碩士學位論文

DESTINATION IMAGE FORMATION AND THE INTERNET: AN ANALYSIS OF ONLINE VIDEO OF JEJU ISLAND

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2008年 2月

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이 論文을 觀光學 碩士學位 論文으로 提出함

2008年 2月

Richard Jeffrey Pretti의 觀光學 碩士學位 論文을 認准함

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濟州大學校 大學院

2008年 2月

DESTINATION IMAGE FORMATION AND THE INTERNET: AN ANALYSIS OF ONLINE VIDEO OF JEJU ISLAND

A Dissertation
Submitted
to the Cheju National University Graduate Board

In Partial Fulfillment
of the Requirements for the Degree of
Master of Science

By
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February, 2008

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ABSTRACT

The internet has become a growing repository of not only text, but also photographs and videos. Sites like YouTube provide new ground for the exchange of information. In terms of tourism, this has an impact on destination image formation. Tourists are able to upload images of their experiences at a destination to internationally popular websites and in so doing have a lasting effect on a destination's image and the travel selection process. Businesses and government agencies can also take advantage of the increasing interest in and availability of online video sharing websites. Destination marketers can now observe how their destination is being portrayed by tourists, residents, businesses and government agencies alike and discover which kinds of videos are most widely viewed. This information has great potential for increased intelligence concerning and manipulation of destination image. This study is based on an inductive approach to the development of a model for future research into destination image formation, online destination image, videos of tourist destinations and online destination marketing. It contains an analysis of the characteristics of the most popular videos of Jeju Island posted on www.youtube.com, the most widely known and visited free video sharing website. The sample consists of 175 videos of Jeju Island, selected through convenience sampling out of a population of 561. Relationships between a video's viewcount and several important variables were discovered. The results are discussed in relation to online destination image and the formation of strategies for destination marketing online.

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CHAPTER 1

INTRODUCTION

1.1 Background

1.1.1 Destination Image

While it is generally understood that destination image is an important factor in the degree of success or failure of a tourist destination, the concept of destination image is multi-faceted and complex and there is lack of agreement among scholars as to how destination image should be defined (Gallarza et al. 2002, Pike 2002). Nonetheless, it has been considered important in tourism studies and other disciplines in that it is thought to have an effect on consumer behavior in so far as it influences the travel selection process and post-purchase satisfaction (MacKay & Feisenmaier 1997, Beerli & Martin 2004). Furthermore, it has been recognized that destination image functions as an important means of marketing a destination for the tourism industry since the potential traveler can't directly sample alternatives before purchase (Suh 2001). The only way to sample alternatives is through representations of destinations, which are often commoditized (Hunter 2006). Destination image has been studied in respect to the formation process,

the influence of distance, and change over time, as well as management policies concerning destination images (Gallarza, Saura & Garcia 2002), but there are no studies dealing specifically with destination image in relation to online video of destinations, whether produced by tourists, residents, businesses or government agencies (Fesenmaier et al. 1992, Wang & Fesenmaier 2004. This study fills that gap by providing a model for future research through an inductive process using both quantitative and qualitative methods. The study considers images of destinations in themselves in relation to both the producers and receivers of the images by testing hypotheses about the characteristics of online videos of a tourist destination. It is found that the content and context of videos are correlated with destination image formation.

1.1.2 Online Destination Marketing

Research regarding online videos in relation to destination image and the implications for destination marketing is of importance to the academic field of tourism for a number of reasons. Primary among them is the increasing use of internet resources by tourists in the course of choosing a destination and planning a trip (Walle 1996, Wang et al. 2004). The internet has become the number one source of information and the focus of information-sharing technological development, and thereby has become a major channel for the trade of travel-related products and services (Kim & Kim 1999, Goeldner & Ritchie 2002). Among others, Lee (2002) and Govers and Go (2005) have recognized the need for researchers to take into account the theoretic and strategic aspects of the use of the internet by tourists and the tourism industry when considering the various aspects of

destination image. The decision-making process of the consumer has also become closely related to internet usage, as noted by Kotler and others (Kotler 2000, Park 2001, Dwyer & Kim 2003). Kotler proposed five characteristics that an image should have in order to be effective. They should be valid, meaning the image should accurately reflect the current situation and characteristics of the destination; they should be reliable, in the sense that the consumer will readily believe that they are accurate representations; they should be simple so as to avoid confusion in the mind of the viewer; they should have appeal so as not to drive away potential consumers; and they should be distinctive so as to more effectively pull potential tourists to the destination as opposed to other possible destinations. Video is an excellent way to satisfy the conditions of validity, reliability, appeal and distinctiveness. Using free video sharing websites to spread videos of a destination aiming to induce positive destination image should be one of the primary tools of destination marketers. The internet phenomenon of video exchange websites such as YouTube, at www.youtube.com, is an ideal vehicle for that purpose.

Indeed, it has been realized that the ability to reach a large audience with the relatively cheap cost of building and maintaining a website or blog or video promotional campaign is an attractive feature of the internet for marketers and managers in the tourism industry (Garces et al. 2004). Using pre-existing hugely popular sites such as YouTube is another attractive option. Goeldner and Ritchie (2002) realized that, as a new marketing medium, the internet has the advantage of being accessible to virtually everyone in the tourism industry. Video created by tourists as memoirs of annual vacations or day trips, while having "the potential to provide a rich source of data....have been largely ignored in

tourism studies" (Feighey 2003). A recent paper also calls for varied types of analysis, "to more deeply reveal the role of photographic representations as well as other representations in tourism in narrowing the range of social meanings and experience that can be offered by a destination" (Hunter 2006).

1.1.3 YouTube

YouTube is a phenomal internet success story. Whereas in the past the public had access to video only as selected by commercial entities such as film companies, television stations and the government, at present we are able to select from a vast store of video produced by both commercial bodies and private individuals. YouTube stores videos uploaded by users and makes them available for viewing, for free. The videos are often created by the user but there are also many examples of samplings and mosaics and re-creations of videos made by businesses and other users. YouTube's business model is based on pursuing advertising revenue. Having been open to the public only since May 2005 and having an incredibly rapid growth rate, TIME magazine named it the Invention of the Year for 2006, and it was acquired by Google Inc. for $1.65 billion in November 2006 (YouTube 2007).

1.2 Purpose of the Study

Images are a powerful way in which places, people and items of cultural heritage are commodified (Hunter & Suh 2005). They are often able to convey information across

social realities, being largely free of the need for linguistic understanding to ascertain and judge much of their content (Collier 2003). Videos created by tourists as memoirs of vacations or day trips, while having "the potential to provide a rich source of data....have been largely ignored in tourism studies" (Feighey 2003). This is despite the fact that, as Feighey goes on to note, "tourist-created visual evidence might enable researchers to observe the lived cultural practices of those 'in focus', as well as providing insight into those behind the lens. Such evidence might also enable researchers to explore the visual nature of the construction and display of identities (of both the tourist and the toured), which is at the heart of the tourism encounter". In doing so, it is necessary for the researcher and reader to remain aware of the limitations imposed by influences and assumptions, often largely unconscious, stemming from various aspects of their social and cultural lives (Banks 2001).

This study is a step towards making use of video of destinations produced by tourists and others to better understand the contributions that they make towards the formation of a destination's image, the travel selection process and the ways in which destination marketing organizations can take advantage of cost-effective, wide-reaching and lasting methods of reaching and influencing potential visitors. In order to understand how great an influence on destination image videos made by tourists have as opposed to videos made by commercial entities, both types of video are considered. Since there are no pre-existing studies of this nature, this study focuses on providing a model for future research through analysis of quantitative and qualitative data.

It is clear that videos of tourist destinations produced by tourists, businesses and government agencies and uploaded to video websites with permanent retention and unlimited capacity for viewing and comments are a significant area of tourism culture and have real, lasting effects on the way that a destination is perceived by potential visitors and the way that sites within the destination are chosen by future visitors. The information search process is known to include a number of different factors, including, importantly, the recommendations of friends, family and opinion leaders (Park 2001, Goeldner & Ritchie 2002). Word of mouth advertising has always been important, and the sharing of pictures taken at a destination and shown to potential visitors are an important part of word of mouth advertising. With the newly found capability for nearly instantaneous transmission of information over the internet, word of mouth has become more important. Further, each piece of information about a destination - a photo, a description, a video - can be rated by its consumers and linked to an unlimited number of other sites on the internet. Some videos feature the producer offering advice to the viewer concerning places to visit and places to avoid at the destination, and recommendations on lodging, transportation, entertainment, souvenirs and other tourism products.

The purpose of this study is to explore the following problems: how destination image can be conceptualized so as to include the complex relations between producer, image and consumer in regard to online videos of tourist destinations, and what model researchers can use in conducting further research concerning destination image and online video. This problem is approached empirically using the case of Jeju Island and so can be restated as one of approaching an answer to the general questions:

1. "What are the characteristics of the most commonly viewed online videos of a destination?"

2. "What are the relations of the content and context of the videos to producers and consumers of the images?"

3. "What are the relations between the content of online videos and destination image?"

This is accomplished by focusing on the case of one destination, thereby becoming a task of answering the more specific questions:

1. "What are the characteristics of the most commonly viewed videos of Jeju Island on www.youtube.com?"

2. "What can these characteristics tell us about the theoretical construct of destination image in regards to future work on video as an expression of and influence on destination image?"

Since there are no studies dealing with these particular questions, this is an exploratory study which aims to stimulate further discussion. It should be noted that the need for solving these problems has been recognized by the academic tourism community (Fesenmaier et al. 1992, Wang & Fesenmaier 2004). Tourist videos have not played a large role in tourism research, even though they provide a rich source of data for research into tourist behavior, word of mouth advertising, destination image perception, specific destination preferences and complaints, and they can be used by marketers in branding strategies and the production of promotional videos (Buhalis 1998, Hoyoung 2002,

Feighey 2003, Connell 2004). Videos are a form of destination image in themselves, and with the increasing ubiquity of internet access and storage space of websites, these images in videos produced by both stakeholders and tourists and uploaded to internationally popular websites have a potentially global audience and lasting effect. Destination marketing organizations can use information about the habits and characteristics of video producers and viewers, and specific kinds of destination images conveyed, in developing internet-based marketing strategies. Specifically, they need to know what characteristics are associated with the most widely viewed videos of a tourist destination.

1.3 Need for the Study

If a picture tells a thousand words, a video tells a million. There is a need for further visual research in tourism which utilizes the abundant videos of tourist destinations available on the internet for all to see. There has already been a productive study conducted on Jeju Island using a multi-method analysis of verbal and visual (hand-drawn) responses by tourists on the question of their perception of the standing stones, or dolhareubang, found throughout the island, in both their original and commodified form (Hunter & Suh 2007). Jeju is also home to television-production sites, which attract large numbers of visitors and would also serve as a productive field of research, in the effect on tourism of commercially produced films not intentionally promoting the destination but changing the way it is perceived by potential visitors. Indeed, it was recognized long ago that what is shown and seen on television and in movies would become more important

than print media in shaping images of destinations and the levels of visitation to those places (Butler 1990). In so far as movie and television settings are concerned, it is anticipated that the phenomenon of tourism related to such sets will continue to grow, in part due to the expansion of the distribution and viewing of other forms of media, such as video, whether produced privately by a tourist or commercially by a business (Kim & Richardson 2003). More studies are needed on the use of internationally accessible and internationally popular video-sharing websites such as YouTube, Myspace and Google Video.

This study focuses on destination image and the internet in terms of the images in themselves as found on the internet in the form of video and the frequency with which they are viewed, which is the frequency with which destination images are formed. More specifically it seeks to answer the questions of who produced the most and least popular videos, what the contents of the videos are, and what context of the videos are. This study is exploratory in the sense that a literature review produced no similar studies. It aims to fill that gap as the video can be a powerful tool in promoting destinations online and the existing videos of a destination and the images they convey have an important effect on potential tourists' conceptions of the characteristics of a destination and therefore on their choice of whether or not to visit. Specifically, this study concerns videos of a particular popular tourist destination, Jeju Island, which are projected by tourists and others through the medium of videography, on the most internationally popular website for watching videos of any kind, which may be freely uploaded and viewed by anyone with internet access - www.youtube.com. Hypotheses were developed in accordance with a working

research model that shows the relation of video content and context to the frequency of destination image formation, measured in terms of the total viewcount of videos. A model of the relations between components of destination image was developed, which states that the relations between producer, image in itself and consumer are complex and that, at least in the case of online video of tourist destinations, the lines between producer and consumer are blurred. This model can inform future research concerning destination image, online videos and online destination marketing.

1.4 Definition of Terms

The definitions that follow in Figure 1 are derived from an analysis of the role the terms play on the website and as explained by the owners of the website themselves on the website. Figure 2, Figure 3 and Figure 4 below illustrate the definitions. In Figure 2 an example of the results page of a search for video of "Jeju" on YouTube is presented. Figure 3 illustrates a video in its context once it has been selected for viewing by the consumer. In Figure 4 the list of comments that appear below the video illustrated in Figure 3 is shown.

Figure 1. Definition of Terms.

Title
The title is created by the uploader and appears above the video. The words used in the title affect the placement of the video in search results using the relevancy parameter.

Description
The description is an explanation of the contents of the video and is created by the uploader. The words used in the description affect the placement of the video in search results using the relevancy parameter.

Tags
The tags are created by the uploader. They are words that are relevant to the video and make it easier for a viewer to find the video in a search. The tags affect the placement of the video in search results
using the relevancy parameter.

Description
The description is created by the uploader. It provides an explanation of the contents of the video and the words used in the description affect the placement of the video in search results using the relevancy parameter.

Comments
The comments appear below the video. Comments can be made by anyone with a YouTube account, which is free. Replies can be made to specific comments. The total number of comments is listed. The comments are uncensored.

Rating
The rating is out of five stars, with half stars possible. Only those with a YouTube user account can rate videos. The rating appears below the video in the form of five grey stars with the average rating shown as red stars and half stars. A rating of 0 will show five grey stars whereas a rating of 5 will show five red stars.

Number of Ratings
The number of ratings is shown below the rating. Only those viewers with a YouTube account may rate videos.

Favorited
The number of Youtube users who have marked a video as one of their favorites is shown below the video. Only those with a YouTube account may mark videos as a favorite

Honored
Honors are automatically granted by the system YouTube uses to videos which rise to the top of viewcount lists and discussion lists.

Category
The uploader of a video must choose one category into which the video will be placed. There are twelve categories: Autos & Vehicles, Comedy, Entertainment, Film & Animation, Gadgets & Games, Howto & DIY, Music, News & Politics, People & Blogs, Pets & Animals, Sports and Travel & Places.

Length
The length of the video in minutes and seconds is displayed below the video.

Date Added
The date on which the video was added is displayed to the right of the video. In this study the number of months since the video was added was explored.

Viewcount
The total number of times the video has been viewed is displayed below the video. This is the salient, dependent variable of the content of online videos in this study.

Figure 2. Example of Search Results Page for "Jeju" on YouTube
(http://www.youtube.com/results?search_query=jeju&search=Search, accessed 07.10.13)

Fantastic **Jeju** Island in Korea **Jeju**, an island of fantasy, does not unveil its beauty until you touch it....**Jeju** Island travel	★ ★ ★ ★ ★	
	From:	unmijiwonlove
	Views:	2,259
	Added: 10 months ago	
Tags: **Jeju** Island travel Time: 06:48	More in Travel & Places	
Jeju Island Jess and Alan on **Jeju**: 2006...**Jeju**	★ ★ ★ ★ ★	
	From:	alanowski
	Views:	1,843
	Added: 1 year ago	
Tags: **Jeju** Time: 03:42	More in Travel & Places	

jeju boys cheering ("human LCD," etc.-- the ORIGINAL two **jeju** island, south korea boys' high schools cheering for their soccer teams. the most amazing thing is that they do this with their CLOTHES (not (more)	★ ★ ★ ★ ♪	
	From:	ringeteacher
	Views:	11,047
	Added: 6 months ago	
Tags: **jeju** korea boys cheering soccer Time: 04:50	More in Travel & Places	
Jeju Island A family holiday on the Korean resort island of **Jeju**....korea **jeju** island tropical vacation africa travel senegal	★ ★ ★ ★	
	From:	philseoul
	Views:	567
	Added: 8 months ago	
Tags: korea **jeju** island tropical vacation africa travel senegal Time: 09:32	More in Travel & Places	
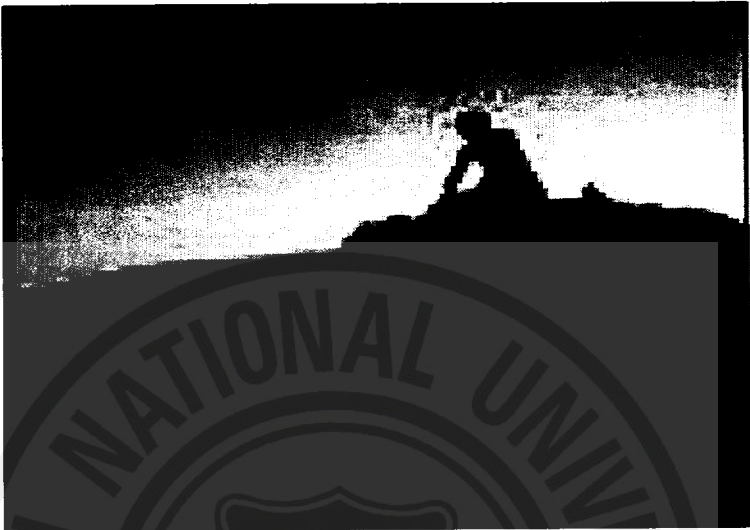
Figure 3. Video of Jeju in Context on YouTube Video Viewing Page

(http://www.youtube.com/watch?v=DGRoWEW0q8I, accessed 07.10.13)

Fantastic Jeju Island in Korea

Rate: ★★★★★   Views: 2,305
6 ratings

Comments: 13   Favorited: 7 times   Honors: 0   Links: 0

From: unmijiwonlove
Subscribe
Unsubscribe
Joined: 10 months ago
Videos: 1

About This Video

Jeju, an island of fantasy, does not unveil its beauty until
you touch it.

Added: December 25, 2006

Category: Travel & Places

Tags: Jeju Island travel

Figure 4. List of Comments Which Appear Below the Video in Figure 2

(http://www.youtube.com/watch?v=DGRoWEW0q8I, accessed 07.10.13)

debsarang (6 months ago)
 make me wanna go more..so beautiful..iipeunda...pretty..i wanna go...

inveighn (5 months ago)
 I've lived in Korea for 7 years and am always visiting, so I love the place. But damn they need better translators. Whoever wrote the narrative or translated it did a very horrible job.

crazyball8e (4 months ago)
 I've heard that Jeju Island is sometimes called Korean Hawaii due to its resemblance to Hawaii. Is thattrue? There is also a rumor that among all the dialects of South Korea, Jeju dialect is the most distinctive of all and, unfortunately, very difficult for most Koreans to understand. Can anyone confirm this? Thanks.

changjeung (4 months ago)
 Yes,you`r right, Jeju original dialect can scarcely be understood to most Koreans. But it`s most used by old generation in Jeju.

Methoxycinnamatehero (3 months ago)
 so nice:)

3112488 (3 months ago)
 They should probably give this island back to japan.

bertzzang (2 months ago)
 shut the fuck up jerk

3112488 (2 months ago)
 no im juz saying japanese ppl make everything beautiful like have u ever seen pictures of tokyo

highfivekms (4 days ago)
 nobody gives a SHIT about your fuckin gay country.

3112488 (3 days ago)
 well itz like a proven fact dat japan built korea

bertzzang (2 months ago)
 shut the fuck up

zel78 (1 month ago)
 nice island

kisgradesix (1 week ago)
 I lived there for 4 years and love the place. Beautiful island, nice video work UNBELIEVABLY BAD WRITING ! When are Koreans going to learn to use western advertising companies or at least native speakers to write script for ads. Ads like this and other just make Korea look so ridiculous. Everybody laughs at it.

CHAPTER 2

LITERATURE REVIEW

2.1 Online Destination Image

Destination image has been defined differently by various researchers (Gallarza, Saura & Garcia 2002). The Encyclopedia of Tourism gives the following: "The destination image refers to the attitude, perception, beliefs and ideas one holds about a particular geographic area in the world. It is formed by the cognitive image one has about a particular destination. Alternatively, a destination image can be viewed as the mental picture promoters are trying to instill within a target audience. This is one of the key factors in the travel selection process." (Gartner 2000). Other researchers include in the understanding of destination image of actual images of destinations, themselves, in various media including print, photographs and video. (MacKay & Fesenmaier 1997, Pike 2002, Feighey 2003, Hunter 2006). As such these images can be understood as representations (Hunter 2007). Destination image can also be understood as being associated with cultural and natural resources along with the personal characteristics, knowledge and travel experience of an individual, as well as being an image managed and promoted by a destination's tourism industry managers for various social and economic purposes (Hunter & Suh 2007). A sample of the various ways of understanding

destination image follows, with references to the researchers who proposed the definitions. The table is adapted from that which appears in Gallarza, Saura & Garcia (2002).

Table 1. Definitions of Destination Image

Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside.
Lawson & Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place.
Crompton (1979)	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination.
Embacher & Buttle (1989)	Image is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise oth cognitive and evaluative components.
Fakeye & Crompton (1991)	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions.
Kotler et al. (1994)	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it.
Gartner (1993, 1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective and conative.
Parenteau (1995)	A favorable or unfavorable prejudice that the audience and distributors have of the product or destination.
Gallarza, Saura & Garcia (2002)	Destination image is complex, having an analytical dimension, multiple, having an action dimension, relativistic, being a strategic tool, and dynamic, being a tactical variable.
Beerli & Marin (2004)	An overall image formed by a cognitive image and an affective image, which come from primary and secondary information sources and personal factors such as motivations, vacation experience and socio-demographic characteristics.

The formation of an overall image of a destination in the potential customer's mind is an important factor in the success or failure of destination marketers and tourism industry

managers in attracting clientele. One way of considering the formation of destination image in the consumer's mind is that presented by Gunn (1972), in which the image formation process is conceived of as having two steps - the first consisting of an organic image which is composed from information from sources outside of the commercial sector, such as that stemming from dialogue with friends, relatives and teachers and that absorbed from various media such as newspapers, television and the internet. The second step in the image formation process as conceived by Gunn is termed the induced image, which is the result of intentional influence from the commercial sector in the form of advertising through such media as commercials and brochures. Further, the actual visit to a destination is considered to add to the induced image (Gunn 1972, Beerli & Martin 2004).

Yet a third type of image formation should be added, as there is a source of influence on the image of a destination held by individuals which cannot be properly categorized as either organic or induced. It is the elements of the image of a destination which are formed in a thoroughly modern, revolutionary way - the virtual experience of a destination through choosing and watching videos on the internet which partially or completely consist of representations of a destination. One of the most dynamic aspects of the internet is the newly created possibility of sharing video created commercially or privately with potentially every other person with access to the internet. The YouTube website has led the drive to provide free hosting to videos created by anybody at anytime, and free access to those videos, again by anybody at anytime. Many of these videos contain representations of tourism destinations. The potential consumer may search for

video of multiple destinations and thereby sample the destination in a much more vivid, dynamic way than ever before possible. If words and photographs have an important influence on the tourist's destination selection process (MacKay & Fesenmaier 1997, Beerli & Martin 2004), then video, consisting of more vivid and a greater quantity of representations of a destination, must have an even greater effect.

In this study, destination image, understood as representations of a destination as held in the mind of the consumer but also as captured in various forms of media, can be broken down into three main components: the image, meaning an idea or evaluation, which the producer and sender mean to project, the particular images of a destination in themselves, in verbal, written or pictographic form, and the image, again meaning an idea or evaluation, which is actually received by the audience (Bell 2003). Simply put, destination image can be understood as having the three aspects of sender, image in itself, and receiver. Alternately, these aspects can be described as production, publication and consumption.

The producers and senders of images of tourist destinations can be usefully divided into three categories - those in the public sector, including government and government-related tourist organizations and governing bodies, those in the private sector - including businesses working directly with tourists as clients and those businesses which support the tourism industry infrastructure, and those who are tourists themselves and provide both concrete images of the destination in the form of photographs and videos and more abstractly, through the expression of preference or distaste for particular destinations and

the consequent word-of-mouth spread of such evaluative descriptions. While this way of understanding destination is useful, it is found through this study that the lines between producer and consumer are blurred.

Among the varieties of types of images themselves are found drawings and paintings, carvings and sculptures, photographs and videos. Image as video stands apart from the other types in three important respects. The first is the fact that video contains multiple images put together to give the impression of movement. The second is that is the most recent form of image. The third is that video is often accompanied by sound, whether those recorded at the location where the video is taken, or those added afterwards. Furthermore, in the case of videos uploaded to and viewed on websites such as YouTube, it is not only the content of the video which helps create an image of the destination in the consumer's mind, but also the context. For YouTube, the context includes such factors as the title displayed above the video, the comments appearing below it, the description and tags appearing alongside it, the rating of the video, and the number of links and honors it has received.

Receivers, or consumers, of destination image are generally understood as tourists or potential tourists, although residents of the destination can also be consumers of images of their homes and surroundings. Furthermore, in the case of YouTube and other video-sharing communities online, the consumers of videos can choose to become producers, and even producers of the same images, by editing videos produced by others and uploading them with different titles, additions and subtractions. The consumers of video

also change the image by affecting its context in terms of the number of views and so the placing in search results, as well as through adding comments, linking to videos and marking them as favorites.

Alongside publicly funded advertising campaigns and those of private businesses, word of mouth has been another factor in the formation of destination image. While traditionally speech and writing were used, such as in newspapers (Song 2003), the tourism industry need also take into account in its studies and strategies in these areas the use of the internet (Lee 2002, Govers & Go 2005). As tourists return home, they spread word of both positively and negatively viewed places, products and experiences at the visited destination. With the advent of blogs, travel sites with user-added content, and video sites, each individual's small and formerly locally confined influence on a destination's image reaches globally. For example, an expatriate residing at a popular tourist destination may start a blog which ends up attracting more visitors than a tour company or government tourism promotion department's website, and therefore is more influential in the formation of destination image. Or a tourist may create a montage of photographs and video taken at the destination, put it to music and add visual and written effects which appeal to many people, which lead to it being linked to more often than other videos, which has the ultimate effect of increasing its position in the ranking of videos in the search results. These videos will be most likely to have a strong influence on destination image. Positive review of a destination by peers is also important in desirable destination image formation, as it influences the decision-making process and is important in the competitiveness of a destination. (Kotler 2000, Park 2001, Dwyer & Kim

2003) Travel sites where like-minded travelers post comments on the attractions and services of a destination can be highly influential in decision-making (Wang et al. 2004). The comments appearing below videos on sites such as YouTube, which may be strongly favorable or negative towards the destination, even going so far as explicitly recommending a destination or serving as a warning not to visit, are a good example of the power of peer review.

Jeju Island has only recently, in the last 40 years, become a popular tourist destination, with the first tourists arriving in the late 1950s, tourist infrastructure starting to be built in the 1960s, having value added in the 1970s and really beginning to take off in the 1980s. It can be said to have a confusing destination image as promoted by the government and tourist industry, with a great number of slogans having been used and being in use, including the Island of Mystery, Island of the Gods, Clean Island, Honeymoon Island, The Hawaii of East Asia, Sports Mecca, Island of Samda and Sammu, Free International City and Island of World Peace (Suh and Hunter 2006, Jeju Special Self-Governing Province 2007). In its latest drive to become a "Free International City", meaning "a space that attracts global companies, minimizes regulations in economic activities in order to enhance the quality of life and guarantees the maximum convenience for the free flow of people, goods and capital and for tax free business activities", using "a tourism-led strategy in order to make Jeju Special Self-Governing Province an enjoyable location" (Cyber Jeju 2007), having a strong, clear destination image would be helpful in achieving its goals.

2.2 Online Destination Marketing

The tourism industry produces and consumes a large amount of information and information and communication technologies thus have an important role to play in the way that tourism businesses perform and compete in an increasingly competitive field (Buhalis 1998, Cho 1998, Porter 2001, Buhalis & Licata 2002). Moreover, tourism businesses are one of the most consistent users of information technologies (Reinder & Baker 1998). The types and availability of internet resources using new information and communication technologies has long been understood to be increasing and so of ever-greater importance (Walle 1996, Garces et al. 2002, Wang et al. 2004).

The internet serves not only as a source of information for tourists and travelers but also as a fruitful site for marketing for tourism industry managers. It has been recognized that while information technologies contribute to both sides of the economic aspect of the business situation, in adding to the cost as well as the revenues of the business, it is crucial for tourism industry stakeholders to make full, while cost-effective, utilization of them. "Tourism is inevitably influenced by the business process re-engineering experienced due to the technological revolution...information is the lifeblood of the travel industry...effective use of ITs is pivotal" (Buhalis 1998).

Buhalis (1998) presented a useful model of tourism industry communication patterns and functions that are facilitated by information technologies. The basic framework includes four aspects, which are presented in Table 2 below.

Table 2. Tourism Industry Communication Patterns and Functions Facilitated by IT

Aspect	Examples
Intra-organizational communications and functions	- management - communication between departments - communication with branches
Inter-organizational communications and functions	- pre-travel arrangements - travel-related documentation - post-travel arrangements
Consumer communications with the tourism industry	- electronic commerce - travel advice - specific requests/enquiries,
Tourism enterprise communications with the non-tourism enterprises.	- insurance companies - entertainment and communications - other business services

This research project is primarily concerned with the third and fourth aspects of this model, namely consumer communications with the tourism industry, in the form of feedback on experiences had at the destination through uploading video taken there onto the internet where both consumers and stakeholders can view and be affected by them; and tourism enterprise communications with non-tourism enterprises, in the form of destination marketing organizations' relationships with websites not directly related to tourism but which play host to tourists' videos and, potentially, videos produced by tourism industry managers in order to promote their destination and exert some form of control over destination image and branding. This is believed to be a well-needed area of research, since "...information and the technologies for their manipulation...are vital

cement of the tourist trade" (Kim & Kim 1999). Furthermore, as noted by the World Tourism Organization, the internet and other computer technologies continue to have a great impact on changes in the way that the business is carried out in the tourism industry and the means by which tourist destinations are promoted, and "Tourism technology is especially suited to cooperation projects between the public and private sectors." (UNWTO 2006).

Jeju Island is among the leaders in using advanced technology in its tourism sector, as witnessed, among others, by its "Ubiquitous Jeju" project. The project aims to create an "intelligence-based society", in which all citizens and visitors have access to information at any time, in any place, through cutting-edge technologies. In addition, Jeju was selected as the world's first Telematics service model region by SK Telecom. Tourists can access information about hotels, restaurants, attractions and other relevant subjects through computers in rental cars. The government, in conjunction with broadcasting companies, has even built a system by which Mt. Halla can be viewed in real-time through RFID-based images. (SK Telecom 2004, Korea IT 2006).

The scope and use of the internet in general continues to grow rapidly, and websites and searches related to tourism destinations are no exception (Buhalis 1998). Unlike previous generations, today's traveler can not only read about a destination before going there, but they can read daily reports, view images and watch video from a multitude of sources, at their leisure, before they decide whether or not to visit, and if they decide to visit, which places at which times, according to the information that is available and selected by them.

There is also a new kind of website devoted to travel information as shared by individuals who have actually visited the destination and provide knowledge and opinions on various aspects of the area, such as http://www.backpackers.com and http://realtravel.com. Not only is the internet an increasingly important information source in the decision making process of the modern tourist, but it is equally an increasingly popular source of transaction: "Consequently, the Internet is a new marketing medium. It has the advantage that is can be used by virtually everyone in the tourism industry from the largest operator to the smallest....travel suppliers have a new promotional tool to work with and one that promises cost savings." (Goeldner and Ritchie 2002).

Indeed, the ability to reach a large audience with the relatively cheap cost of building and maintaining a website or blog or video promotional campaign is an attractive feature of the internet for marketers and managers in the tourism industry (Garces et al. 2004). However, given the enormous volume of information on the internet and subsequent great number of search results for any given travel destination or product, the field becomes very competitive (Fesenmaier et al. 1992). In order to have a website appear among the first pages of lists of results in a popular search engine, the site manager must be diligent and creative. The constantly changing environment of the internet provides an opportunity for marketers to explore new methods of promoting destinations (Gretzel et al. 2000, Wang & Fesenmaier 2004). For example, blogging is a new medium for the spread of information about a destination, as residents, tourists and expatriates describe their daily lives and environment, often with images and video attached. Creating links between a travel site and such a blog could be highly desirable to the travel site manager.

A survey of websites produced by the government of Jeju was done, including:

- Special Self-Governing Province at http://english.jeju.go.kr/index.php

- Jeju Free International City at http://freecity.jeju.go.kr/index.eng.php

- Island of World Peace at http://peace.jeju.kr/eng/index.htm

- International Convention Center at http://iccjeju.co.kr/eng/

It revealed that there is yet much work to be done on presenting an appealing destination image in fluent English, which is crucial to attracting the number of foreign tourists and investors that are desired. There are no links to videos showing the natural or cultural beauty of the island, even though there are plenty of free tourist-created videos that do just that, on various video websites, including ones used in this study. In the online marketing of Jeju as a destination for tourists and investors alike, video showing its natural and cultural riches would be beneficial, as well as having fluent English anchors such as titles, descriptions and tags.

In order to effectively create and implement strategies for use in marketing destinations online, seven significant elements have been identified (Rayport & Jaworski 2002). They are known as the "seven Cs" and are as follows. First, Content refers to the information contained on a website in the form of text, photographs and other pictures, sound and video. Customization is next, and it an aspect of the functionality of a website, that which makes it possible for users of the website to change its characteristics to suit their wants and needs. To create the most profitable website, it is necessary to have the capability of

supporting multiple users at the same time, who can simultaneously search for and purchase products. This aspect is referred to as Community. Commerce refers to the functionality of websites wherein commercial transactions take place, the purchasing of products. The way in which the contents of the site are organized is what is meant by Context, which includes both aesthetic and functional aspects. Communication means the passing of information between the site and the user, either from the site to the user, the user to the site or two-way communication such as instant messaging. The links between a website and other websites, in a formal manner such as for advertising purposes and the sharing of customer traffic, is what is referred to by Connection (Suh & Kim 2005, Suh 2006).
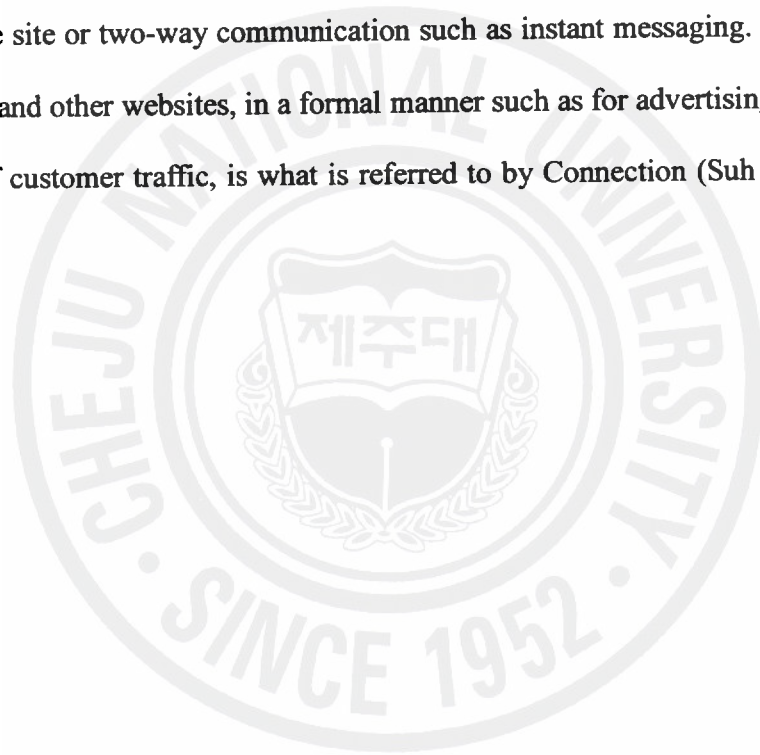
CHAPTER 3

METHODOLOGY

3.1 Overview

The purpose of this study is to provide a model for future research on the under-investigated area of the relation of the theoretical concept of destination image to the empirical reality of online videos displaying representations of tourist destinations. In order to do so, an inductive study is undertaken to discover the characteristics of the most popular videos of Jeju Island on www.youtube.com. In accordance with the research model of destination image as having the three components of producer, image in itself and receiver, three categories of characteristics of the videos are considered. In regards to the producer of the video, the videos were categorized as either produced privately, by a tourist or resident of the island, or commercially, by a business or government agency. Both the content and the context of the video are considered as part of the image itself. The content under consideration includes the length of the video, whether or not it contains images of entertainers, whether or not it contains music, whether or not it contains visual effects such fading, altering of the original image and other forms of editing, and whether or not it contains written effects such as descriptions of the locations and activities, opening titles and concluding remarks. The context of the video includes

the title, description, tags, category and date that the video was added to the website. The consumer of the destination images are considered under the aspects of the average rating and number of ratings of the video, the number of times it has been linked to other YouTube user accounts, the number of times it has been honored, the number of comments about the video, and the total number of times the video has been viewed.

3.2 Research Model

The research models for the working hypotheses are presented in Figures 5 to 7 below. It is hypothesized that there is a positive correlation between the length of a video of tourist destinations, whether or not it contains images of entertainers, whether or not it contains music, whether or not it contains visual effects and whether or not it contains written effects, which are part of the content of the destination image, and the viewcount of the video, and that there is a positive correlation between the number of days since a video was added, the number of tags which accompany a video and the number of words in the description which accompanies a video, which are part of the context of a video, and the viewcount of the video. The viewcount of a video is an indicator of the frequency of the formation of destination images in the mind of the consumer, for after watching a video containing representations of a destination, the consumer gains a new, or alters or confirms a pre-existing, image of the destination. In terms of online destination marketing, this is relevant to content, context and communication. Though communication is not shown in the diagram, it is connected to the link between the context of a video and the consumption of a video.

Hypotheses tested in this study about the relation of online video content to the frequency of destination image formation are as follows:

H 1: There is a positive correlation between viewcount and images of entertainers in the content of a video.

H 2: There is a positive correlation between viewcount and music in a video.

H 3: There is a positive correlation between viewcount and visual effects in a video.

H 4: There is a positive correlation between viewcount and written effects in a video.

H 5: There is a positive correlation between viewcount and the length of a video.

Hypotheses tested in this study about the relation of online video context to the frequency of destination image formation are as follows:

H 6: There is a positive correlation between viewcount and the number of days since a video was added.

H 7: There is a positive correlation between viewcount and the number of tags accompanying a video.

H 8: There is a positive correlation between viewcount and the number of words in the description of a video.

Hypotheses 1, 2, 3 and 4 are tested through a t-test for equality of means. Hypotheses 5, 6, 7 and 8 are tested using the Pearson correlation statistic.

In order to assess the relations between the three interrelated components of destination image, the producer, image in itself and consumer, both statistical analysis and content analysis are used. Statistical analysis conducted in this study includes a comparison of the mean viewcounts of videos with and without music, of videos with and without visual effects, of videos with and without written effects and of videos with or without images of entertainers, as well as a test for correlation between viewcount and the number of tags, number of words in the description and length of the video. Content analysis is used to distinguish between videos with and without content including images of entertainers, and in determining whether the video was privately or commercially produced. Though there may be cases in which the researcher failed to accurately distinguish between video privately produced, as by a tourist or resident of the tourist destination, and video commercially produced, as by a business such as a television program production company, news media company, or organization devoted to the promotion of the tourist destination, it is believed that there is sufficient contextual evidence to make an accurate distinction in each case.

The model for future research into destination image produced through this study considers destination image as having the three main components of producer, image in itself and consumer. It is argued that it is not a simple linear process of producing and sending a representation of a destination to a site wherein the consumer views it and thereby undergoes some change in the overall image he or she holds of the destination. With the advent of the internet and video-sharing websites, the lines between organic and induced images become blurred. There is feedback from the consumer to the producer in

Figure 5. Relation Between Content and Context of Video and Destination Image
Formation.

Online
Video ⟹ Destination
Image
Formation

Independent
Variables

Content =======> H 1,2,3,4,5

Context =======> H 6,7,8

Dependent
Variable

Frequency
of
Destination
Image
Formation
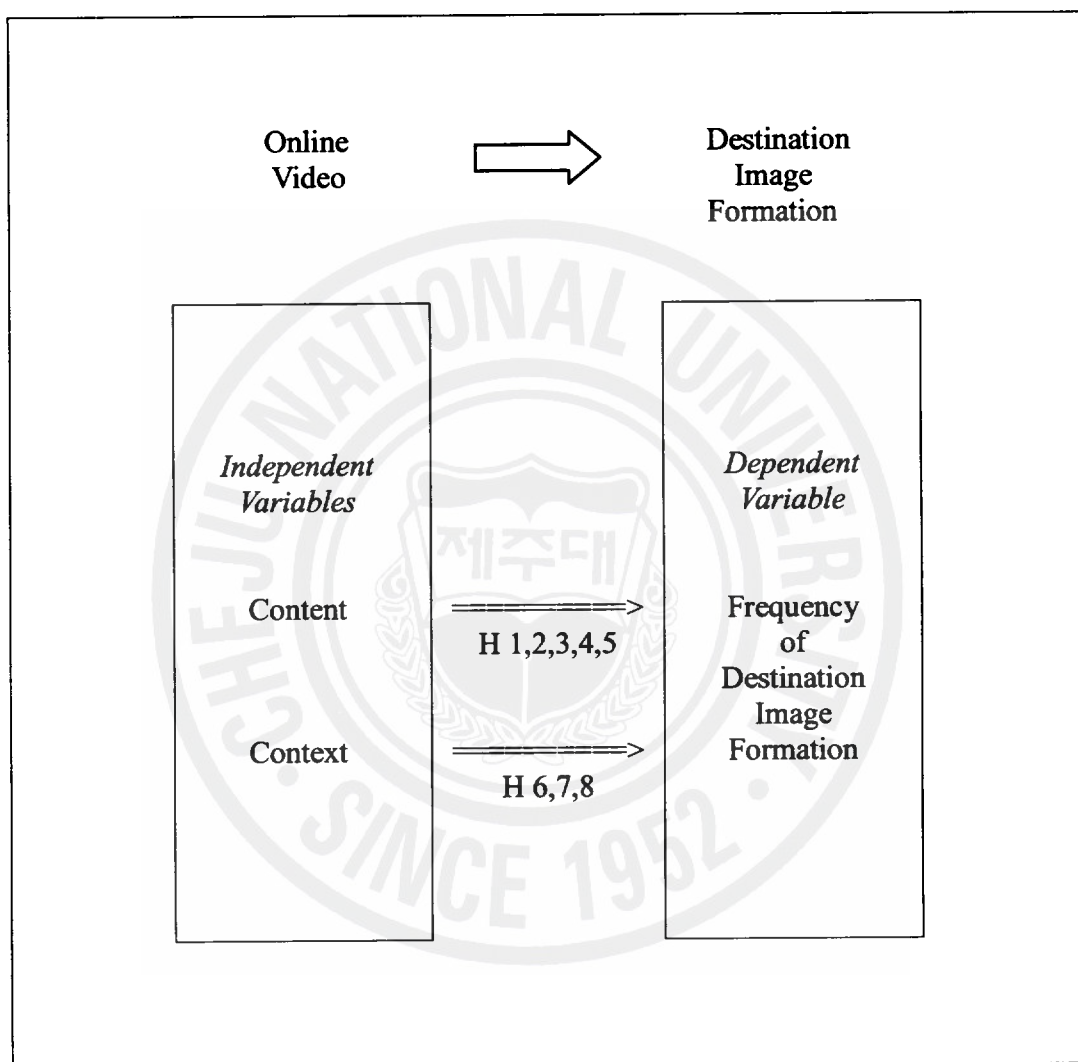
Figure 6. Relation Between Content and Consumer: Destination Image Formation.
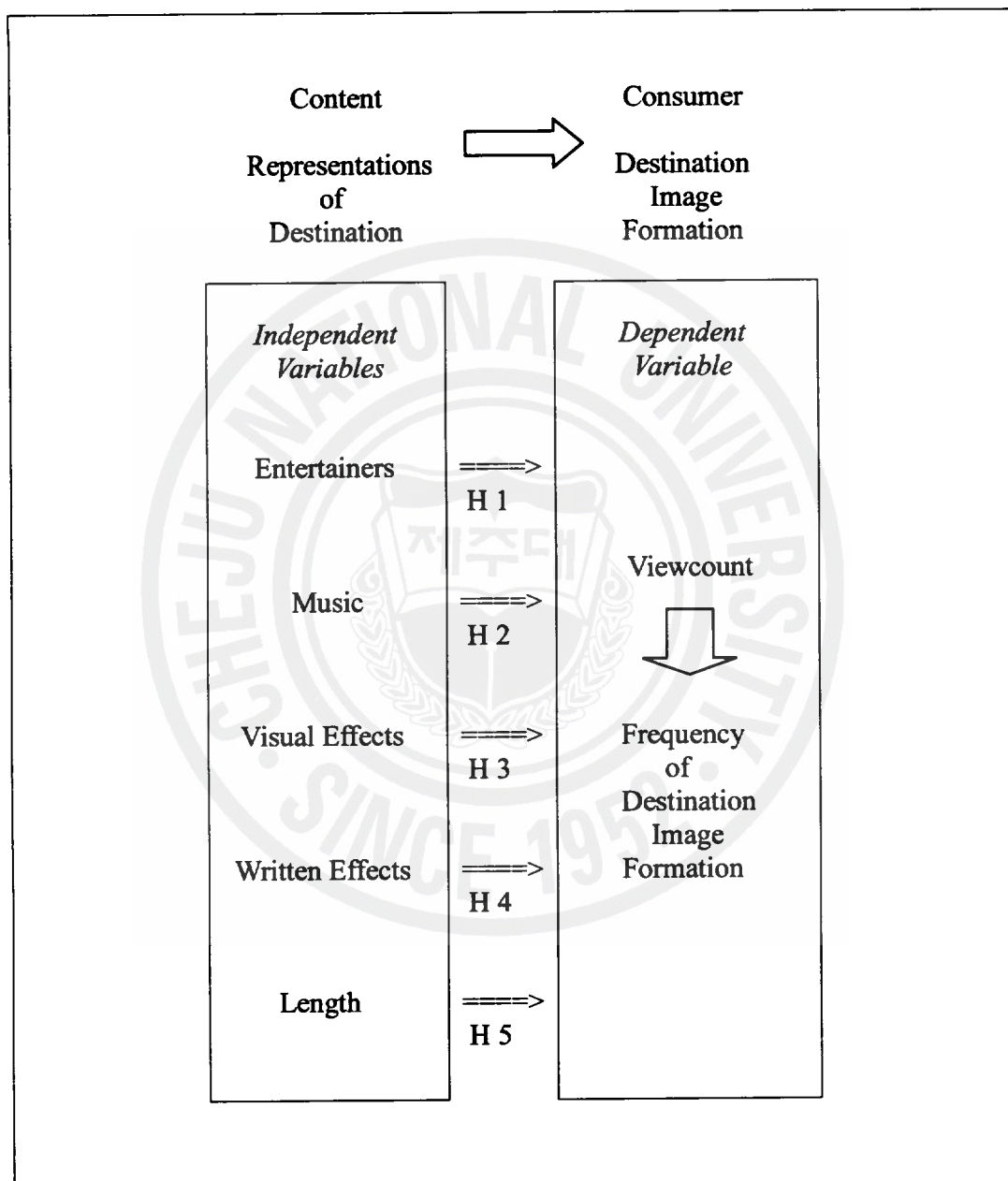
Figure 7. Relation Between Context and Consumer: Destination Image Formation.
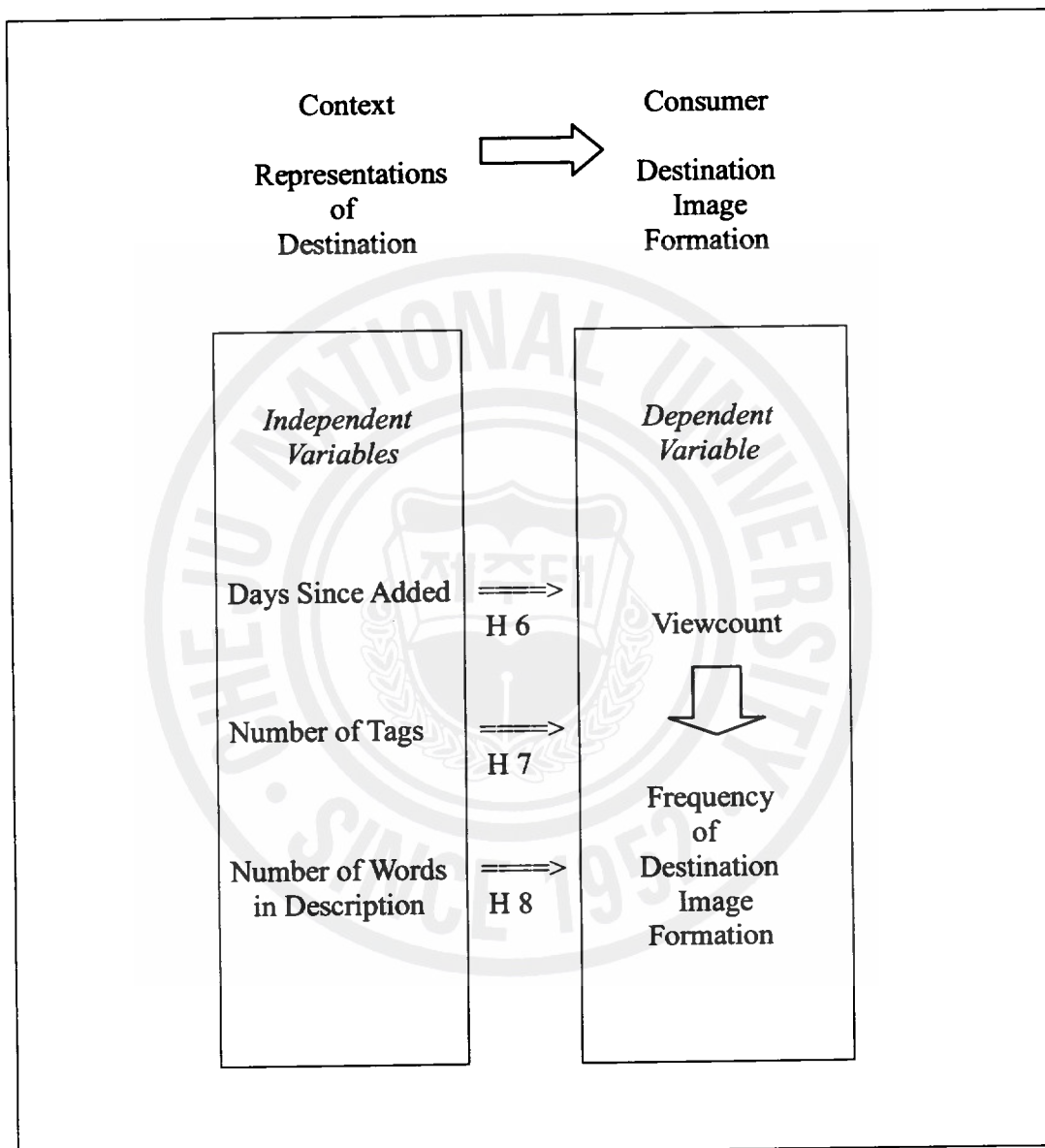
the form of linking to the video, rating it, giving it honors and adding comments. If the image in itself is considered, in the case of video of a destination on internet sites such as YouTube, as containing both content and context, then in this way there is also a direct influence of the consumer on the image itself through the very act of viewing the image, which adds to its viewcount and therefore its placing in the list of search results for a destination. Ultimately, this affects the power of the representations of the destination in the image, in this case the moving image, or video, to influence the image of the destination in the consumer's mind, by being more prominent and readily accessible, it taking less searching to find. Furthermore, by adding comments and rating a video, and linking or not linking to it, the consumer affects the likelihood that the video will be consumed by others. Figure 8 below depicts the complex relation between producer, image and consumer, insofar as destination image is considered in regards to video-sharing sites such as YouTube. The model in Figure 8 was produced after conducting this exploratory study using induction and content and critical analysis.

In the Producer box, there are two kinds of producers represented - private, meaning tourists or residents of the destination, and commercial, meaning businesses and government agencies involved in the tourism industry of the destination. The link between the private and commercial producers represents the occasions wherein a tourist or resident will use video taken by a commercial entity such as a television show filmed at the destination, and use all or part of that video in the video that he or she uploads to the video-sharing website. In this way, we see that the distinction between private and public producers of destination image is blurred. In other words, induced and organic

Figure 8. Proposed Model for Future Research into Online Video and Destination Image.
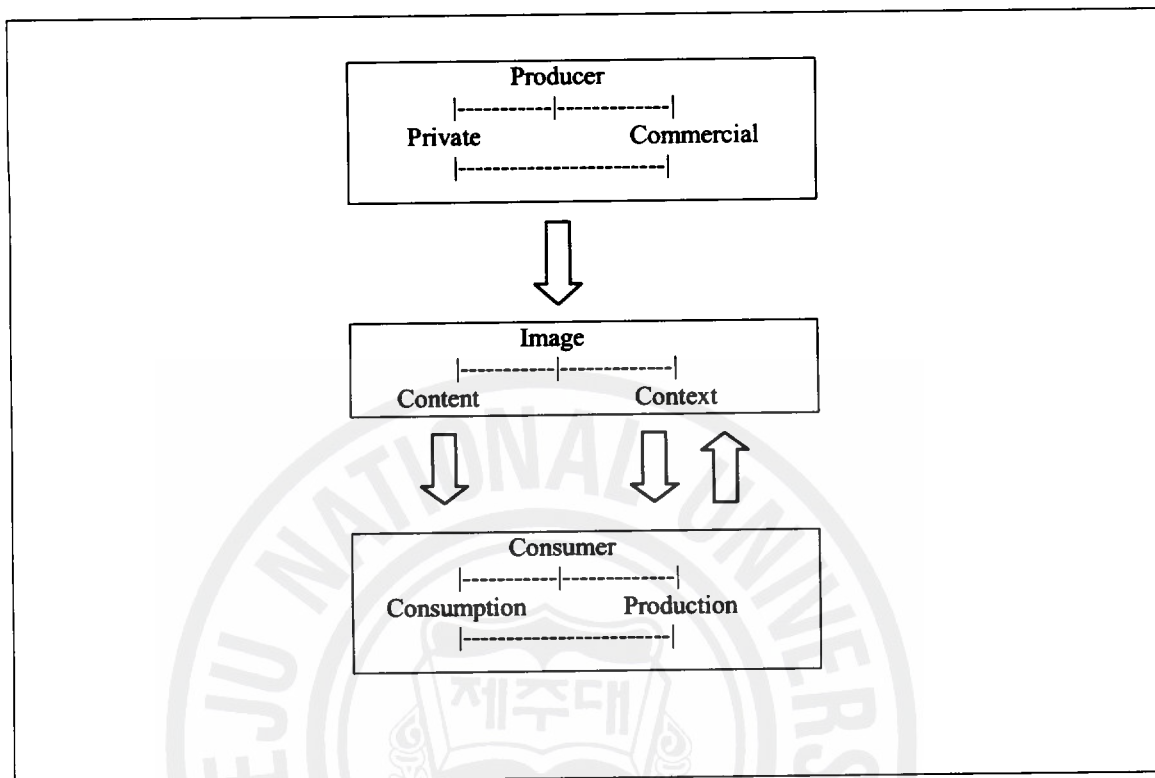
elements of destination image are, in certain cases of online video of tourist destinations, if not one and the same, at least not distinct.

In the Consumer box, we see both consumption and production as roles of the consumer. Not only do people view videos of a tourist destination, and so consume them, before going to the destination, but after having visited they can become producers in the form of sending video or montages of photographs taken during their visit to a video-sharing website. The link between the consumer and producer roles of the consumer represents the cases wherein the viewer of the video comments on, links to, or adds the video as a favorite, thereby 'producing' the video in the sense of 'post-production'. The viewer can

alter the context of the image and thereby influence its prominence and likelihood of being consumed by others. This process of altering the context of the video is shown by the arrow going upwards from the production aspect of the consumer to the context aspect of the image. Furthermore, videos are often responded to with other videos, which often contain clips of the original video. This is another way in which the consumer of a destination image can become a producer of images of the same destination.

3.3 Sampling Design

The population of videos on YouTube that include representations of Jeju, in the form of photographs or video or other media is not finite. Not all videos containing representations of Jeju will have the word "Jeju" included in one of the four determiners of search results - the determiners being title, description, tags and the username of the uploader of the video. Therefore there are videos with images of Jeju which cannot be found without an exhaustive search of every video on YouTube - and there were over 5 million videos in August 2006 (Gomes 2006). Also, the population of videos on YouTube grows very quickly (Gomes 2006). In this study performed it was found that there is approximately one new video related to a search for "Jeju" each day.

The survey of videos of Jeju Island on YouTube was done on October 13th, 2007. At that time, there were 561 results using the search term "Jeju". The user of the website can choose from four parameters with which to sort the results of the search - relevance, date added, view count and rating. The parameter chosen to sort the results of a search for

"Jeju" for this study was "relevance". This parameter was chosen in order to get the most relevant results - relevance on YouTube is determined in part by the number of times that the search words appear in the title, description, tags and username of the uploader of the video. This form of convenience sampling also allowed the researcher to obtain a sample of videos including some of the most popular ones, since viewcount is also a factor in the order in which results are listed.

3.4 Survey Method

The first 175 videos returned for the search word "Jeju" were surveyed in the following manner. First the title of each description was copied word for word. Then the number of tags and words in the description were recorded, followed by noting the presence or absence of the word "Jeju". Next the rating, number of ratings, number of times marked as favorite, number of honors, number of comments and number of times linked were recorded. The length was recorded by the number of seconds and the date recorded by the number of months since it was uploaded, rounding up. Following this, the full video was watched and the presence or absence of sound, music and visual and written effects was recorded. Finally a brief description of the subject of the video was made, noting whether or not the video was produced privately or commercially, whether or not it included images of entertainers, and whether or not it was just video, just a montage of photographs or a montage of video and photographs.

3.5 Method of Analysis

3.5.1 Descriptive Statistical Analysis

Descriptive statistics include frequencies, means, variances and ranges for the quantitative data. Variables considered were length, months since the video was added to the website, number of tags, If there is a positive or negative correlation between the length of videos of tourist destinations, which is part of the content of the destination image, and the viewcount of the videos, which is an aspect of the consumption of destination images, which leads to a change in the relevance of a video by being placed higher in the list of videos that appear in the search results for a tourist destination, which is part of the context of the destination image, then it can be seen that there is a complex relation between content, consumer and context of destination images. In terms of online destination marketing, this is relevant to Content, Context and Communication. number of words in the description, number of ratings, number of times linked, number of honors and number of comments. The qualitative data was analyzed to provide descriptive statistics on frequencies. Variables considered were category, rating, sound, music, visual effects, written effects, images of entertainers, and type of producer.

3.5.2 Parametric Statistical Analysis

A test of correlation using the Pearson Correlation method was done for quantitative data falling on ratio and interval scales. The dependent variable, the salient variable of interest,

is viewcount, which provides a measure of the frequency of destination image formation. The independent variables tested for correlation are the number of months since the video was added, the length of the video in seconds, the number of tags and the number of words in the description.

A comparison of means was done for qualitative data. The dependent variable is viewcount and the independent variables under consideration are the category, type of producer, presence or absence of sound, the presence or absence of music, the presence or absence of visual effects, the presence or absence of written effects and the presence or absence of images of entertainers.

3.5.3 Content Analysis

Each video was watched in its entirety and the presence or absence of sound, the presence or absence of music, the presence or absence of visual effects, the presence or absence of written effects and the presence or absence of images of entertainers was recorded. A brief description of the subject of each video was made, specifically noting the apparent source of the video as being either privately produced or commercially produced. There were no cases in which it was not clear to the researcher whether the video was privately produced, by a resident or tourist, or commercially produced, by a business or government agency. Only one video was obviously produced by a government agency and the majority of videos were produced privately. While it is impossible to be certain of whether or not a video was made by a tourist or resident, it is apparent to the researcher

that all but a few of the videos recorded on the island were edited and uploaded by either tourists during or after their visit to the island or expatriates during or after their residency on the island.

CHAPTER 4

RESULTS

4.1 Descriptive Statistics

Viewcount

The lowest number of views for the videos in the sample was 5 and the highest was 14,114. However 86.3% of the videos had a viewcount of less than 1000, 98.3% had a viewcount of less than 5000 and only one video of the 175 videos studied had a viewcount over 10,000. In Figure 9 below, "viewhund" refers to viewcounts as presented in hundreds.

Date Added

Figure 10 below shows the frequencies of the number of months passed since the video was uploaded to YouTube, as of October 13th 2007, rounded up to the nearest month. The mean number of months passed since videos were uploaded is 9.31. In the sample, the maximum number of months since a video was added is 23 months.

Length

Figure 11 below shows the frequency of lengths of the videos in seconds. The shortest video in the sample is 14 seconds long and the longest is 10 minutes and 30 seconds. The mean length of the sampled videos is 203 seconds. 50% of the videos were less than 140 seconds long.

Figure 9. Frequency of Viewcounts.
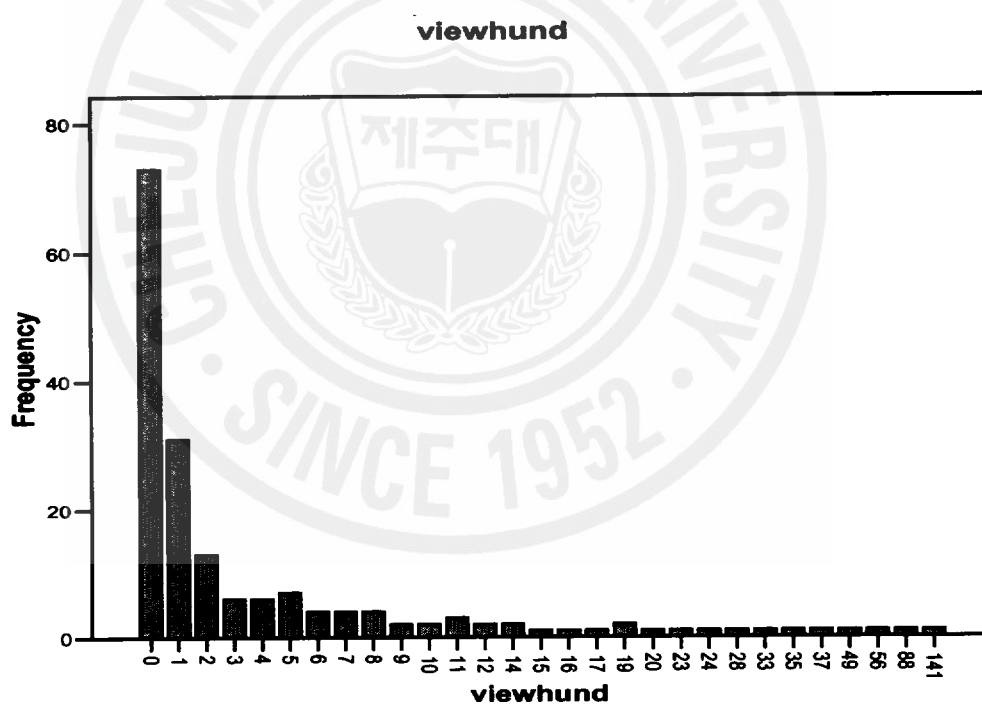
Figure 10. Number of Months Since Videos Added.

Histogram
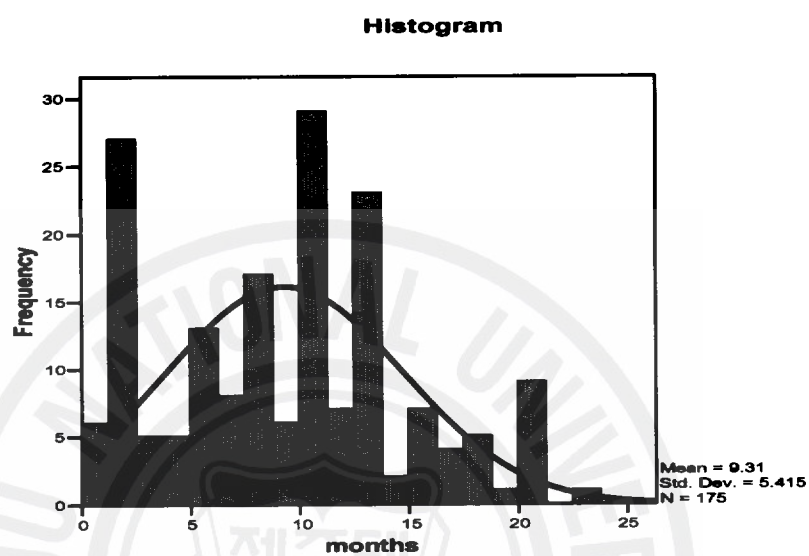
Figure 11. Length of Videos in Seconds.

Histogram
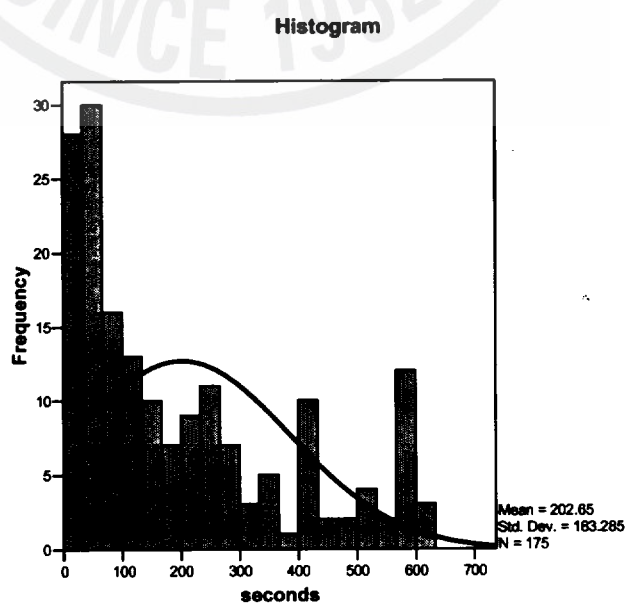
Number of Words in Description

All videos must have at least a one-word description. The minimum number of words in the descriptions of the videos observed is 1 and the maximum is 410, with a mean of 15.1 words. Figure 12 below shows the number of words in the descriptions of videos. The description as it appears next to videos on YouTube is only 2 lines long and the user must click a button to expand the description to the full size, if longer than 2 lines.

Number of Tags

All videos must have at least one tag. The minimum number of tags accompanying the videos observed is 1 and the maximum was 23, with a mean of 5.46. Figure 13 below shows the number of tags accompanying videos. Numerical tags such as dates and numbers are counted as words in this study, as well as characters used to express emotion, such as ":)", the 'smiley face'.

Presence or Absence of "Jeju" in Tags and Descriptions

A crosstabulation of the presence or absence of the word "Jeju" in the tags and descriptions accompanying each video was performed in this study. Table 3 below presents the results. The presence of the word "Jeju" in the tags and descriptions increasing the relevance of the video and therefore its placement in the search results for searches including the word "Jeju".

Figure 12. Number of Words in Descriptions of Videos.

descnum
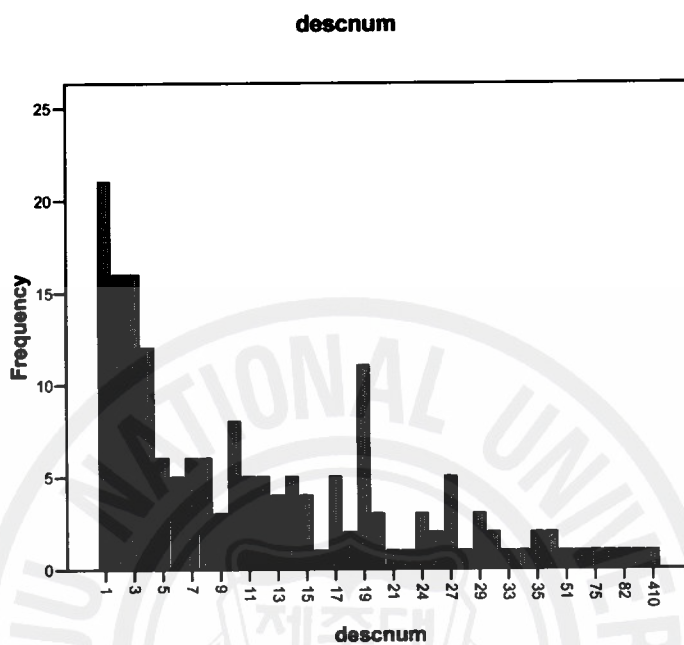
Figure 13. Number of Tags Accompanying Videos.

Histogram
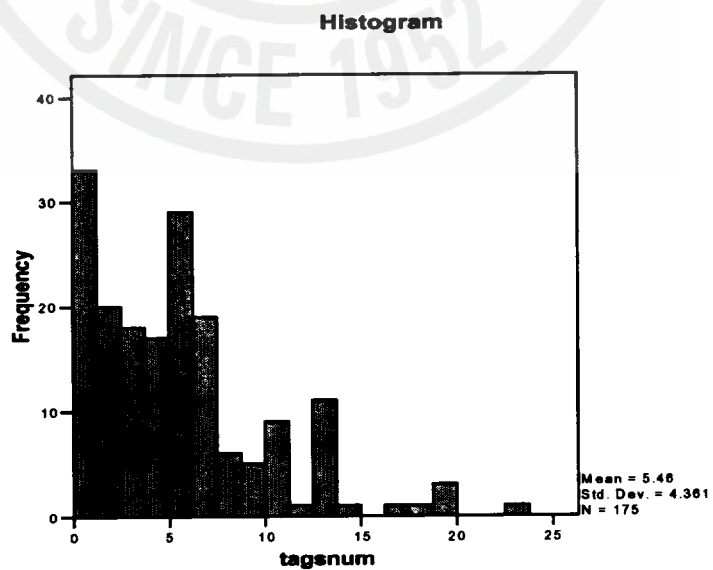
Table 3. Presence or Absence of "Jeju" in Tags and Descriptions

			descjeju		Total
			yes	no	
tagsjeju	yes	Count	66	60	126
		Expected Count	62.6	63.4	126.0
	no	Count	21	28	49
		Expected Count	24.4	24.6	49.0
Total		Count	87	88	175
		Expected Count	87.0	88.0	175.0

Number of Comments

The majority, almost 71%, of the videos in the sample have no comments attached to them. The highest observed number of comments is 15. The mean number of comments for the sample of videos is 1.2. Any consumer of videos may post comments. The results are presented in Table 4 below. The comments observed in the study generally expressed favorable opinions of Jeju as a tourist destination.

Number of Ratings

Most videos (66.3%) in the sample do not have any ratings. The largest number of ratings for a single video is 40 while the mean number of ratings is 2.7. Only those viewers with a YouTube account may rate videos. The results are presented in Figure 14 below. As the results of a search for videos may be organized by rating, the higher the rating the more likely the video is to be watched, as it will place higher in the search results.

Table 4. Number of Comments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	124	70.9	70.9	70.9
	1	17	9.7	9.7	80.6
	2	7	4.0	4.0	84.6
	3	9	5.1	5.1	89.7
	4	2	1.1	1.1	90.9
	5	3	1.7	1.7	92.6
	6	3	1.7	1.7	94.3
	7	1	.6	.6	94.9
	8	1	.6	.6	95.4
	9	1	.6	.6	96.0
	10	1	.6	.6	96.6
	12	2	1.1	1.1	97.7
	13	3	1.7	1.7	99.4
	15	1	.6	.6	100.0
	Total	175	100.0	100.0	

Figure 14. Number of Ratings.

ratingnum
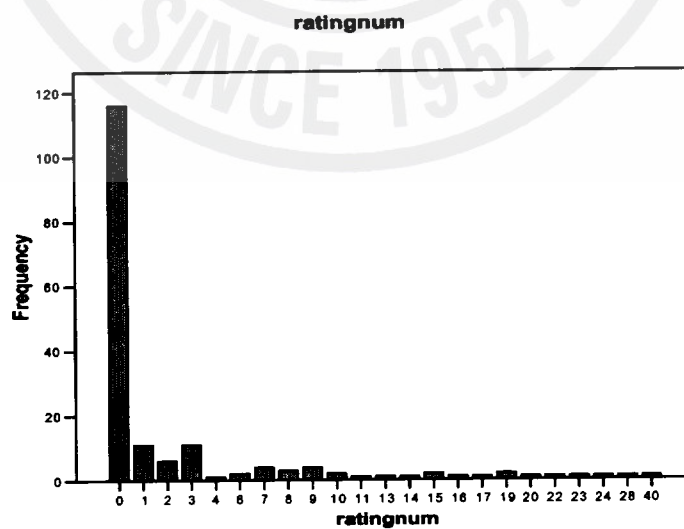
Rating

Of the 59 videos that received ratings, the highest rating is 5 and the lowest is 1. The majority of ratings are positive, being 4 or 5 stars, while only 4 videos received a rating of 1 star. The mean rating of videos in the sample is 1.35. The results are presented in Table 5 below.

Table 5. Ratings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	116	66.3	66.3	66.3
	1	4	2.3	2.3	68.6
	3	14	8.0	8.0	76.6
	4	15	8.6	8.6	85.1
	5	26	14.9	14.9	100.0
	Total	175	100.0	100.0	

Number of Times Linked

Nearly 40% of videos were not linked to by a YouTube user. Of those that were, the most number of links for a single video was 5. The mean number of links was 1.74. The results are presented in Table 6 below. Linking to a video increases the likelihood of the video being watched as it is a form of word-of-mouth advertising. Those who choose to click on a specific user's account have access to the list of that user's favorite videos and watch the video from the user's account page with one click.

Number of Times Honored

Of the 175 videos observed, only two were honored by YouTube. They were each honored just once. Honors are received when a video reaches the top 100 most viewed videos of a category for some time period, becomes the most discussed video for a time, or becomes the video most often favorited or linked to. The results are presented in Table 7 below.

Favored

67.4% of the videos observed are not favored. Only viewers with a YouTube account may mark a video as favored. Marking a video as a favorite increases the likelihood of the video being watched. The greatest number of times a video is favored is 86. The mean number of times that videos are favored is 2. The results are presented in Table 8 below.

Table 6. Number of Times Linked

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	69	39.4	39.4	39.4
	1	32	18.3	18.3	57.7
	2	21	12.0	12.0	69.7
	3	15	8.6	8.6	78.3
	4	4	2.3	2.3	80.6
	5	34	19.4	19.4	100.0
	Total	175	100.0	100.0	

Table 7. Number of Times Honored

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	173	98.9	98.9	98.9
	1	2	1.1	1.1	100.0
	Total	175	100.0	100.0	

Categories

Almost 90% of the observed videos were in Travel, Entertainment and People & Blogs, with over half in the Travel category. A chi-square test was performed in order to determine if there was a significant difference in the number of videos observed in each category. The results are presented in Tables 9, 10 and 11 below. As can be seen, there was a very significant difference in the type of categories into which videos of Jeju fall. The great majority are in the Travel & Places category, more than the total number of videos in the next three most frequent categories, Entertainment, People & Blogs and Music. Only a small fraction of the videos surveyed fell under the categories of News & Politics, Sports, Gadgets & Games and Autos.

Presence or Absence of Sound vs. Presence or Absence of Music

A crosstabulation of the presence or absence of sound and the presence or absence of music was performed and is presented in Table 12 below. Only 7 of the 175 videos in the sample have no sound. Of those videos with sound, the majority did not have music.

Table 8. Number of Times Favored

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	118	67.4	67.4	67.4
	1	27	15.4	15.4	82.9
	2	11	6.3	6.3	89.1
	3	3	1.7	1.7	90.9
	4	1	.6	.6	91.4
	5	2	1.1	1.1	92.6
	6	1	.6	.6	93.1
	8	1	.6	.6	93.7
	11	1	.6	.6	94.3
	12	1	.6	.6	94.9
	13	1	.6	.6	95.4
	15	1	.6	.6	96.0
	16	1	.6	.6	96.6
	18	2	1.1	1.1	97.7
	25	1	.6	.6	98.3
	26	1	.6	.6	98.9
	38	1	.6	.6	99.4
	86	1	.6	.6	100.0
	Total	175	100.0	100.0	

Table 9. Frequency of Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	travel	97	55.4	55.4	55.4
	entertainment	33	18.9	18.9	74.3
	people & blogs	27	15.4	15.4	89.7
	news & politics	1	.6	.6	90.3
	sports	3	1.7	1.7	92.0
	gadgets & games	2	1.1	1.1	93.1
	autos	2	1.1	1.1	94.3
	music	10	5.7	5.7	100.0
	Total	175	100.0	100.0	

Table 10. Observed vs. Expected Count for Categories

	Observed N	Expected N	Residual
travel	97	21.9	75.1
entertainment	33	21.9	11.1
people & blogs	27	21.9	5.1
news & politics	1	21.9	−20.9
sports	3	21.9	−18.9
gadgets & games	2	21.9	−19.9
autos	2	21.9	−19.9
music	10	21.9	−11.9
Total	175		

Table 11. Chi-square Test for Categories

	category
Chi−Square(a)	343.629
df	7
Asymp. Sig.	.000

(a) 0 cells have expected frequencies less than 5. The minimum expected cell frequency is 21.9.

Table 12. Presence or Absence of Sound vs. Presence or Absence of Music

		music		Total
		yes	no	
sound	yes	60	108	168
	no	0	7	7
Total		60	115	175

Presence or Absence of Visual Effects vs. Presence or Absence of Written Effects

A crosstabulation of the presence or absence of visual effects and the presence or absence of written effects was performed and is presented in Table 13 below. The majority of videos observed had neither visual nor written effects. Nearly all videos produced commercially had either visual or written effects while most videos produced privately had neither.

Table 13. Presence or Absence of Visual Effects vs. Presence or Absence of Written Effects

		written		Total
		yes	no	
visual	yes	47	2	49
	no	10	116	126
Total		57	118	175

Presence or Absence of Images of Entertainers

The frequency of videos with images of entertainers versus those without images of entertainers is as presented in Table 14 below. The number of videos in the sample without images of entertainers is more than three times greater than the number of videos with images of entertainers. Most videos with images of entertainers were commercially produced. Entertainers included musicians and actors from t.v. shows and movies.

Table 14. Presence or Absence of Images of Entertainers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	22.9	23.4	23.4
	no	134	74.9	76.6	100.0
	Total	175	97.8	100.0	
Missing	System	4	2.2		
Total		179	100.0		

Types of Producers

The frequency of the types of producers of videos as determined by the researcher is presented in Table 15 below. Privately produced videos include those produced by tourists and residents whereas commercially produced videos include those produced by tourism-related businesses and governmental agencies. It was not always clear whether or not a video was produced by a tourist or resident of the island, however it appeared that nearly all the videos privately produced were produced by tourists. Of the commercial videos observed, only one was clearly produced by a government agency.

Table 15. Types of Producers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	private	143	81.7	81.7	81.7
	commercial	32	18.3	18.3	100.0
	Total	175	100.0	100.0	

4.2 Parametric Statistics

4.2.1 Comparison of Means

Statistical tests were performed to test Hypotheses 5, 6, 7 and 8. The null hypotheses are that there is no difference in the mean viewcount of videos with and without images of entertainers (H 5), there is no difference in the mean viewcount of videos with and without music (H 6), there is no difference in the mean viewcount of videos with and without visual effects (H 7), and that there is no difference in the mean viewcount of videos with and without written effects (H 8). The statistical test performed was a t-test for two independent samples.

Images of Entertainers

The t-test showed that the null hypothesis should be rejected at the 95% confidence level and that therefore there is a significant difference in the mean viewcount of videos with and without images of entertainers. The results of the test are presented in Table 16 below. Destination marketers should include images of entertainers at the tourist destination in order to reach the largest audience.

Music

The t-test showed that the null hypothesis should be rejected at the 90% confidence level and that therefore there is a significant difference in the mean viewcount of videos with and without music. The results of the test are presented in Table 17 below. In order to

gain the largest possible audience, it is advisable to include music in videos intended to promote a tourist destination.

Table 16. T-test for Equality of Means of Videos With and Without Images of Entertainers

	entertainer	N	Mean	Std. Deviation	Std. Error Mean
viewcount	yes	38	91.05	84.223	13.663
	no	134	640.10	1482.293	128.051

t	df	Sig. (2-tailed)
-2.277	170	.024

Table 17. T-test for Equality of Means of Videos With and Without Music

	music	N	Mean	Std. Deviation	Std. Error Mean
viewcount	yes	60	838.97	1204.726	155.529
	no	115	448.53	1575.415	146.908

t	df	Sig. (2-tailed)
1.680	173	.095

Visual Effects

The t-test showed that the null hypothesis should be rejected at the 95% confidence level and that therefore there is a significant difference in the mean viewcount of videos with and without visual effects. The results of the test are presented in Table 18 below. In making and uploading videos of tourist destinations with the intent of promoting them by reaching the largest possible audience, marketers should include music in the production of the video or as an added element after production.

Table 18. T-test for Equality of Means of Videos With and Without Visual Effects

	visual	N	Mean	Std. Deviation	Std. Error Mean
viewcount	yes	49	967.98	1237.399	176.771
	no	126	432.44	1525.693	135.920

t	df	Sig. (2-tailed)
2.192	173	.030

Written Effects

The t-test showed that the null hypothesis should be rejected at the 99% confidence level and that therefore there is a significant difference in the mean viewcount of videos with and without written effects. The results of the test are presented in Table 19 below. Written effects such as the names of the locations shown in the video, captions of what

people in videos might be thinking or are saying and recommendations for what to do and where to stay at the tourist destination are effective means of promotion.

Table 19. T-test for Equality of Means of Videos With and Without Written Effects

	written	N	Mean	Std. Deviation	Std. Error Mean
viewcount	yes	57	1009.82	1240.335	164.286
	no	118	375.92	1527.483	140.616

t	df	Sig. (2-tailed)
2.728	173	.007

4.2.2 Correlations

The dependent variable, viewcount, used as a measure of popularity of the videos, was found to have statistically significant correlations with the independent variables of the length of the videos and the number of words in the description. The correlation with the length of the video was significant at the 0.01 level, a 99% confidence level, but not very significantly correlated, at 0.214. However, the correlation between viewcount and the number of words in the description accompanying the videos was significant at the 0.01 level, a 99% confidence level, and very significant, at 0.698. Therefore Hypothesis 1 and Hypothesis 4 are accepted at the 99% confidence level.

Table 20. Correlations Between Content and Viewcount

		viewcount	months	seconds	tagsnum	descnum
viewcount	Pearson Correlation	1	.033	.214(**)	.141	.698(**)
	Sig. (2-tailed)	.	.661	.004	.062	.000
months	Pearson Correlation	.033	1	-.229(**)	-.198(**)	-.009
	Sig. (2-tailed)	.661	.	.002	.009	.910
seconds	Pearson Correlation	.214(**)	-.229(**)	1	.275(**)	.046
	Sig. (2-tailed)	.004	.002	.	.000	.549
tagsnum	Pearson Correlation	.141	-.198(**)	.275(**)	1	.112
	Sig. (2-tailed)	.062	.009	.000	.	.141
descnum	Pearson Correlation	.698(**)	-.009	.046	.112	1
	Sig. (2-tailed)	.000	.910	.549	.141	.

There was no statistically significant correlation between viewcount and date added or viewcount and the number of tags. Therefore Hypothesis 2 and Hypothesis 3 are rejected. The results of the tests are presented in Table 20 above. The results for the date that a video is added is surprising as it could be reasonably assumed that the longer a video is available for viewing on video-sharing websites such as YouTube, the greater the likelihood that the video will be viewed. However, it appears that factors such as the presence or absence of music, entertainers and visual and written effects play a greater role than the amount of time that a video is available on the website. While no significant correlation was found between the number of tags and viewcount, there could be a correlation between the kind of words used as tags and viewcount, which is not investigated in this study.

4.3 Online Video and Destination Image

Though many concepts and models of destination image have been offered by the field of tourism studies, none specifically deal with online videos containing representations of tourist destinations in regards to destination image. In order to fill this gap, this study presents a model of destination image which includes the relation between online video and destination image. The model, as shown in Figure 8 on page 36, illustrates the complex relations between the three elements of destination image - producer, image in itself and consumer. While the simple model of a producer sending images of a destination to a site wherein the consumer views them and forms concepts of the characteristics of the destination is basically accurate and useful, it is found in this study that the lines between private and commercial producers, producer and consumer and between consumer and image are blurred in the case of online videos of tourist destinations.

In regards to the distinction between private and commercial producers, the line between them is indistinct in the case of online videos of tourist destinations because there are many cases where a single individual plays the role of both a private and commercial producer. One example of this is an individual, such as a resident of the island, taking clips of videos produced by a commercial entity such as a news channel or tv program, and modifying them or their context and uploading them to a video-sharing website. In this way, the individual is both a private producer, in the sense that the individual is not uploading the video for commercial gain, and also a commercial producer, in the sense

that the individual is using and propagating video which was originally produced for financial gain. Another example is the case of an individual, such as a tourist, using clips of commercially produced video of the destination and including it in a montage of video taken while on vacation at the destination. A case not observed in this study but certainly possible is that wherein a commercial entity such as a tourism promotion organization, tourist industry small business or a government agency uses all or part of a video or videos produced privately by a resident or tourist of the destination and uses it or them as part of an overall video production.

The distinction between producer and consumer of destination images is blurred in at least two ways. The first discovered in this study is the situation in which people not only view videos of a tourist destination, and so consume them before going to the destination, but after having visited they become producers in the form of sending video or montages of photographs taken during their visit to a video-sharing website. The act of consuming representations of a destination and so deciding to visit the destination and then deciding to produce one's own representations of the destination in the form of video uploaded to a video-sharing website after having visited the destination illustrates a complex link between the formation of destination image as an influence on the travel destination selection process and post-purchase behavior. While in the past word of mouth was limited to a fairly small circle of family, friends and acquaintances, with the advent of revolutionary new video-sharing websites such as YouTube, the consumer can share his or her opinion and post-purchase satisfaction or disappointment with anyone in the world who has access to the internet.

The second way in which the distinction between the consumer and producer of destination image is blurred is represented by cases wherein the viewer of a video comments on, links to, or adds the video of a tourist destination as one of their favorites, thereby 'producing' the video in the sense of 'post-production'. This occurs through the act of the viewer altering the context of the image and thereby influencing its prominence and likelihood of being consumed by others. Viewers of videos with a YouTube account may also and often do respond to specific videos with other videos they have made, which often contain clips of the original video. This is another way in which the consumer of a destination image can become a producer of images of the same destination. YouTube and other such video-sharing websites offer both the researcher in the tourism field and the destination marketer working in the area of online destination marketing new opportunities for observing, theorizing and capitalizing on the complex links between induced and organic images, between the production and consumption of representations of a destination and the process of forming and causing others to form destination images.

In this study, destination images in terms of online video are considered as having the two aspects of content and context. This is because the content of video are so closely related to the context. For example, the title, tags and descriptions of videos carry information and opinions about a tourist destination which help determine the destination image in the mind of the consumer. A specific example of this is the video presented in Figure 3 on page 13, where the title of the video is "Fantastic Jeju Island in Korea". Obviously, the word "fantastic" presents the island in a positive light, whereas the title of two of the

videos illustrated in Figure 2 on page 12 are simply "Jeju Island", carrying no opinion of the worth of the island as a tourist destination. Another example is the comments which appear below videos and which are created by viewers as well as the producers. The comments often take the form of a dialogue. Where the viewer expresses opinions about the characteristics and relative merits of the tourist destination, the consumer thus affects the overall image of the destination. In this way, the roles of consumption and production are not clear cut and mutually exclusive. A further way in which these roles are shared by one and the same individual is the act of rating a video, linking it to one's YouTube account and marking it as a favorite, thereby driving more traffic to the video and adding or taking way from its image as a desirable tourist destination. The consumer, in viewing a video, also adds to the viewcount, which is a measure of the frequency of destination image formation, for the very act of viewing a video of a tourist destination is part of the process of forming a concept of the characteristics and value of that destination as a possible future travel destination. The consumer therefore becomes a part of the image of the destination - one which is worth viewing remotely through online video, or one which is not, expressed in the overall viewcount of the video, the comments about it, the number of times it is linked to, favorited and honored.

4.4 Interpretive Analysis

There are as many ways to describe the types of destination image of Jeju Island projected through online videos on websites such as YouTube as there are describers. In order to illustrate the kinds of effects online videos can have on a tourist destination's

image, five videos from the sample in this study were selected for interpretive analysis. The titles, tags and descriptions of the videos are presented in Table 21 below, followed by a brief description of the subjects of the videos and the type of destination image they project.

As can be seen, the first video presented shows Jeju as an island of great natural beauty, with various activities on offer for the tourist. Videos composed of photographs and video taken by tourists on the island formed a large part of the sample, and without exception showed people enjoying themselves in diverse settings. Another type of destination image projected by online videos is represented by the second video in the table, which is footage of a concert in Jeju given by a popular group of musicians. Videos taken of entertainers such as musicians and actors are among the most often viewed in the sample in this study. They project an image of Jeju as a place where one can enjoy live music and where one might catch a glimpse of a star. The third video featured here is taken from a tv report about a local microbrewery. It is unclear if an individual associated with the brewery uploaded the video, but it would certainly be an effective way of promoting the business. The video leads to an image of Jeju as a place with unique cuisine and a vibrant nightlife. A Philippino travel agency created a montage of photos and video showcasing various aspects of Jeju Island and uploaded it to YouTube, which is an effective way to gain customers. It shows Jeju as a place where diverse needs and tastes are met and stresses the fact that Philippinos need not have a visa to visit. This message is in line with the Free International City project. Another sizable group of videos in the sample in this

Table 21. Interpretive Analysis of Selected Videos.

Title	Jeju Island
Tags	Jeju
Description	Jess and Alan on Jeju: 2006
Subject	-montage of photos of couple's visit to Jeju -photos of couple against backdrop of island's scenic beauty -photos of couple riding ATVs, visiting waterfalls, visiting World Cup stadium, eating, at the beach, singing karaoke
Destination Image	Jeju as a beautiful island with various activities for the tourist
Title	SuperJunior - 2006 Visit Jeju Welcome To Jeju Concert
Tags	super junior miracle you are the one
Description	perform miracle & you are the one.. no heechul & shiwon but kibum left the stage after miracle performance
Subject	-video of a concert given in Jeju by the band SuperJunior -taken from SBS (tv broadcasting company)
Destination Image	Jeju as an island with live music performances by top musicians
Title	Jeju Brewery Korean regional TV report
Tags	Jeju Brewery Beer Corea Korea Brewpub Microbrewery
Description	Report about Jeju Brewery in the island of Jeju, South Korea
Subject	-tv report about a microbrewery and bar on Jeju -interviews with foreign brewmaster and foreign patrons -taken from KBS (tv broadcasting company)
Destination Image	Jeju as an island with unique cuisine and a vibrant nightlife
Title	ALL IN JEJU ISLAND
Tags	jeju island rakso travel destination korea package
Description	Latest offering of RAKSO Travel to all the travelers coming from the Philippines!....Filipino travelers can now go without a VISA and fly directly to Jeju Island.
Subject	-montage of pictures and video with music and visual and written effects -emphasizes the island's nature, culture, tv shows filming locations, shopping and food
Destination Image	Jeju as a destination easy to travel to, which meets diverse tastes
Title	The 15th Jeju World Taekwondo Championships 2001
Tags	15th Jeju World Taekwondo Championships 2001 Jang Ji Won Korea Iridia Salazar Mexico wtf tkd iran palestine game
Description	The 15th Jeju World Taekwondo Championships 2001 Jang Ji Won (Korea) vs Iridia Salazar (Mexico) Female Feather
Subject	-footage of a taekwondo match taken in Jeju in an indoor arena -visual and written effects and music -apparently taken from a tv program, but no logo visible
Destination Image	Jeju as a center for sports enthusiasts, developed enough and worthy of holding an international competition

study contained footage of sports events that took place on Jeju, and the fifth video in Table 21 is representative of this type. It shows a match in an international taekwondo competition held on the island. Videos showing sports events such as this paint a picture of Jeju as developed enough to be worthy of hosting an international competition, and a place where sports are prevalent. They support the image of Jeju as a "Sports Mecca", which is a slogan used by the government in promoting the island.

CHAPTER 5

CONCLUSIONS

5.1 Summary

Destination image is an important concept in tourism studies but it remains one that is defined in many ways, reflecting scholarly disagreement over its key elements and deeper meaning for tourism. Nonetheless there is general agreement as to its importance in determining which destination a tourist chooses to visit. Destination marketers use the concept of destination image in marketing their tourist destinations and aim not only to create a positive impression of the destination in the mind of the consumer but also to spread positive images as widely as possible in the most cost-effective way. Revolutionary websites such as YouTube which allow individuals to freely share and view videos with the rest of the world provide an excellent opportunity for marketers to monitor and control a destination's image. While there is much potential for theoretically meaningful and practically useful research into the area of online videos and tourism, there has not yet been any research carried out into the relations between online videos of tourist destinations, destination image and the formation of destination image, and online destination marketing.

The purpose of this study is to propose a model for future research into destination image formation, online destination image, videos of tourist destinations and online destination marketing. Based on the simple model of destination image as having the three components of producer, image in itself and consumer, it uses an inductive approach to show that, insofar as destination is considered in terms of online videos of tourist destinations, the relations between these elements are not simple but are rather complex and multi-faceted. The producers of online videos of destination image, while usefully divided into the categories of private and commercial, are found to be capable of being both commercial and private at the same time. The consumers of images of tourist destinations in the form on online videos play a role as both sheer consumer and as producer, as the very act of watching a video changes its context and so its likelihood of being consumed in the future. Furthermore, on websites such as YouTube, consumers are able to comment on videos, link to them, add them as favorites in their own account and rate them. All these actions change the context of videos and so increase or decrease the chance of the video being consumed in the future.

This study used statistical and content analysis to explore eight variables of the content and context of online videos of tourist destinations. Jeju Island was chosen as the tourist destination, and the study uses convenience sampling to obtain a sample of 175 videos. The videos were chosen out of a population of 561 videos which were returned in the search results on YouTube for the term "Jeju", sorted by relevance. The entire population of videos including images of Jeju Island is constantly increasing and many such videos do not appear in the search results for the term "Jeju". One of the reasons for this is the

alternate spelling of the island's name, as "Cheju". Another is that videos are returned in search results according the content of the title, tags and description, which do not always include the names of the places which are shown in the video.

It is found in this study that there is a correlation between six variables of online videos and their viewcount. Each time a video is watched by a potential tourist, their image of the destination is changed, or a new destination image is created in the mind of the consumer. Viewcount of online videos of a tourist destination is therefore a measure of the frequency of destination image formation. The variables of videos that were found to be positively correlated with viewcount, or the frequency of destination image formation, are the length of videos, the number of words in the descriptions that accompany them, the presence of images of entertainers in the videos, the presence of music in the videos, the presence of visual effects in the videos and the presence of written effects in the videos. The null hypotheses that there is no correlation between the number of tags accompanying a video and the video's viewcount and that there is no correlation between the number of months since a video was added to the website and the video's viewcount were accepted after statistical analysis. An interpretive analysis of five selected videos showed that among the types of images of Jeju as a tourists destination, one finds images of Jeju as a place of great natural beauty, with major sports events and concerts and filming locations of popular tv shows and films, having a variety of unique cuisine on offer and plenty of opportunities for shopping and participating in outdoors activities and nightlife.

5.2 Implications

The working hypotheses in this study concern the relation between the content and context of online videos of a tourist destination and the viewcount of the videos, which is a measure of the frequency of destination image formation, since the act of viewing videos is also an act of forming ideas about the characteristics of a destination and its merits and demerits. The independent variables of content and context are hypothesized to have an effect on the dependent variable of viewcount, or frequency of destination image formation. Of the eight hypotheses tested, six were accepted after analyzing the results of statistical tests including comparison of means and t-tests for independent samples. Online destination marketers can use the information discovered in this study to include and exclude certain types of content in their videos in order to better reach a larger audience of consumers and so have a greater overall effect on destination image formation.

The relation between five independent variables of the content of online videos and the dependent variable of the viewcount of online videos are explored. It is hypothesized that there is a positive correlation between the presence of images of entertainers in videos and viewcount, the presence of music in videos and viewcount, the presence of visual effects in videos and viewcount, the presence of written effects in videos and viewcount, and the length of videos and viewcount. In each case, the hypothesis is accepted after statistical analysis. The implication for online destination marketing is that in order to reach the greatest number of people to influence their destination image, the videos

produced and uploaded to video-sharing websites should contain images of entertainers at the destination, should contain music, should have visual effects such as fading, cutting and pasting clips, and sliding images in and out of the screen, should have written effects such a title page and descriptions of the locations of scenes in the video overlaying the images, and should be longer rather than shorter. Regarding length of online videos of tourist destinations, it is found in this study that there is a positive correlation between length and viewcount, however there is a limit to the permissible length of videos on YouTube and at least two other internationally popular video-sharing websites, Google Video and Myspace. Of the videos observed in this study, the longest was 10 minutes and 30 seconds.

In this study, three independent variables of the context of online videos of a tourist destination are explored in relation to the dependent variable of viewcount, or frequency of destination image formation. It is hypothesized that there is a positive correlation between the number of tags accompanying a video and the viewcount, the number of words in the description accompanying a video and the viewcount, and the number of months elapsed since the video was added to the website and the viewcount. The hypotheses that there is a positive correlation between the number of tags accompanying a video and its viewcount and that there is a positive correlation between the number of months since a video was uploaded to the website and its viewcount were rejected on the basis of statistical analysis. The implication for destination marketing is that the date on which a video added does not affect the reach of the video in terms of frequency of destination image formation, nor does the sheer number of tags make a difference in

frequency of destination image formation. However it should be noted that this study does not consider the kind of words used as tags, which may have a significant effect on viewcount. For example, a potential tourist searching video of a destination with good golfing would by likely to include the word "golf" in the search parameters and those videos which include the word "golf" in the tags, title and description would be included in the search results, making it more likely that the potential tourist viewed images of the destination. Destination marketers interested in online destination marketing could profit from further study into this area. The hypothesis that there is a positive correlation between the number of words in the description accompanying a video and its viewcount was accepted on the basis of statistical analysis. The reason that a positive correlation between the number of words in the description and viewcount was found but not one between the number of tags and viewcount may be related to the relatively small numbers of tags accompanying videos. The reason for this is that the longer the description, the more likely it will contain words which are relevant to searches for videos not directly related to the tourist destination, which means the video will appear in a much larger variety of search results. Those who are not interested solely in finding video of a particular thing but are more interested in finding amusing videos in general may click on and watch videos of the tourist destination that appear in the search results, even if unrelated to the search parameters, if the video is appealing enough. It is these cases where the title, tags, rating, links, honors and number of comments can have an effect on the likelihood of a video of the tourist destination between consumed. Online destination marketing could profit from further study into the complex relations between these variables.

A majority of the videos surveyed in this study, 55% of the total, were placed in the Travel & Places category, one category of twelve possible. A third of the remaining videos were split nearly equally between the Entertainment and People & Blogs categories. The next most frequently observed category of videos in the sample was Music, at 6% of the total. Online destination marketing of Jeju Island should take into account this information in positioning strategies. It is significant, for example, that although Jeju has been labeled a "Sports Mecca", only 1.7% of the videos of Jeju were in the Sports category. Further, although Jeju has recently become a Special Self-Governing Province and aims to broaden and improve its reputation internationally and attract greater numbers of tourists as well as international conferences, specifically related to peace issues, only 0.6% of the videos observed were in the News & Politics category. In order to manage the island's destination image, further research and greater efforts are needed in the promotion of the island using such revolutionary websites as YouTube, wherein the closest way to sampling a tourist destination before purchase is offered, through the free sharing of videos with anyone access to the internet.

Over 81% of the videos surveyed were privately produced, and of those it appeared to the researcher that all but a few were produced by tourists, from a great number of countries. Many took the form of montages of photographs and video taken while on vacation on the island. Only less than 19% of the videos were commercially produced, and many of the individual videos were part of a series of clips from television shows filmed on the island, or showed the same clips of entertainers performing on the island, taken from various television reports, documentaries and videos of concerts taken by fans. While it is

impossible to objectively determine the number of videos in the sample that were produced by small businesses on the island produced and uploaded with the intent of promoting interest in the island and purchase of various tourism products, it is clear to the researcher that the number is very small. Only one video was clearly the work of a government tourism promotion agency. It is concluded, therefore, that the tourism industry and government of Jeju is not taking full advantage of the incredible opportunity for free promotion of Jeju Island as a desirable tourist destination, of Jeju City as a Free International City worthy of foreign investment and of Jeju Island as an Island of World Peace.

5.3 Limitations and Future Research

This study concerns only videos of a single tourist destination, Jeju Island, which allows the production of concrete results on the most desirable content and context for online videos of the destination, which can be taken advantage of by online destination marketers. However, to generalize the results to other tourist destinations, a study is needed which compares online video of various destinations, in different geographical locations, at different stages of development and with different goals.

This study classified producers of online videos as being either private or commercial, while the real situation is more complex. There is a difference between private producers who are residents of the tourist destination and producers who have visited it as a destination. This difference was not considered in great detail in this study. A study

including demographic characteristics of the producers of online videos would be beneficial for destination image theory and online destination marketing practice. In the same way, a survey of the consumers of online videos of tourist destinations is desirable but not performed in this study.

While the study uses a working research model concerning the relations between online video of tourist destinations and destination image, it does so only in respect to the frequency of destination image formation. More research is needed into the relation of online videos of tourist destinations to other aspects of destination image. The model produced as a result of the study concerns the complex relations of producers and consumers of destination image and images of destinations in themselves, but does not cover all the complexities and subtleties of those relations. Further research in this area is needed to work out the relations between theoretical and empirical aspects of destination image in regards to online videos of tourist destinations.

APPENDIX

Survey Tool

Video Number	1	2	3
Title			
Subject			
Viewcount			
Length			
Months Since Added			
Category			
Type of Producer			
Rating			
Number of Ratings			
Number of Links			
Number of Honors			
Number of Times Favored			
Number of Comments			
Number of Tags			
Tags Include "Jeju": Y/N			
Number of Words in Description			
Description Includes "Jeju": Y/N			
Images of Entertainers: Y/N			
Sound: Y/N			
Music: Y/N			
Visual Effects: Y/N			
Written Effects: Y/N			

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