residence	N	Mean	Std. Deviation	t	Sig.
Museum Contents/Exhibitions	Jeju local visitors	129	6.857	.73505	20.232	.000*
	Non-local visitors	115	7.417	1.02831		
Facilities/Services for Visitors	Jeju local visitors	129	5.619	1.09528	16.452	.000*
	Non-local visitors	115	5.625	1.39464		
Museum Image	Jeju local visitors	129	6.857	1.22549	4.532	.034**
	Non-local visitors	115	5.958	1.12817		

\*P<0.01 \*\*P<0.05

Table 28. Comparison of satisfaction toward museum by visitors' place of residence

According to the results above, there are significantly different motivations and satisfactions among local and non-local visitors, therefore we fail to reject Hypothesis 3 and conclude that Hypothesis 3 is plausible.

## CHAPTER 5

### CONCLUSION

#### 5.1 Key findings

Knowledge regarding travel-related behavior, motivations, and satisfaction is of utmost importance to the travel and tourism industry. This study explored the complex relationship among gender, motivation and satisfaction of museum visitors. The key findings are:

1. Concerning overall motivation of museum visitors, the results of the factor analysis showed that the "knowledge function" dimension had the largest proportion of the total variance, at 20.4%. From this, we conclude that most tourists are strongly motivated by "knowledge function," which serves as the main distinguishing theme for a substantial part of the museum visit. As to the pull motivation regarding the attractiveness of Jeju National Museum, the dimension of museum contents/exhibitions explained the largest proportion of the total variance, at 33.9%, reaffirming that culture was a central theme of the museum
2. As to the difference of motivation and satisfaction according to visitors' gender, the male group was motivated by knowledge function (M=7.03) and the female group was more highly motivated by punishment minimization, reward maximization and social adjustive function. Regarding pull factors, the male group was motivated highly by museum contents/exhibitions (M=7.73) while the female visitors were more easily motivated by museum image (M=5.56). The result shows the female visitors were more satisfied

with their museum experience in most of the aspects than male visitors except for the factor of punishment minimization. The male group was more satisfied with museum exhibitions (M=7.33) while the female group was more satisfied with the facilities and services provided by the museum (M=5.70).

3. Zimmer, Brayley and Searle (1995) identified that education influenced travelers when choosing destinations. The study found significant differences in motivation and satisfaction of visitors of different level of education backgrounds. According to the results of the study, visitors of higher education background were more motivated by knowledge seeking function (M=6.80) while visitors of lower education background were more easily motivated by museum facilities/services (M=5.00) and museum image (M=4.44) than visitors of higher education background. Regarding push motivations, visitors of higher education background were more satisfied with all the factors than visitors of lower education background. Regarding satisfaction toward the museum, the visitors of high education background were more satisfied with the facilities and services museum provided but less satisfied with the museum exhibits.
4. Lepisto and Damonte (1994) found that age was a discriminating demographic variable that influenced choice of destination. In the study, the museum visitors' age also significantly influenced their motivations and satisfactions. Although visitors who are over 50 had the lowest ratings for the pleasure seeking function (M=3.00), punishment minimization factor (M=3.33), and self-esteem function (M=5.33), they gave higher importance ratings for the knowledge seeking factor than any other two groups. As to pull motivation regarding the attractiveness of Jeju National Museum, visitors who were over 50 cared more about the museum contents and

exhibitions (M=7.83). This coincides with the analytic results of push motivation which shows visitors over 50 years old had stronger motivation in knowledge seeking function than any other two groups. On the other hand, visitors of age 19-30 focused more on museum facilities/services and museum image. For young visitors, it seemed that museum contents and exhibitions were not that important when they made the decision of visiting the museum. In terms of the satisfaction regarding push motivations, surprisingly, the satisfaction of visitors who are over 50 for almost all the factors were found to be lowest compared to the other three groups except in the function of "social prestige" (M=7.67).

5. Gursoy and Chen (2000) discovered that place of residence was an important factor which influenced choice of destination. In the study, the museum visitors' place of residence also significantly influenced their motivations and satisfactions. Jeju local visitors were motivated highly by punishment minimization, pleasure seeking and self-esteem function than non-local visitors. However, non-local visitors showed high interest in knowledge seeking than local visitors. Visitors of different place of residence also showed different degree of satisfaction toward the museum. Non-local visitors were more satisfied with the museum contents and facilities, while Jeju local visitors were satisfied with the museum image they perceived.

## 5.2 Implications for Tourism Research

Cultural tourism in Jeju Island is still at an introductory stage. The segmentations proposed in this paper could be helpful in understanding why different people participate in cultural tourism and how they felt about their museum experience. They also provided information (e.g., demographic profile

and trip behaviors), which can be used to build future research model. Understanding tourists' motivations and satisfactions for visiting museum can ultimately help museums understand their target market. Therefore, continuous research on museum visitors is needed. To monitor the changing demands and preferences of museum visitors helps to foster and sustain future research directions.

The agenda for future research suggests a more refined market segmented approach in order to evaluate the influences of different motivations. The fact that visitor motivation and satisfaction have gained a central role in the examination of market trends for cultural tourism manifestations in recent times sets the agenda for future research in the area. Focusing on what tourists really want to derive from a visit to a museum suggests that a detailed examination of individuals' preference patterns in respect of visitation to a museum should be the primary concern of practitioners active in the field.

### 5.3 Managerial Implications

The modern museum, like the modern tourist himself, is a symptom of the rise of democracy. There had long been private museums, but now they were to be shown to the nation and to all comers. Even today they remain the destination of tourist-pilgrims from afar (Boorstin, 1961). Therefore, here are some implications for museum management. Firstly, the results showed that visitors of different demographic groups required very different museum experiences. After understanding the differences of visitors, there is a need to create differentiated advertising campaigns targeted at different market segments. For example, male visitors in this study reported significantly more favorable attitudes toward knowledge function such as learning history and



cultures than women did. On the other hand, female visitors are more easily motivated by museum image. Therefore, museums may have to figure out how to convey right message to the right group so that they can attract more potential visitors.

According to the results of the study, the low satisfaction of museum contents/exhibitions might direct to the problem of authenticity which has also been discussed by many previous studies (Chhabra, 2008). In a sense, therefore, the contents might be misrepresented. Museum contents were put together for convenience, instruction, amusement, and delight. But to put it together the museum commissioners have had to take apart the very environment, the culture which was once real, and which actually created and enjoyed these very works. The museum visitor tours a warehouse of cultural artifacts; he does not see vital organs of living culture. Something about it has died in the removal (Boorstin, 1961).

In addition, museum promotional schemes could be developed to cater for different types of travelers, based on their different vacation motives (Gitelson & Kerstetter, 1990). As shown in this study, visitors come to museum today not only for one purpose, which used to be knowledge seeking, but for various purposes such as recreation and social functions. How to satisfy different needs of visitors becomes main challenge for museums. For example, besides museum contents, the museum may have to consider enhancing existing services/facilities to attract more young visitors.

Besides, high quality of performance and levels of satisfaction are perceived to result in increased loyalty and future visitation, greater tolerance of price increases, and an enhanced reputation. The latter is critical for attracting new tourists through positive word-of-mouth (Baker & Crompton, 2000).

Therefore, museums in Jeju are suggested to offer a mixture of emotions to enrich individuals' experience and achieve their true satisfaction. It is possible through an appropriate combination of resources, activities and events capable to evoke, feelings of pleasures or surprise among museum visitors (Bosque & Martin, 2008).

In order to create effective marketing strategies for museums in the market, a better understanding of museum visitors is necessary. Van Raaij (1986) suggested that consumer preferences are partly dependent on what is available in the market, and partly on what consumers consider to be the "ideal" vacation. This study has helped to identify the importance of motivation and satisfaction factors as perceived by museum visitors, based on their demographic characters. It is hoped that the results of this study will provide some insights that will help museum marketers to develop specific, tailor-made promotional strategies to attract more potential visitors.

#### 5.4 Limitations and Future Research

The findings contribute to the understanding of the complex relationship among gender, motivation and satisfaction of museum visitors. However, as in most studies, the results of this study also need to be viewed in the light of its limitations. The first limitation of this study is that emotions may not be completely measured through verbal methods (Bosque & Martin, 2008). Emotional states may be influenced by other factors such as personality traits. Emotions may even be evoked without the need of the individual's cognitive judgments. Therefore, future research should try to adopt qualitative method or combine qualitative method with quantitative method. Secondly, consumer satisfaction has been widely debated in marketing literature even though there is no clear consensus as to what the determinant variables are

(Bowen, 2001). While past literature has concentrated on describing satisfaction by the evaluation consumers make of perceived quality from their expectations, more recent trends have perceived the emotions consumers experienced as the determinant factors in creating satisfaction (Rojas & Camarero, 2008). Therefore, future research should focus on the experience of museum visitors and the effect of this experience on satisfaction. Thirdly, the sample used for this study only includes Korean visitors and Chinese visitors. According to the statistical numbers provided by Jeju National Museum, among all foreign tourists, Japanese tourists are the largest number. Although we prepared Japanese questionnaires for Japanese visitors to answer, during the research period, no visitors were encountered. The influence of cultural background is an important investigation. In the future research, the measurement scales need to be validated by including visitors from more countries.

Besides, the conflict between tourism and museum is one of the recurrent themes in the research field, leading to quite a heated debate about how much commoditization is acceptable in the pursuit of tourism. In the area of tourist satisfaction, Kozak (2001) has shown that its overall level and the number of previous visits considerably influence the intention to make repeat visits. Further research could center on the analysis of the influence of previous visits on the relationship between motivation and satisfaction (Bigne´ & Andreu, 2004).

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## APPENDIX I: Questionnaire (English)

**Part 1 - Why did you come to Jeju National Museum today?** disagree ←————→ agree

1	To enjoy leisure activity which meet my leisure expectations.	1	2	3	4	5	6	7	8	9
2	To see works of art.	1	2	3	4	5	6	7	8	9
3	To buy something unique in the souvenir shop.	1	2	3	4	5	6	7	8	9
4	To bring my friends/family closer together.	1	2	3	4	5	6	7	8	9
5	To do things that I haven't done before.	1	2	3	4	5	6	7	8	9
6	To share vacation experience to my friends/family when I get back.	1	2	3	4	5	6	7	8	9
7	To learn new knowledge.	1	2	3	4	5	6	7	8	9
8	Because Jeju National Museum is better than other museums in Jeju.	1	2	3	4	5	6	7	8	9
9	To have fun and be entertained.	1	2	3	4	5	6	7	8	9
10	Because it is important to visit historical and cultural places at a destination.	1	2	3	4	5	6	7	8	9
11	The entrance fee is free.	1	2	3	4	5	6	7	8	9
12	To get away from work and the daily routine.	1	2	3	4	5	6	7	8	9
13	To see authentic Jeju artifacts and relics.	1	2	3	4	5	6	7	8	9
14	To do something exciting.	1	2	3	4	5	6	7	8	9
15	Because Jeju National Museum is a tourist attraction.	1	2	3	4	5	6	7	8	9
16	Because I heard something good about the museum.	1	2	3	4	5	6	7	8	9
17	To avoid the crowds.	1	2	3	4	5	6	7	8	9
18	To see how Jeju people live and their way of life.	1	2	3	4	5	6	7	8	9
19	To experience different cultures and ways.	1	2	3	4	5	6	7	8	9
20	To do something with my friends/family.	1	2	3	4	5	6	7	8	9
21	To enjoy the professional interpretation service.	1	2	3	4	5	6	7	8	9
22	To rest and relax.	1	2	3	4	5	6	7	8	9
23	To have a good time with my friends/family.	1	2	3	4	5	6	7	8	9
24	To better understand Jeju Heritage.	1	2	3	4	5	6	7	8	9

Part 2 – How do you feel about your museum experience? disagree ←————→ agree

1	My Museum experience met my leisure expectations.	1	2	3	4	5	6	7	8	9
2	I have enjoyed nice works of art in the museum.	1	2	3	4	5	6	7	8	9
3	The souvenirs sold in the souvenir shop are unique.	1	2	3	4	5	6	7	8	9
4	Museum experience has brought my friends/family closer together.	1	2	3	4	5	6	7	8	9
5	I have done something in the museum which I haven't done before.	1	2	3	4	5	6	7	8	9
6	I am happy to share my museum experience with someone I know when I get back.	1	2	3	4	5	6	7	8	9
7	I have learned something new after visiting Jeju National Museum.	1	2	3	4	5	6	7	8	9
8	The museum is as good as I expected	1	2	3	4	5	6	7	8	9
9	I had fun and was entertained.	1	2	3	4	5	6	7	8	9
10	Jeju National Museum has so many historical and cultural exhibits to see.	1	2	3	4	5	6	7	8	9
11	I am happy with the free entrance policy.	1	2	3	4	5	6	7	8	9
12	Museum experience helped me get away from work and the daily routine.	1	2	3	4	5	6	7	8	9
13	I enjoy the authentic Jeju artifacts and relics in the museum.	1	2	3	4	5	6	7	8	9
14	I have done something exciting.	1	2	3	4	5	6	7	8	9
15	The museum is a real tourist attraction.	1	2	3	4	5	6	7	8	9
16	I will recommend the museum to someone I know as a place to visit.	1	2	3	4	5	6	7	8	9
17	The museum provides a calm atmosphere.	1	2	3	4	5	6	7	8	9
18	The presentation techniques bring to life how Jeju people lived in the past.	1	2	3	4	5	6	7	8	9
19	I have experienced different cultures and ways.	1	2	3	4	5	6	7	8	9
20	I have done something good with my friends/family.	1	2	3	4	5	6	7	8	9
21	The interpretation service helps me understand the exhibition better.	1	2	3	4	5	6	7	8	9
22	I had a nice rest and feel relaxed now.	1	2	3	4	5	6	7	8	9
23	I have a good time with my friends/family.	1	2	3	4	5	6	7	8	9
24	The museum has helped me understand how Jeju people lived in the past.	1	2	3	4	5	6	7	8	9

Part 3 - Please give us some more information about your museum experience

1. Is this your first time to visit Jeju?	<input type="checkbox"/> Yes <input type="checkbox"/> No, this is my _____ time to visit Jeju <input type="checkbox"/> No, I live in Jeju
2. Is this your first time to visit Jeju National Museum?	<input type="checkbox"/> Yes <input type="checkbox"/> No, this is my _____ time to visit the museum
3. How did you know Jeju National museum?	<input type="checkbox"/> I've been here before <input type="checkbox"/> Recommendation by friends/family <input type="checkbox"/> Leaflet or Brochure <input type="checkbox"/> Poster <input type="checkbox"/> Tourist guide book <input type="checkbox"/> Television <input type="checkbox"/> Just passed by <input type="checkbox"/> Other _____
4. Who are you with today?	<input type="checkbox"/> Family (including kids) <input type="checkbox"/> Spouse <input type="checkbox"/> Friends <input type="checkbox"/> Boyfriend/Girlfriend <input type="checkbox"/> Alone <input type="checkbox"/> Other _____
5. How did you come to the museum today?	<input type="checkbox"/> Foot <input type="checkbox"/> Bicycle <input type="checkbox"/> Public transportation <input type="checkbox"/> Car <input type="checkbox"/> Other _____
6. How long did you spend visiting the museum?	<input type="checkbox"/> 0-15 mins <input type="checkbox"/> 16-30 mins <input type="checkbox"/> 31-45 mins <input type="checkbox"/> 46-60 mins <input type="checkbox"/> More than 1 hour - less than 1 and a half hour <input type="checkbox"/> More than 1 and 1/2 hour - less than 2 hours <input type="checkbox"/> over 2 hour



## Part 4 - Tell us about yourself

1. Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
2. Age	<input type="checkbox"/> 19-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> over 50
3. Education	<input type="checkbox"/> Never <input type="checkbox"/> Elementary school <input type="checkbox"/> High school <input type="checkbox"/> Bachelor or above
4. Nationality	_____
5. Place of Residence	_____
6. People in Households	<input type="checkbox"/> Single <input type="checkbox"/> Married couple, no children <input type="checkbox"/> Married couple, with dependent children <input type="checkbox"/> Married couple, with non-dependent children <input type="checkbox"/> Single parent with dependent children
7. Personal Yearly Income (USD)	<input type="checkbox"/> Under \$10,000 <input type="checkbox"/> \$10,000 - \$19,999 <input type="checkbox"/> \$20,000 - \$29,999 <input type="checkbox"/> \$30,000 - \$39,999 <input type="checkbox"/> \$40,000 - \$49,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> Over \$100,000 <input type="checkbox"/> Would rather not say
8. Employment Status	<input type="checkbox"/> Student <input type="checkbox"/> Unemployed and available for work <input type="checkbox"/> Self employed full or part-time <input type="checkbox"/> Employee in part-time job (under 30 hours per week) <input type="checkbox"/> Employee in full-time job (30 hours plus per week) <input type="checkbox"/> Wholly retired from work <input type="checkbox"/> Housewife
9. Field of Industry	<input type="checkbox"/> Agriculture, stock raising, forestry, mining and fishing <input type="checkbox"/> Manufacturing <input type="checkbox"/> Service production <input type="checkbox"/> Intellectual services (R&D, etc.) <input type="checkbox"/> Education (Teachers / Professors) <input type="checkbox"/> Military services <input type="checkbox"/> Student <input type="checkbox"/> Housewife <input type="checkbox"/> Other_____

## APPENDIX II: Questionnaire (Korean)

**Part 1. 오늘 국립 제주 박물관에 온 이유는 무엇입니까?**    아니다 ←—————→ 그렇다

1	나의 여가 기대에 맞는 여가 활동을 즐기기 위해	1	2	3	4	5	6	7	8	9
2	예술 작품들을 보기 위해	1	2	3	4	5	6	7	8	9
3	기념품점에 있는 독특한 것을 사기 위해	1	2	3	4	5	6	7	8	9
4	나의 친구/가족과 좀더 가까워지기 위해	1	2	3	4	5	6	7	8	9
5	내가 전에 해본 적이 없는 것들을 하기 위해	1	2	3	4	5	6	7	8	9
6	내가 돌아갔을 때 나의 친구들/가족들과 휴가 경험을 공유하기 위해	1	2	3	4	5	6	7	8	9
7	새로운 지식을 배우기 위해	1	2	3	4	5	6	7	8	9
8	제주 국립 박물관은 제주에 있는 다른 박물관들보다 더 좋기 때문에	1	2	3	4	5	6	7	8	9
9	재밌고 즐거워지기 위해	1	2	3	4	5	6	7	8	9
10	관광지에서 역사적이고 문화적인 장소들을 가는 것은 중요하기 때문에	1	2	3	4	5	6	7	8	9
11	입장요금이 무료이기 때문에	1	2	3	4	5	6	7	8	9
12	일과 일상 생활을 탈피하기 위해	1	2	3	4	5	6	7	8	9
13	진정한 유물과 유적을 보기 위해	1	2	3	4	5	6	7	8	9
14	흥미있는 것을 하기 위해	1	2	3	4	5	6	7	8	9
15	제주 국립 박물관은 유명한 관광지이기 때문에	1	2	3	4	5	6	7	8	9
16	이 박물관이 좋다는 것을 들었기 때문에	1	2	3	4	5	6	7	8	9
17	번잡함을 피하기 위해	1	2	3	4	5	6	7	8	9
18	제주 사람들이 사는 방법과 그들의 삶의 방식을 보기 위해	1	2	3	4	5	6	7	8	9
19	다른 문화들과 방법들을 경험하기 위해	1	2	3	4	5	6	7	8	9
20	나의 친구들/가족과 무엇을 하기 위해	1	2	3	4	5	6	7	8	9
21	전문적인 해석 서비스를 즐기기 위해	1	2	3	4	5	6	7	8	9
22	휴식과 안정을 취하기 위해	1	2	3	4	5	6	7	8	9
23	나의 친구들/가족과 좋은 시간을 가지기 위해	1	2	3	4	5	6	7	8	9
24	제주 문화유산을 더 잘 이해하기 위해	1	2	3	4	5	6	7	8	9

Part 2. 당신은 박물관 경험에 대해 어떻게 느끼십니까? 아니다 ←————→ 그렇다

1	박물관 경험은 나의 여가 기대에 맞았다	1	2	3	4	5	6	7	8	9
2	나는 박물관에 있는 멋진 예술 작품들을 즐겼다	1	2	3	4	5	6	7	8	9
3	기념품점에서 파는 기념품들이 독특하였다	1	2	3	4	5	6	7	8	9
4	박물관 경험은 나의 친구들/가족 사이를 더 가깝게 만들었다	1	2	3	4	5	6	7	8	9
5	나는 내가 전에 박물관에서 해보지 못한 것을 했다	1	2	3	4	5	6	7	8	9
6	나는 내가 돌아왔을 때 내가 아는 사람과 박물관 경험을 나누고 싶다	1	2	3	4	5	6	7	8	9
7	나는 제주 국립 박물관에 방문한 이후 새로운 것을 배웠다	1	2	3	4	5	6	7	8	9
8	박물관은 내가 예상한 만큼 좋았다	1	2	3	4	5	6	7	8	9
9	나는 재밌고 즐거웠다	1	2	3	4	5	6	7	8	9
10	제주 국립 박물관은 아주 많은 역사적이고 문화적인 전시들을 하고있다	1	2	3	4	5	6	7	8	9
11	나는 박물관이 무료 입장이라서 행복하다	1	2	3	4	5	6	7	8	9
12	박물관 경험은 내가 일과 일상 생활을 피하는데 도움을 주었다	1	2	3	4	5	6	7	8	9
13	나는 박물관에 있는 제주의 실제 유물과 유적을 즐겼다	1	2	3	4	5	6	7	8	9
14	나는 흥미있는 것을 했다	1	2	3	4	5	6	7	8	9
15	박물관은 유명한 관광지라 될 만하다	1	2	3	4	5	6	7	8	9
16	나는 내가 아는 사람에게 방문할 만한 장소로서 박물관을 추천할 것이다	1	2	3	4	5	6	7	8	9
17	박물관은 조용한 분위기를 제공한다	1	2	3	4	5	6	7	8	9
18	표현기법이 좋고 과거에 제주 사람들이 어떻게 살았는지 알게 되었다	1	2	3	4	5	6	7	8	9
19	나는 다른 문화와 방식들을 경험했다	1	2	3	4	5	6	7	8	9
20	나는 나의 친구들/가족과 함께 좋은 것을 하였다	1	2	3	4	5	6	7	8	9
21	해석 서비스는 내가 전시물들을 더 잘 이해하도록 도와 주었다	1	2	3	4	5	6	7	8	9
22	나는 충분한 휴식을 가졌고 지금 안정을 느끼고 있다	1	2	3	4	5	6	7	8	9
23	나는 내 친구들/가족과 좋은 시간은 가졌다	1	2	3	4	5	6	7	8	9
24	박물관은 과거에 제주 사람들이 어떻게 살았는지 내가 이해하도록 도와주었다	1	2	3	4	5	6	7	8	9

Part 3 - 당신의 박물관 경험에 대한 더 많은 정보를 주세요

<p>1. 제주를 방문한 것이 이번이 처음이십니까?</p>	<p><input type="checkbox"/> 예  <input type="checkbox"/> 아니오, 이번이 __번째 방문입니다  <input type="checkbox"/> 아니오, 제주에 살고 있습니다</p>
<p>2. 국립 제주 박물관을 방문한 것이 이번이 처음입니까?</p>	<p><input type="checkbox"/> 예  <input type="checkbox"/> 아니오, 이번이 __번째 방문입니다</p>
<p>3. 귀하는 어떻게 제주 국립 박물관을 알게 되었습니까?</p>	<p><input type="checkbox"/> 예전에 와 본적이 있습니다  <input type="checkbox"/> 친구/가족의 추천  <input type="checkbox"/> 전단지  <input type="checkbox"/> 포스터  <input type="checkbox"/> 관광 안내 책자  <input type="checkbox"/> 텔레비전  <input type="checkbox"/> 우연히 들름  <input type="checkbox"/> 기타 _____</p>
<p>4. 오늘 누구와 함께 오셨습니까?</p>	<p><input type="checkbox"/> 가족 (아이 포함)  <input type="checkbox"/> 배우자  <input type="checkbox"/> 친구들  <input type="checkbox"/> 남자친구/여자친구  <input type="checkbox"/> 혼자  <input type="checkbox"/> 기타 _____</p>
<p>5. 귀하는 어떤 교통편으로 박물관에 오셨습니까?</p>	<p><input type="checkbox"/> 도보  <input type="checkbox"/> 자전거  <input type="checkbox"/> 대중교통  <input type="checkbox"/> 자가용  <input type="checkbox"/> 기타 _____</p>
<p>6. 귀하는 오늘 박물관을 관람 하기 위해 어느 정도 머무르셨습니까?</p>	<p><input type="checkbox"/> 0-15분  <input type="checkbox"/> 16-30분  <input type="checkbox"/> 31-45분  <input type="checkbox"/> 46-60분  <input type="checkbox"/> 1시간 이상 - 1시간 30분 미만  <input type="checkbox"/> 1시간 30분 이상 - 2시간 미만  <input type="checkbox"/> 2시간 이상</p>

Part 4 - 개인 정보

1. 성별	<input type="checkbox"/> 남 <input type="checkbox"/> 여
2. 나이	<input type="checkbox"/> 19-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> > 50세
3. 학력	<input type="checkbox"/> 무 <input type="checkbox"/> 초등학교 <input type="checkbox"/> 중.고등학교 <input type="checkbox"/> 학사 이상 <input type="checkbox"/> 기타 _____
4. 국적	_____
5. 거주 지역	_____
6. 가족	<input type="checkbox"/> 독신 <input type="checkbox"/> 기혼, 자녀 없음 <input type="checkbox"/> 기혼, 자녀 <input type="checkbox"/> 기혼, 독립한 자녀 <input type="checkbox"/> 부모님 중 한분, 독립한 자녀
7. 개인 연간 소득 (USD)	<input type="checkbox"/> \$10,000 미만 <input type="checkbox"/> \$10,000 - \$19,999 <input type="checkbox"/> \$20,000 - \$29,999 <input type="checkbox"/> \$30,000 - \$39,999 <input type="checkbox"/> \$40,000 - \$49,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> \$100,000 초과 <input type="checkbox"/> 밝히고 싶지 않음
8. 근로형태	<input type="checkbox"/> 학생 <input type="checkbox"/> 무직 / 취업 준비중 <input type="checkbox"/> 파트 타임 근무자 (주당 30 시간 이하) <input type="checkbox"/> 상근자 (주당 30 시간 이상) <input type="checkbox"/> 자영 상근자 또는 자영 파트 타임 근무자 <input type="checkbox"/> 퇴직자 <input type="checkbox"/> 가정주부
9. 직종	<input type="checkbox"/> 농업, 축산업, 임업, 광업, 수산업 <input type="checkbox"/> 제조업 <input type="checkbox"/> 서비스업 <input type="checkbox"/> 과학기술업 <input type="checkbox"/> 교육 (교사 / 교수) <input type="checkbox"/> 군인 <input type="checkbox"/> 학생 <input type="checkbox"/> 가정주부 <input type="checkbox"/> 기타 _____

## APPENDIX III: Questionnaire (Chinese)

### 第一部分 - 您今日为何来到济州国立博物馆?

不同意 ←————→ 同意

1	想要享受我心目中所期望的休闲活动	1	2	3	4	5	6	7	8	9
2	想来参观艺术作品	1	2	3	4	5	6	7	8	9
3	想在纪念品商店买一些独特的纪念品	1	2	3	4	5	6	7	8	9
4	让我的朋友/家人更亲近	1	2	3	4	5	6	7	8	9
5	从事一些我以前没做过的事情	1	2	3	4	5	6	7	8	9
6	回家之后想要和我的朋友/家人分享我的假期经验	1	2	3	4	5	6	7	8	9
7	想要学习新的知识	1	2	3	4	5	6	7	8	9
8	因为济州国立博物馆比济州其它博物馆都好	1	2	3	4	5	6	7	8	9
9	我想要玩得开心并且得到娱乐	1	2	3	4	5	6	7	8	9
10	因为我觉得参观一个旅游地的历史和文化场所很重要	1	2	3	4	5	6	7	8	9
11	因为不用入场费	1	2	3	4	5	6	7	8	9
12	想逃离工作和日常规律的生活	1	2	3	4	5	6	7	8	9
13	想看看真实的工艺品与遗物	1	2	3	4	5	6	7	8	9
14	想从事一些刺激的活动	1	2	3	4	5	6	7	8	9
15	因为济州国立博物馆是一个观光景点	1	2	3	4	5	6	7	8	9
16	因为我听过一些关于济州国立博物馆的好评	1	2	3	4	5	6	7	8	9
17	避开拥挤的人潮	1	2	3	4	5	6	7	8	9
18	想看看济州人的生活方式	1	2	3	4	5	6	7	8	9
19	想体验不同的文化	1	2	3	4	5	6	7	8	9
20	和朋友/家人一起从事活动	1	2	3	4	5	6	7	8	9
21	想要享受专业的解说服务	1	2	3	4	5	6	7	8	9
22	想要放松一下	1	2	3	4	5	6	7	8	9
23	想和朋友/家人一起度过一段好的时光	1	2	3	4	5	6	7	8	9
24	想更了解济州遗迹	1	2	3	4	5	6	7	8	9



第二部分 - 请与我们分享您的博物馆参观经验

不同意 ←————→ 同意

1	我的博物馆参访经验符合了我原先所期望的休闲活动	1	2	3	4	5	6	7	8	9
2	我很享受博物馆内展出的艺术作品	1	2	3	4	5	6	7	8	9
3	纪念品商店里卖的纪念品很特殊	1	2	3	4	5	6	7	8	9
4	博物馆参访经验让我和朋友/家人变得更加亲近	1	2	3	4	5	6	7	8	9
5	我在这边从事了一些我以前没有做过的事	1	2	3	4	5	6	7	8	9
6	等我回到家之后我会很高兴的和别人分享我的博物馆参观经验	1	2	3	4	5	6	7	8	9
7	在参观完济州国立博物馆之后我学习到了一些新知识	1	2	3	4	5	6	7	8	9
8	博物馆跟我预期的一样好	1	2	3	4	5	6	7	8	9
9	我玩得很高兴并且得到娱乐	1	2	3	4	5	6	7	8	9
10	济州国立博物馆有很多历史和文化的展出值得观赏	1	2	3	4	5	6	7	8	9
11	我对于免费参观的政策感到很高兴	1	2	3	4	5	6	7	8	9
12	博物馆参访经验帮助我脱离了工作和日常规律的生活	1	2	3	4	5	6	7	8	9
13	我很享受博物馆里的济州真实工艺品和遗物	1	2	3	4	5	6	7	8	9
14	我从事了刺激的活动	1	2	3	4	5	6	7	8	9
15	济州国立博物馆堪称为一个观光景点	1	2	3	4	5	6	7	8	9
16	我会推荐我认识的人来参观济州国立博物馆	1	2	3	4	5	6	7	8	9
17	济州国立博物馆提供了一种宁静的气氛	1	2	3	4	5	6	7	8	9
18	博物馆展示的技术真实重现了济州人以前的生活	1	2	3	4	5	6	7	8	9
19	我体验了不同的文化	1	2	3	4	5	6	7	8	9
20	我和朋友/家人一起从事了很好的活动	1	2	3	4	5	6	7	8	9
21	解说服务帮助我更了解展示内容	1	2	3	4	5	6	7	8	9
22	我获得了充分的休息并且感到非常轻松	1	2	3	4	5	6	7	8	9
23	我和朋友/家人一同度过了很好的时光	1	2	3	4	5	6	7	8	9
24	博物馆帮助我了解济州人以前的生活	1	2	3	4	5	6	7	8	9

第三部分 - 请告诉我们更多您的博物馆参访经验

1. 这是您第一次访问济州岛吗?	<input type="checkbox"/> 是 <input type="checkbox"/> 不是, 这是我第 ____ 次访问济州岛 <input type="checkbox"/> 不是, 我住在济州
2. 这是您第一次访问济州国立博物馆吗?	<input type="checkbox"/> 是 <input type="checkbox"/> 不是, 这是我第 ____ 次访问济州国立博物馆
3. 您是如何得知济州国立博物馆的?	<input type="checkbox"/> 我之前来过这里 <input type="checkbox"/> 朋友/家人推荐 <input type="checkbox"/> 传单 <input type="checkbox"/> 海报 <input type="checkbox"/> 旅游指南 <input type="checkbox"/> 电视 <input type="checkbox"/> 刚好经过 <input type="checkbox"/> 其它 _____
4. 您今日与谁一同前来参观?	<input type="checkbox"/> 家人(包括小孩) <input type="checkbox"/> 配偶 <input type="checkbox"/> 朋友 <input type="checkbox"/> 男朋友/女朋友 <input type="checkbox"/> 单独前来 <input type="checkbox"/> 其它 _____
5. 您今日如何前来博物馆?	<input type="checkbox"/> 步行前来 <input type="checkbox"/> 脚踏车 <input type="checkbox"/> 公交车 <input type="checkbox"/> 自行开车 <input type="checkbox"/> 其它 _____
6. 您花多长的时间参观博物馆?	<input type="checkbox"/> 0-15分钟 <input type="checkbox"/> 16-30分钟 <input type="checkbox"/> 31-45分钟 <input type="checkbox"/> 46-60分钟 <input type="checkbox"/> 1小时以上 - 未满1小时30分钟 <input type="checkbox"/> 1小时30分钟以上 - 未满2小时 <input type="checkbox"/> 2小时以上

#### 第四部分 - 个人资料

1. 性别	<input type="checkbox"/> 男性 <input type="checkbox"/> 女性
2. 年龄	<input type="checkbox"/> 19-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 超过 50岁
3. 教育程度	<input type="checkbox"/> 未受教 <input type="checkbox"/> 小学 <input type="checkbox"/> 初/高中 <input type="checkbox"/> 学士或以上
4. 国籍	_____
5. 居住地	_____
6. 家庭状况	<input type="checkbox"/> 单身 <input type="checkbox"/> 已婚, 无子女 <input type="checkbox"/> 已婚, 子女未独立 <input type="checkbox"/> 已婚, 子女已独立 <input type="checkbox"/> 单亲, 子女未独立
7. 个人年收入 (美金)	<input type="checkbox"/> 低于 \$10,000 <input type="checkbox"/> \$10,000 - \$19,999 <input type="checkbox"/> \$20,000 - \$29,999 <input type="checkbox"/> \$30,000 - \$39,999 <input type="checkbox"/> \$40,000 - \$49,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> 超过 \$100,000 <input type="checkbox"/> 不愿回答
8. 就业情况	<input type="checkbox"/> 全职学生 <input type="checkbox"/> 无职 / 待业中 <input type="checkbox"/> 兼职员工 (一周工作时数低于30小时) <input type="checkbox"/> 全职员工 (一周工作时数超过30小时) <input type="checkbox"/> 自营业 <input type="checkbox"/> 退休 <input type="checkbox"/> 家管
9. 职业别	<input type="checkbox"/> 农、畜、林、矿、水产业 <input type="checkbox"/> 制造业 <input type="checkbox"/> 服务业 <input type="checkbox"/> 知识技术产业 (信息业/研发) <input type="checkbox"/> 教育业 (老师/教授) <input type="checkbox"/> 军事服务 <input type="checkbox"/> 学生 <input type="checkbox"/> 家管 <input type="checkbox"/> 其它 _____

## APPENDIX IV: Questionnaire (Japanese)

**Part 1 - 今日は何で国立济州博物館に来ました？**      不賛成 ←————→ 賛成

1	レジャーの期待通りに楽しめるためです。	1	2	3	4	5	6	7	8	9
2	工芸品を見に来ました。	1	2	3	4	5	6	7	8	9
3	特別の記念品を買いたいためです。	1	2	3	4	5	6	7	8	9
4	より友達や家族などと親しむようになるためです。	1	2	3	4	5	6	7	8	9
5	まだやったことがないことをやるためです。	1	2	3	4	5	6	7	8	9
6	家に戻って来たら自分の休暇経験を友達や家族などに共有したいためです。	1	2	3	4	5	6	7	8	9
7	新たな知識を学ぶためです。	1	2	3	4	5	6	7	8	9
8	国立济州博物館は济州にあるほかの博物館よりいいです。	1	2	3	4	5	6	7	8	9
9	楽しみと娯楽をゲットするためです。	1	2	3	4	5	6	7	8	9
10	歴史的及び文化的なところを訪問するのが大切だと思います。	1	2	3	4	5	6	7	8	9
11	無料観覧であるためです。	1	2	3	4	5	6	7	8	9
12	日常の仕事から離れるためです。	1	2	3	4	5	6	7	8	9
13	本物の济州の工芸品と遺跡を見るためです。	1	2	3	4	5	6	7	8	9
14	興奮できることをするためです。	1	2	3	4	5	6	7	8	9
15	観光客にとって国立济州博物館は魅力的です。	1	2	3	4	5	6	7	8	9
16	この博物館は好評されています。	1	2	3	4	5	6	7	8	9
17	人ごみを避けるためです。	1	2	3	4	5	6	7	8	9
18	济州人の生活スタイルを見るためです。	1	2	3	4	5	6	7	8	9
19	違う文化と方式を体験するためです。	1	2	3	4	5	6	7	8	9
20	友達や家族などと一緒に何とかしたいためです。	1	2	3	4	5	6	7	8	9
21	プロの展示解説を楽しむためです。	1	2	3	4	5	6	7	8	9
22	休憩とリラックスするためです。	1	2	3	4	5	6	7	8	9
23	友達や家族などと楽しんで過ごすためです。	1	2	3	4	5	6	7	8	9
24	より济州の伝統（文化的遺産）を理解するためです。	1	2	3	4	5	6	7	8	9

## Part 2 - あなたの博物館体験はどうでしたか？

不賛成 ←————→ 賛成

1	私の博物館体験はレジャーの期待通りでした。	1	2	3	4	5	6	7	8	9
2	この博物館で私は素敵な工芸品を味わいました。	1	2	3	4	5	6	7	8	9
3	記念品売店で販売されているものが特別です。	1	2	3	4	5	6	7	8	9
4	博物館体験で友達や家族などとより親しむようになりました。	1	2	3	4	5	6	7	8	9
5	博物館で、今まで体験したことがないこともありました。	1	2	3	4	5	6	7	8	9
6	家に戻って来たら自分の博物館体験を友人に共有するのが楽しいです。	1	2	3	4	5	6	7	8	9
7	国立済州博物館の訪問を通じて新たな知識を学びました。	1	2	3	4	5	6	7	8	9
8	この博物館は予想どおり素晴らしいと思います。	1	2	3	4	5	6	7	8	9
9	私は楽しかったです。	1	2	3	4	5	6	7	8	9
10	国立済州博物館には多くの歴史的及び文化的な展示品が見られます。	1	2	3	4	5	6	7	8	9
11	ただで入れるという政策がうれしいです。	1	2	3	4	5	6	7	8	9
12	博物館体験によって仕事と普段の生活から離れることができました。	1	2	3	4	5	6	7	8	9
13	博物館で本物の済州の工芸品と遺跡を楽しむことができます。	1	2	3	4	5	6	7	8	9
14	興奮できることをしました。	1	2	3	4	5	6	7	8	9
15	済州国立博物館は観光名所と言えます。	1	2	3	4	5	6	7	8	9
16	私はこの博物館を観光のいい場所として知人に勧めます。	1	2	3	4	5	6	7	8	9
17	この博物館の雰囲気は穏やかです。	1	2	3	4	5	6	7	8	9
18	プレゼンテーションの表現は済州の人々が過去どのように暮らしていたかを表しました。	1	2	3	4	5	6	7	8	9
19	違う文化と方法を体験しました。	1	2	3	4	5	6	7	8	9
20	友達や家族などと一緒にいい時間を過ごしました。	1	2	3	4	5	6	7	8	9
21	通訳のサービスによって展示会をより分かるようになりました。	1	2	3	4	5	6	7	8	9
22	素晴らしい休みを取れて、今はリラックスしています。	1	2	3	4	5	6	7	8	9
23	友達や家族などと楽しんで過ごしました。	1	2	3	4	5	6	7	8	9
24	この博物館によって済州の人々が過去どのように暮らしていたかを理解しました。	1	2	3	4	5	6	7	8	9

Part 3 - 何卒もう少しあなたの博物館体験を教えてくださいませんか

<p>1. 今度は初めて済州に旅行しに 来ましたか？</p>	<p><input type="checkbox"/> はい  <input type="checkbox"/> いいえ、今度は_____度目です。  <input type="checkbox"/> いいえ、私は済州に住んでいます。</p>
<p>2. 今度は初めて国立済州博物館に 訪問しに来ましたか？</p>	<p><input type="checkbox"/> はい  <input type="checkbox"/> いいえ、今度は_____度目です。</p>
<p>3. どうやって国立済州博物館を 知りましたか？</p>	<p><input type="checkbox"/> この前来たことがあります。  <input type="checkbox"/> 友達や家族に勧められました。  <input type="checkbox"/> パンフレット  <input type="checkbox"/> ポスター  <input type="checkbox"/> 旅行ガイドー  <input type="checkbox"/> テレビ  <input type="checkbox"/> ちょうど通りました。  <input type="checkbox"/> その他_____</p>
<p>4. 今日はどちら様と一緒に来ましたか？</p>	<p><input type="checkbox"/> 家族（子供を含む）  <input type="checkbox"/> 配偶  <input type="checkbox"/> 友達  <input type="checkbox"/> 彼氏/彼女  <input type="checkbox"/> 一人  <input type="checkbox"/> その他_____</p>
<p>5. 今日はどうやってこの博物館に 来ましたか？</p>	<p><input type="checkbox"/> 歩く  <input type="checkbox"/> 自転車  <input type="checkbox"/> バス  <input type="checkbox"/> 車  <input type="checkbox"/> その他_____</p>
<p>6. この博物館を訪問するのがどのぐらい かかりましたか？</p>	<p><input type="checkbox"/> 0-15分  <input type="checkbox"/> 16-30分  <input type="checkbox"/> 31-45分  <input type="checkbox"/> 46-60分  <input type="checkbox"/> 1時間以上 - 1時間30分未満  <input type="checkbox"/> 1時間30分以上 - 2時間未満  <input type="checkbox"/> 2時間以上</p>



Part 4 - 個人情報

1. 性別	<input type="checkbox"/> 男性 <input type="checkbox"/> 女性
2. 年齢	<input type="checkbox"/> 19-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> > 50
3. 教育程度	<input type="checkbox"/> 無学歴 <input type="checkbox"/> 小学校 <input type="checkbox"/> 中学/高校 <input type="checkbox"/> 大学以上 <input type="checkbox"/> その他_____
4. 国籍	_____
5. 所在地	_____
6. 家族	<input type="checkbox"/> 独身 <input type="checkbox"/> 結婚しています。子供がいません。 <input type="checkbox"/> 結婚しています。子供はまだ自立してない。 <input type="checkbox"/> 結婚しています。子供はもう自立しています。 <input type="checkbox"/> 単親家庭で、子供はまだ自立してない。
7. 個人年給 (ドル)	<input type="checkbox"/> \$10,000未満 <input type="checkbox"/> \$20,000 - \$29,999 <input type="checkbox"/> \$40,000 - \$49,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> 言わないほうがましです。 <input type="checkbox"/> \$10,000 - \$19,999 <input type="checkbox"/> \$30,000 - \$39,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$100,000を超えた
8. 就業形態	<input type="checkbox"/> 学生 <input type="checkbox"/> 仕事がないです / 就職活動をしています <input type="checkbox"/> 非常勤で (週に30時間以下出勤します) <input type="checkbox"/> 正社員で (週に30時間以上出勤します) <input type="checkbox"/> 自営業 <input type="checkbox"/> 定年退職 <input type="checkbox"/> 主婦
9. 職種	<input type="checkbox"/> 農業、牧畜業、林業、鉱業、漁業 <input type="checkbox"/> 製造業 <input type="checkbox"/> サービス業 <input type="checkbox"/> 情報関連産業 (研究開発などの情報や知識を生産する) <input type="checkbox"/> 教育、学習支援業 (教師 / 教授) <input type="checkbox"/> 軍人 <input type="checkbox"/> 学生 <input type="checkbox"/> 主婦 <input type="checkbox"/> その他_____