A THESIS FOR THE DEGREE OF DOCTOR OF
TOURISM SCIENCE(TOURISM MANAGEMENT)

# MICE Participants' Behavior Model of Revisit Intention : Comparing Jeju, Seoul and Shanghai

**Hong-Fei Bao**

Department of Tourism Management
GRADUATE SCHOOL
JEJU NATIONAL UNIVERSITY

**2017.08**

A THESIS FOR THE DEGREE OF DOCTOR OF TOURISM SCIENCE(TOURISM MANAGEMENT)

# MICE Participants' Behavior Model of Revisit Intention : Comparing Jeju, Seoul and Shanghai

**Hong-Fei Bao**

**Department of Tourism Management**
**GRADUATE SCHOOL**
**JEJU NATIONAL UNIVERSITY**

**2017.08**

# MICE 참가자의 재방문 의도에 대한 행동모델 비교연구: 제주, 서울, 상하이를 대상으로

指導敎授 홍 성 화

包 紅 飛

이 論文을 觀光學 博士學位 論文으로 提出함

2017年 6月

包 紅 飛의 觀光學 博士學位 論文을 認准함

審査委員長_____
委 員_____
委 員_____
委 員_____
委 員_____

濟州大學校 大學院

2017年 6月

# MICE Participants' Behavior Model of Revisit Intention : Comparing Jeju, Seoul and Shanghai

Hong-Fei Bao
(Supervised by professor Sung-hwa Hong)

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

2017. 06.

This thesis has been examined and approved.

.....

.....

.....

.....

.....

2017. 06.

Department of Tourism Management

GRADUATE SCHOOL

JEJU NATIONAL UNIVERSITY

# 감사의 글

이렇게 박사학위를 받는 순간이 온다는 것이 실감이 나지 않고 그저 꿈만 같습니다. 스무 다섯 살 때 중국유학생으로 제주도에 와서 제주대학교에서 석사 2년과 박사 3년반 총 5년반의 공부 시간은 제 인생에서 큰 도움이 될 것입니다. 중국에 다시 돌아가더라도 제주도의 시절과 스승님들의 은혜를 잊지 않겠습니다.

제 인생에서 다시없을 큰 기회를 주신 홍성화 교수님, 제게 학문의 기초와 연구자로서의 자질까지 아낌없는 조언과 지지를 보내주시고 선택의 기로에서 항상 고민하던 저를 많은 이야기로 현명한 선택을 하게 해주셔서 너무 감사합니다. 이러한 감사의 인사로 감사함을 다 표현할 수 없지만, 언제나 존경하고 고맙습니다. 교수님의 제자로 대학원 생활을 할 수 있어서 행복했고 즐거웠습니다. 그리고 제 논문이 완성되기까지 많은 가르침 뿐 아니라 지지와 조언을 주시고 제가 힘들 때 힘이 되어주시던 최병길 교수님, 냉철하고 예리한 판단력 속에 유쾌함이 있으신 오상훈 교수님, 학문적 지지 뿐 아니라 인생의 멘토로 조언을 해주신 조문수 교수님, 항상 긍정적인 마음과 열정으로 중국유학생들에게 조언을 해주신 박시사 교수님, 뵐 때 마다따스한 안부를 건네주신 서용건 교수님, 항상 긍정에너지를 얻게 되는 박운전 교수님 진심으로 감사드리고 또 감사드립니다.

힘들 때 가장 많은 의지가 되는 강인호, 다른 나라에 있어도 관심이 많이 주는 대학원친구 함사 (Umasuthan Hamsanandini) , 즐거운 힐링 장소가 되어준 내 중국대학교친구 홍영 (洪莹) , 실질적인 조언 주는 내 선배이자 내 친구인 조정인, 도움이 필요할 때마다 언제나 나타날 수 있는 내 친구 이쌍 (李双) 과 김월 (金玥) , 중국유학생의 생활을 항상 풍부하게 만든 내 친구 당군의 (唐君义) , 감사합니다. 덕분에 대학원 생활에서 즐겁고 행복한 날들을 보낼 수 있었다. 항상 행복할 순 없지만 서로 의지하면서 지금처럼 쭉 헤쳐 나가자!

쉽지 않은 길이었지만 항상 묵묵히 뒤에서 딸은 믿고 응원해주시고 지원해주

시는 아빠包岳庆, 전폭적인 지지와 딸이 지치고 힘들 때 위로와 용기를 주시는 엄마俞兴娟, 두분이 계셔서 더 열심히 할 수 있었습니다. 더욱 자랑스럽고 멋진 딸이 되도록 하겠습니다. 사랑합니다. 언제나 스트레스 풀고 싶을때 이야기 들어주는 언니包宏鸟, 너무 고맙습니다!

이제 박사학위를 취득하고 다시 새로운 출발의 기로에 서있습니다. 결코 자만하지 않고 배움에 나태하지 않으며 부단히 실력을 쌓아 더욱더 탄탄하고 멋진 사람이 될 수 있도록 노력하겠습니다. 2017년은 제게 평생 잊지 못할 해가 될 것 같습니다. 감사합니다.

포 홍 비 올림

# CONTENTS

# <LIST OF TABLES>

# <LIST OF FIGURES>

# Ⅰ. INTRODUCTION

## 1. Statement of the Problem

MICE, defined as meetings, incentives, conferences and exhibitions or events, is a type of tourism.[1]. During the past decade, the MICE industry experienced tremendous growth and today is truly global in nature. The rapid increase of MICE in Asia-Pacific region, especially, is already getting the attention around the world.

Some countries rely heavily on the MICE segment. About 30% of Singapore's tourism revenue comes from MICE and Malaysia is specifically targeting the MICE market by running schemes such as the Meet and Experience campaign. The Japanese government and travel authorities are also keen to promote opportunities in the MICE sector as part of their overall efforts to increase international arrivals to 40 million by 2020.[2]

China's MICE industry has also seen rapid growth over the past decade. The central and local governments of China are maintaining a high level of interest in the MICE industry and relevant policies and regulations were recently released such as "Statement on the Promotion of Reform and Development in MICE Industry" in April 2015. Since the reform and opening-up, the MICE industry in China has developed quickly and five economic zones were formed, namely Bohai Sea Circle, Yangtse-River Delta, Pearl-River Delta, Northeast China Region, and Central-West China Region.[3] The latest MICE industry boom is sweeping through Republic of

1) International Congress & Convention Association(ICCA)(2016): http://www.iccaworld.org/aeps/aeitem.cfm?aeid=29.
2) MICE master(2016). Japan leads growth in Asia: https://www.japantoday.com/category/business/view/mice-master-japan-leads-growth-in-asia.

Korea as well. The Korean government is actively pooling resources to build convention centers and host a diverse range of events. In 2009, the central government of Korea designated MICE as one of the 17 new growth pushing industry. Park Geun-hye's administration also announced intensive plans to foster the MICE industry as one of the six major tourism and leisure industries.[4)]

As an important part of tourism, MICE makes up a huge portion of the income for tourism industries and is of great importance in Asian countries. Therefore, it is important that the MICE industry is studied. In this study, Jeju, Seoul, and Shanghai were analyzed because not only are they popular MICE destinations, but they also have different types of MICE destination.

Shanghai is one of the largest cities in China and the eighth largest city in the world. It is an international metropolitan city that is readily accessible by sea, land, and air. Due to the dynamic growth of the past decade, millions of dollars have been poured into local infrastructures in Shanghai. The new MICE facilities in Shanghai meet the world's standard while almost every famous hotel brands have a property in Shanghai. Qualities such as professional service standard, convenient transportation network, various tourist attractions and modernized communication systems have all helped Shanghai organize and host regional and international events of all levels. The successful hosting of events such as Fortune 500, APEC, and ADB have put Shanghai on the map for the MICE market in the world and it has been booming significantly in the past decade. It could be said that Shanghai is an international MICE destination, not only for Asia but also for the world.

If Shanghai's great achievements in the MICE industry is because of its "hardware" or "infrastructures,"then it can be said that the "software" or "culture" is the power which brings the world's attention for the MICE industry of Korea. The phenomenal

3) J.H. Wu. & X. Xiao(2012). Pattern and policies of Mainland China's MICE industry, Scientific Research, 1(2), p.5-8.

4) J.K. Choi. & H.K. Hwang(2010). A Study on the Perception Gap and the Corelation of Tourism Resources to the Expected Effects of MICE Tourism Package Development: Focused on Jeju Island. *Journal of Hospitality and Tourism Studies,* 38, p.60-76.

growth of Korean culture and popular culture encompasses several things from music, movies, and drama to online games and Korean cuisine, just to name a few. And this phenomena called "Korean Wave" has brought increasing numbers of tourists from Southeast Asia, India, as well as from all around world. As the capital city of the Korea, Seoul is an attractive place to tourists where traditional Korean culture and modern culture co-exist. There are many cultural spaces in Seoul suchas festivals, performances, shopping places, and tourist attractions. Also, Seoul is a shopping paradise for all kinds of goods such as cosmetics, clothes, electronics, and accessories worn by actors and actresses in Korean drama. Seoul clearly knows how to seize the opportunity and it continues to be a rapidly growing business center of Asia. Massive upgrades to the what the city can offer for meetings are currently underway as part of the Seoul Metropolitan Government's 'Master Plan (2014-2018)' to match the steady-growing demand for the capital to be a MICE destination. Seoul's high-quality business events services are steadily improving, as well as the city's ever-expanding infrastructure. As one of the significant achievements, Seoul ranked third place worldwide as a convention destination by the Union of International Associations (UIA) in last year's International Meetings Statistics Report which was based off data released in 2015.[5] As indicated by the ranking, Seoul could be described as a MICE destination for culture and shopping industry.

In addition to developing the MICE industry in Seoul, the Korean government has also been working on developing many other cities as well, such as Busan, Incheon, Jeju and so on. Jeju was recognized as the best place for tourism in Korea because of the geographical position. Being located at the center of Northeast Asia, there are direct flights to Jeju from airports of major cities in Northeast Asia and more than 200 domestic flights are available each day. Jeju also is the best choice for conventions and incentive tours with the combination of its stunning scenery, world-class convention facilities, five-star accommodation, and a thriving tourism industry. Especially with its expansive beaches, rocky cliffs, and dramatic waterfalls,

5) Union of International Associations (UIA)(2016). International Meetings Statistics Report for 2015.

Jeju is regarded as a tropical island paradise and ideal vacation destination not to be missed. The island is South Korea's most popular holiday island, attracting more than 15 million visitors in 2016, 70% of which are domestic travelers[6] seeking for what has become known as the "Hawaii of South Korea." It could be said that Jeju is a MICE destination based on its rich natural resources.

Comparisons between international MICE industries are still lacking in academia. In addition, Korea and China are geographically close and have similar culture. Therefore, this comparative study about MICE industries of two countries is meaningful. Shanghai is an international city, Seoul is where traditional Korean culture and modern culture coexist, and Jeju is a popular tourist city with rich natural resources. By comparing these three types of MICE destinations, the advantages and disadvantages of each can be studied and utilized to jointly develop markets from Asia for the world.

Although tourists have different purposes, MICE participants have a purpose beyond leisure tourism and are in fact business travellers. These MICE participants are connected to different sectors of the tourism and hospitality industry through their MICE activities. Take MICE participants who travel to a city to attend an exhibition for an example. They will need food, drinks, entertainment, shopping, transport, accommodation, and more. Their activities generate jobs, modify prices, increase income and more. Therefore, this study on MICE participants whose asset could directly affect the local community could contribute to developing a better promotional strategy for MICE activity and adjust its program to the participants' needs.

Researches about MICE participants have been extensively studied. For instance, H.S. Kang (2010)[7] analyzed the level of satisfaction in MICE Participants in Busan

6) Jeju Special Self-Governing Province(2017): https://www.jeju.go.kr/open/open/iopenboard.htm;jsessionid=F9ZvdHiqi8OP7QbO5uFjEV9y3hlhsOHtF1oUaeqRvbakGy8wgvUm4MXz29S7xjRC.was2_servlet_engine1?category=1035&qType=title&q=&act=view&seq=1023164

7) H.S. Kang., & K.Y. Song(2010). Analysis on the satisfaction by MICE participants in Busan metropolitan, *Journal of the Korea Contents Society*, 10(11), p.414-423.

Metropolitan; I.S. Hwang et al (2011)[8] examined the differences between MICE destination attributes and perceived service satisfaction for three different language speakers; E.H. Baek (2011)[9] indicated how the differences between importance and satisfaction of selection attributes in MICE affect re-selection and so on. However, the study should not stop at the point of satisfaction of the tourism products. In order to fully understand the purchasing behaviors of tourists and predict their future purchasing intentions, it is critical to evaluate the revisit intention which is the main point of investigation in this paper. The revisit intention has been highlighted as an important research topic in the competitive market. From Jang and Feng's perspective (2007)[10], returning visitors are significant in increasing revenue in tourism destinations and in saving marketing expenses. Similarly, Jayaraman et al (2010)[11] mentioned that returning visitors to Malaysia are imperative for increasing revenue of tourism industry. Hence, similar in the MICE industry, critical analysis and in-depth study on the factors influencing revisit intentions may provide the ground to improve the MICE market for returning visitors. Also, by comparing Jeju, Seoul and Shanghai, this paper tries to identify whether or not the MICE participants' revisit intentions will differ depending on different MICE destinations.

In current literature, many studies focus on exploring the tourist's intention to visit or revisit by examining the theory of planned behavior (TPB) (M. Li., L.A, Cai., W.Y. Lehto. & Z.W. Huang, 2010)[12] or by using the model of goal-direct behavior (MGB) (M. Perugini. & R.P. Bagozzi., 2001)[13]. The theory of planned behavior is

8) I.S. Hwang,, Y.B. Choe., D.K. Kim. & H.J. Kim(2011). Perception gaps on destination attributes of MICE attendees' -focused on Korean, Chinese, Japanese speakers, *Journal of Tourism and Leisure Research*, 23(8), p.341-359.

9) E.H. Baek. & J.O. Hur(2011). Impact of the difference between importance and satisfaction of selection attributes in MICE on re-selection, *Journal of Marketing Management Research*, 16(3), p.49-72.

10) S. Jang. & R. Feng(2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management,* 28(2), p.580-590.

11) K. Jayarman., S.K. Lin., C.L. Guat. & W.L. Ong(2010). Does Malaysian Tourism Attract Singaporeans to Revisit Malaysia? *Journal of Business and Policy Research,* 5(2), p.159-179.

12) M. Li., L.A, Cai., W.Y. Lehto. & Z.W. Huang(2010). A missing link in understanding revisit Intention. The role of motivation and image. *Journal of Travel & Tourism Marketing,* 27(4), p.335-348.

13) M. Perugini & R.P. Bagozzi(2001). The role of desires and anticipated emotions in goal-directed behaviors: broadening and deepening the theory of planned behavior. *British Journal of Social Psychology*, 40(1), p.79-98.

one of most influential and popular conceptual frameworks to study people's intentions to do a specific behavior (Ajzen, 2002)[14] and several studies have applied the theory of planned behavior to predict and explain tourists'intentions to engage in diverse types of tourism or visit different destinations. Most of them found that it supported the theory of planned behavior which can advance our understanding of tourists' intention and travel behavior. MGB, because of its superior predictive ability, has also been applied in studies of tourism such as potential tourists' decision making, slow tourists' intentions and so on.

In the TPB framework, there are three variables: attitude toward the behavior, subjective norm, and perceived behavioral control. These three variables lead to the formation of a 'behavioral intention.'In contrast, MGB concerns the role of desire as the major predictor of intention which mediates the attitude, subjective norm, and perceived behavioral control. With Jeju, Seoul, and Shanghai being different types of MICE destination, the MICE participants' intentions to revisit fueled by self-interest may or may not be clear. Hence, this paper integrated common parts of these two models to examine the revisit intention of MICE participants in different MICE destination: 1) Revisit attitude, revisit subjective norm, and revisit perceived behavioral control all directly lead to the formation of revisit intention without revisit desire; or 2) Revisit attitude, revisit subjective norm, and revisit perceived behavioral control form revisit intention through the revisit desire; or 3) Revisit attitude, revisit subjective norm, and revisit perceived behavioral control directly lead to the revisit intention at the same time as the revisit desire.

This paper also tries to determine the relationships among revisit attitude, revisit subjective norm, and revisit perceived behavioral control. In TPB and MGB, these three variables are exist as the independent variables. The attitude is defined as a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. The subjective norm refers to the opinion of others who

14) I. Ajzen(2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology,* 32(4), p.665-683.

are important to an individual and influence one's decision making. And the perceived behavioral control is defined as a person's belief of how easy or difficult the performed behaviour is likely to be. However, based on the theory of cognitive dissonance and the self-persuasion theory, this paper assumed that the MICE participants' revisit subjective norm and the revisit perceived behavioral control also could be dependent variables influenced by the revisit attitude of the MICE participants. Based on these relationships, this paper aims to determine the revisit attitude of MICE participants in different destinations and how to influence the perception of others' opinions and the difficulty of revisit.

In addition to comparing the differences of MICE participants in these three cities, the integrated model with the new relationships among attitude, subjective norm, and perceived behavioral control will be tested as another important goal of this paper.

For several years, structural equation modeling (SEM) has been the first generation path modeling widely used by researchers and practitioners to analyze the interrelationship among variables in a mode. Some researchers classify SEM as the covariance-based SEM (CB-SEM)[15]. Meanwhile, the partial least square SEM (PLS-SEM), which is suitable with respect to the researcher's prediction-oriented objective, does not require normal data distribution and accommodates small sample sizes (Chin & Newsted, 1999)[16]. Lewis and Thompson (2006)[17], recommend PLS-SEM as a powerful method when a small sample size could be used compared to CB-SEM. Generally, only one method is used to determine the model. In this paper, CB-SEM will be used for all samples to identify the proper research model and PLS-SEM will be used for three regions' samples to compare the differences in intentions to revisit and the factors that influence them in the research model.

---

15) W.M. Afthanorhan(2013). A comparison of partial least square structural equation modeling(PLS-SEM) and modeling(CB-SEM) for confirmatory factor analysis. International Journal of Engineering Science and Innovative Technology, 2(5), p198-205.

16) W.W. Chin.Chin, & P.R. Newsted(1999). *Structural equation modeling analysis with small samples using partial least squares,* Thousand Oaks, Sage Publications, p307-341.

17) G.D. Lewis. & W.R. Thompson(2006). PLS, small sample size, and statistical power in MIS research. *System Sciences,* 8, p.202.

## 2. Research Purpose

Based on the problems stated above, this study integrated TPB and MGB model to test the proposed hypotheses and determined whether or not revisit attitude(AT), revisit subjective norm(SN), and revisit perceived behavioral control(PBC) have both indirect and direct impact on behavioral intention. Meanwhile, the study compared the model among Jeju, Seoul, and Shanghai to analyze the differences between them. And through the empirical study, behavioral intention characteristics for revisiting the MICE destinations were understood. The detailed objectives are as follows.

First, in the literature review, the paper explains the concepts of MICE and introduces the behavioral model development from the Theory of Planned behavior (TPB) to the Model of Goal-direct behavior (MGB) which are the basis models for this study. This study presents a research model which integrates the models of TPB and MGB. It is expected to understand the behavioral intentions from another point of view and further explore the existing theory.

Second, the study tests the research model by AMOS 18.0 (CB-SEM). More specifically, the study reviews the applicability of the research model for MICE products. In the meantime, the paper also examines: the influence of attitude, subjective norm, and perceived behavioral control on revisit intention, the effects of media on the relationship between attitude, subjective norm, and perceived behavioral control with revisit intention, and the relationships among attitude, subjective norm and perceived behavioral control. For sustainable growth of MICE industry, it is imperative that attention is given to accurately understanding the MICE participants. By understanding the revisit intentions of MICE participants from research model, it is expected to improve the imperfections of literature and derive more practical implications in the MICE field. In practice, the study is expected to capture the

essential points of the main influential factors to MICE destination's positive attitudes and behavioral intention which can provide the practical implications from a marketing standpoint and contribute to finding ways to increase the positive revisit intentions of MICE participants. These approaches will allow us to move one step further in MICE destination studies.

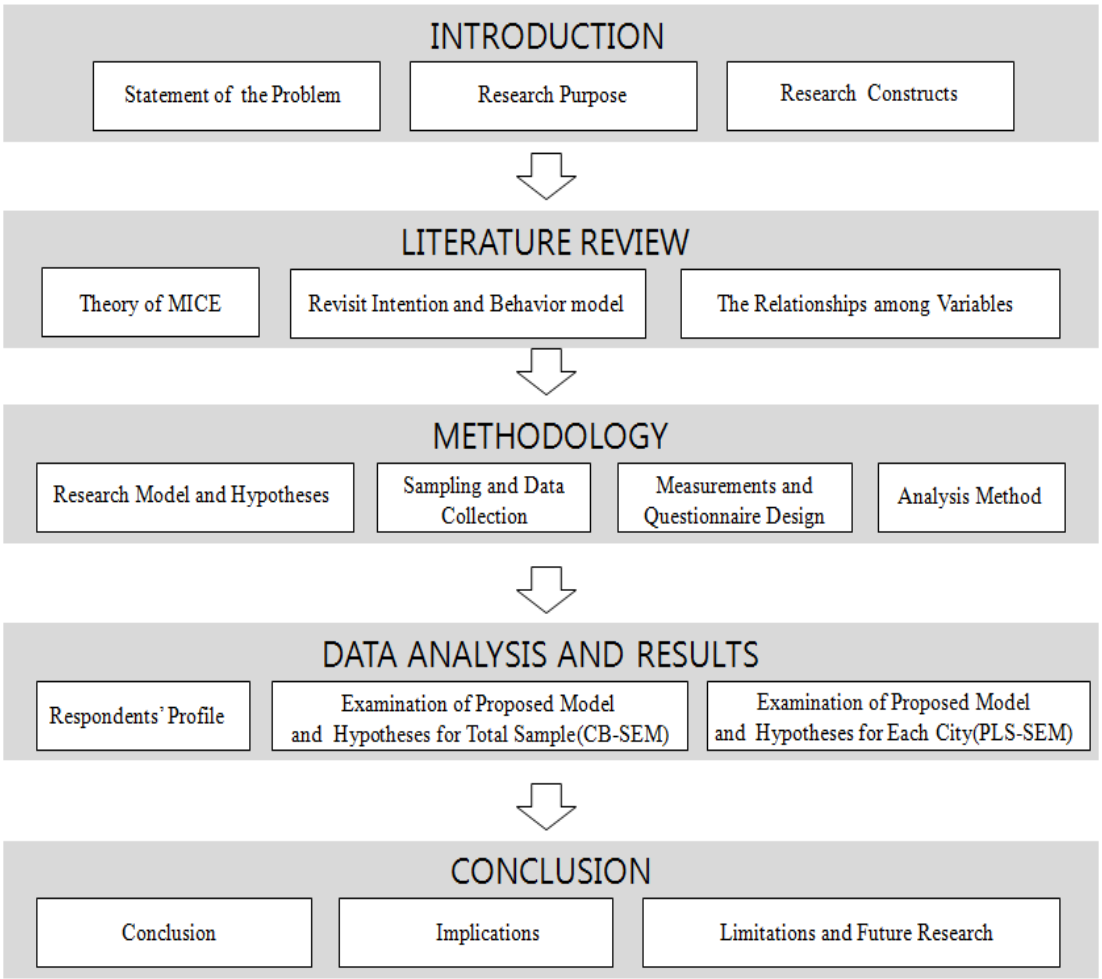
Third, by using SmartPLS 3.0 to compare the models in Jeju, Seoul and Shanghai, the different relationships among the revisit attitude, subjective norm, perceived behavioral control, desire and behavioral intention in Shanghai, Seoul and Jeju were revealed. The aim is not only to establish a new model focus on MICE destination, but also to supplement the international comparisons in the MICE industry in academic area and provide useful implications for further improving MICE fields in Korea and China.

Fourth, the hypothesis was tested by using the widely applied CB-SEM(covariance-based of structural equation modeling), which is widely applied for confirming or rejecting theories through testing of hypothesis, and the three regions were compared using PLS-SEM(partial least square of structural equation modeling), which focuses on the analysis of variance for small sample size. This study combined CB-SEM and PLS-SEM approaches together based on their characteristics.

### 3. Research Constructs

This study consists of 5 chapters, and the contents of each chapters are shown in <Figure 1-1>.

<Figure 1-1> Research Constructs



# Ⅱ. LITERATURE REVIEW

## 1. Theory of MICE

### 1) Definition of MICE

In the late 1990s, MICE appeared in the countries of Southeast Asia such as Singapore, Hong Kong, and Malaysia with the continual improvement of the economy. Similar with the concepts of MICE, they were called ME&I (Meetings, Events, and Incentives) or MIT (Meetings, Incentives, and Trade Show) in the United States or MC&IT (Meetings, Conventions and Incentive Travel) in Canada.

The definition of MICE, as is often the case with the travel industry, can be vague. ICCA defined MICE as meetings, incentives, conferences and exhibitions, or meetings, incentives, conferences, and events. It was defined as a type of tourism with large groups, usually planned well in advance, that are brought together for a particular purpose. Also, there were other definitions from scholars and authoritative associations, who described MICE as an acronym for meetings, incentives, conventions, and exhibitions (H.C. Chen., C.Y. Chiou., C.Y. Yeh. & H.L. Lai., 2012; K.E. Lee., 2016; L.F. Wu., 2014).[18)]

It is observed that the scholars have the consensus view on the part of the definition about meeting and incentive, but the opinion is different in conferences or

18) H.C. Chen., C.Y. Chiou., C.Y. Yeh. & H.L. Lai(2012). A study of the enhancement of service quality and satisfaction by Taiwan MICE service project, *Social and Behavioral Sciences,* 40. p.382-388; K.E. Lee.(2016). An examination of the decision-making process for utilization of mobile applications in the MICE industry, United States, Iowa State University ; L.F. Wu.(2014). The comparison of employee value proposition between MICE industry and MICE higher education in China-based on TEFI value set, *International Journal of Innovation, Management and Technology*, 5(5), p.358-361.

conventions and events or exhibitions.

According to the Merriam-Webster dictionary, a conference is “a formal meeting in which many people gather in order to talk about ideas or problems related to a particular topic, usually for several days.” A convention is "a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest or to make decisions as a group."

Here are three features about conventions. First, conventions are organized for people to discuss and engage. Unlike conferences, conventions are built to support dialogue and conversation. Conventions are a place for talking, networking, and sharing your thoughts and ideas surrounding a common interest. There may still be speakers at conventions, but there should be much more talking on a face-to-face level. Conventions are designed for attendees to engage with each other, while conferences focus on engaging the attendee with the speaker. Second, conventions are about shared work or common interests. Conventions can have a wide variety of topics, but they may not necessarily be about the same types of ideas that you would learn about at a conference. Conventions allow you to talk about your own work or interests, or just fun topics. Conventions are often much more light hearted and less formal than conferences. Third, conventions allow people to make a decision as a group. Conventions can bring together people of different backgrounds and they do not necessarily have to work in the same field or have the same job title as other people attending the conference, but they have similar interests. These people can get together and work to make a decision as a group. The decision does not have to be ground breaking, but it can serve a purpose to people within a niche. Based on these differences between convention and conference, this paper will use "convention" as part of the definition about MICE.

Exhibition is be defined as an act of showing some quality or trait and objects, such as works of art, in a public space for people to look at.[19] Events at an exhibition are attractions of very different content with very different names and

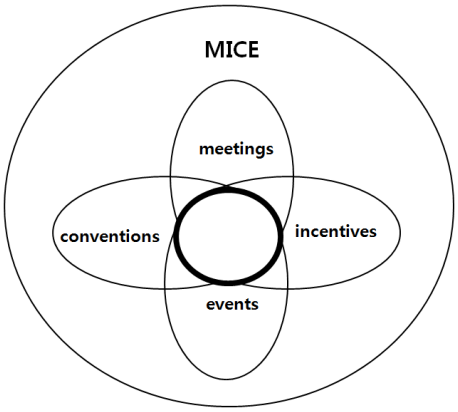
19) Merriam-Webster(2016): http://learnersdictionary.com/.

some have a very long history. International exhibition, festivals, carnivals, community fairs, expositions, demonstrations, trade shows, tourism trade fairs and sporting events are often grouped under the common names: special events, hall-mark events, big events, or mega-events.[20] On the basis of these conceptual framework, the author prefers to use the concept of "event".

Meeting and incentive are the other two factors in the MICE definition. The International Association of Professional Congress Organizers (IAPCO) described meeting as a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. IAPCO defines frequency to be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc. Incentive is defined as a meeting event as part of a program which is offered to its participants to reward a previous performance.

According to the above, meetings, incentives, conventions, and events are jointly defined as MICE.

<Figure 1-2> MICE conceptual framework




However, for an incentive tour, the recognition aspect of travel is the most motivating element. Also motivating to employees is the ability to experience something unique and the ability to develop closer relationships with peers.

20) T.P. Kombol(2007). Events as part of a tourism strategy, *Journal of Korean Trade Exhibition,* 2(2), p.1-16.

Participants also hope to experience leisure activities and more free time.[21] This kind of participants' characteristic of incentive tour is different with the participants of meeting, event and convention. Because their most motivating element is the theme of MICE activity. At the same time, it is suggested that incentive travel programs have a strong impact on not only individual motivation, retention and performance, but also on organizational culture and business results.[22] This study focuses on the individual emotional factors such as revisit attitude and revisit desire. The incentive participants may have a bias in expected outcome because of the different main motivating element. Also, the major target of this study is the revisit intention. The results of this study also could be influenced by the incentive participants because the decision makers of the incentive are usually the executives. Thus, the incentive participants are not considered in this paper.

2) Characteristics of MICE

Currently, the theories about characteristics of MICE have not been shaped well. This study will attempt to summarize the characteristics of MICE through prior studies. Many scholars had indicated great interest in what can be gained from the MICE industry (L. Fred[23]; NIna Mistlis and Larry Dwyer[24]). Also many countries released new policies for developing the MICE industry and it is obvious that MICE is a public industry that is catching every countries' attention. Fred Lawson's book introduces the modern technology is flexibly used in the MICE area and emphasizes how important technology is to MICE. Las Vegas' MICE industry is combined with

21) S.A. Jeffrey(2014). The Motivational Power of Incentive Travel: The Participant's Perspective. Monmouth University, Leon Hess Business School.

22) Prime travel&tour(2015) Incentive Travel ? What Are The Benefits? http://www.primetravel.com.sg/incentive-travel.html

23) L. Fred(2000). Congress, convention and exhibition facilities-planning, design and management, Oxford, Architectural Press.

24) N. Mistillis. & L. Dwyer(1999). Tourism gateways and regional economies-the distributional impacts of MICE, *The International Journal of Tourism,* 1(6), p.441-457.

gambling as Jeju's MICE is combined with natural resources. It can be explained as the different regions that are developed depend on their own resources. From the above, the characteristics of MICE are summed up as economy, publicity, technology correlativity and regionalism. The details about the MICE characteristics are described below:

The MICE industry's growth rates have been significantly above other tourism sectors even in the 1990s. Indonesia, for example, experienced a growth in the number of conventions by an average of 14% since 1993 and a growth in convention travellers by 25.7% (J. Carlsen, 1999).[25)]

Economical efficiency of MICE could be measured in terms of: direct expenditure by incoming participants combined with the number of jobs directly created and the local taxes generated, indirect and induced expenditure resulting from additional revenues generated within the area that is calculated by the use of appropriate income, employment and government revenue multipliers, leakage of expenditure out of the local economy and other negative costs such as the opportunity costs of alternative investments.

The extra revenue coming into an area is not for consideration; the all-year round activities are often therefore crucial in contributing to the feasibility of investment in new and upgraded facilities, as well as in stimulating other developments. Beneficiaries include not only the venues sued by meetings, but also other accommodation, air and ground transportation, restaurant and retail trade, entertainment, advertising, equipment rentals, specialist services used by organizers, participants and accompanying persons.

Governments become involved in MICE either through direct action to develop facilities and areas or indirectly by nurturing organizations that foster tourism. The state provides services such as political stability, security, a well-defined legal framework and essential services and infrastructure such as roads, water supplies and

25) J. Carlsen(1999). A Review of MICE Industry Evaluation and Research in Asia and Australia 1988-1998, *Journal of Convention & Exhibition Management,* 1(4), p.51-66.

suitable environment, at both the national, regional, and local levels through local councils. In addition, national governments are the main organizations that negotiate on immigration, visa requirements and landing rights for airlines. These statutory responsibilities are often delegated to different government departments and do not take account of more active involvement in tourism. The main factor at work here is power: the ability to use influence and authority to affect decisions and change. For example, as early as 20 years before, the Commonwealth of Australia had already released a National Strategy for the MICE Industry. This is one of the ways in which the government influences MICE through actions or policies.

Technology is globally connecting MICE and clients together. In a global market, information communications technology or ICT is the main driver of change, allowing for better management of the MICE industry operations to harness their full potential. The rapid growth in online marketing could be the main power for the various MICE associations worldwide working to pull the separate pieces together.

Not only that, technical facilities are also an essential element in the MICE field. For example, in large auditoriums, the booths or rooms for projecting presentations, movies and other videos and control of conditions such as lighting, sound are invariably permanent and installed at the rear of the room, elevated to ensure a commanding view of the stage and operations without being intrusive. Rear projection facilities are often also required behind the stage and projectors need to be mounted in a suitable position relative to the screen with remote operations, if required. Control and projection rooms are normally adjacent and have access from outside the auditorium separate from the public areas.

Regionalism menas the MICE industry connect with the other local industry based on the local cultural, tourism, natural resources and so on[26]. In "Strategic Report for Las Vegas Sands Corporation[27]", the principal goal of the MICE strategy is to

26) H.R. Seo(2014). A comparative study on the MICE industry promotion and local government's policies-focused on Seoul and Busan, Korea Rep, University of Seoul.
27) K. Kristof., A.S. Yang. & C. Ryan(2010). Strategic Report for Las Vegas Sands Corporation.

maintain mid-week demand at the hotel by drawing guests from attendees and exhibitors at the casino-hotel's convention and meeting room complex, while continuing to derive weekend demand from gamblers and vacationers. Las Vegas can serve as a typical example showing the regional characteristics of MICE, combining MICE with local gambling industry very well.

### 3) Current Status of Global MICE

The MICE industry experienced a tremendous growth during the past decade and today is truly global in nature. Its origins can be found in Europe and North America. Yet, it is the Asia-Pacific region in particular that saw a rapid increase in the industry activity since the late 1980s, outperforming the traditional markets and thereby reflecting the shifts in tourism development in general. Many destinations around the world have invested in the construction of convention centers with the dual purpose of improving their image while at the same time generating economic benefits for the community.

Convention centers host large conventions, attracting delegates to the locale who spend on accommodation, transportation, food establishments, as well as leisure pursuits. And it is the spending of delegates that is in general substantially higher than that of any other tourist category[28]. In addition to delegates and persons accompanying them, convention organizers also inject money into the destination. The combined impact of convention delegate and organizer expenditure for a community can be very substantial once the various multipliers come into play[29]. It is not surprising, then, that given the industry's high yield characteristic that a considerable

---

28) Hong Kong Tourism Board(2016): http://www.discoverhongkong.com/us/index.jsp;
Singapore Exhibition & Convention Bureau(2006):
https://www.stb.gov.sg/industries/mice/pages/about-singapore-exhibition-and-convention-bureau.aspx?AspxAutoDetectCookieSupport=1.

29) L. Dwyer., & P. Forsyth(1996). MICE tourism to Australia: a framework to assess impacts, Australia, Bureau of Tourism Research.

amount of attention has been drawn to establishing future trends that will affect the industry and to the key issues that have to be addressed for future development.

Since 1960, the UIA has prepared statistics on international meetings that have taken place worldwide in the preceding year. This work is based on routine research and surveys undertaken by the UIA. Meetings taken into consideration include those organized and/or sponsored by international organizations, i.e. the sittings of their principal organs, congresses, conventions, symposia, regional sessions grouping several countries, as well as some national meetings with international participation organized by national branches of international associations. And the annual report from UIA provides a comprehensive overview of trends in international organizations' events. Highlights include: The number of meetings per city and per country with indications of their market share, top international meeting countries and cities per year, trends in participant numbers and meeting dates, top 10 ranking, five year preview of future top countries, and cities where meetings are planned.

According to the International Meeting Statistics by the UIA, 456,453 international meetings were held in 2015 worldwide.

<Table 2-1> Total Number of Meetings in the UIA Database

| Year | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
|---|---|---|---|---|---|---|---|
| Number of times | 456,453 | 428,369 | 408,798 | 392,588 | 377,055 | 359,673 | 342,500 |

Source: based on International Meetings Statistics Report for 2009 to 2015.

Looking at the number of meetings in the UIA database from 2011 to 2015, it is evident that most of the top five countries increase at a fast rate, especially Korea. The number of meetings in Korea has increased by about 90% over the last three years. But Singapore was down to rank 4 which reflects a 20% decrease. Remarkably, the city-state of Singapore ranked fourth as a country, with US placing first, South Korea placing second and Belgium placing third.

<Table 2-2> Top 8 countries for holding international meetings(2011-2015)

| Country | 2011 | | 2015 | | 3 years change |
|---|---|---|---|---|---|
| | times | rank | times | rank | rate |
| USA | 744 | 2 | 930 | 1 | ▽25% |
| Korea Rep | 469 | 6 | 891 | 2 | △90% |
| Belgium | 533 | 5 | 737 | 3 | △38% |
| Singapore | 919 | 1 | 736 | 4 | ▽-20% |
| Japan | 598 | 3 | 634 | 5 | ▽6% |
| France | 557 | 4 | 590 | 6 | ▽6% |
| Spain | 386 | 9 | 480 | 7 | △24% |
| Germany | 421 | 7 | 472 | 8 | △12% |

Source: based on International Meetings Statistics Report for 2001 to 2015.

Not only leading nations like US, UK, and Australia but also Asian countries such as Japan, Hong Kong and Singapore have recognized the importance and consolidated the related laws and provided government grants with expense support, tax cuts and appointed convention cities to successfully host conventions. The burgeoning MICE industry has been growing steadily over the past few years and the Asia Pacific markets have seen rapid growth. According to the ICCA statistics report in 2014, there were over 2,400 meetings held in Asia Pacific & Middle East, which makes up 20% of worldwide meetings. For the past six years, the growth rate of the Asian Market has increased by 133%, which puts Asia as the clear leader in MICE in comparison to the Global Market's rate of 19.9%.[30)]

Australia and Asia also have developed significant infrastructure for the MICE industry. For example, Singapore now has four dedicated convention centers (DCCs). Similar facilities have also been developed in Jakarta, Bali, Kuala Lumpur, Manila, Taipei and Hong Kong.

In Japan, 45 cities have been designated as "International Convention Cities" by the Japanese Ministry of Transport. Bangkok completed the Queen Sirikit National Convention Centre (QSNCC), which hosted 10,000 Board of Governors of the World

30) Seoul Meetropolitan Goveernment:
http://english.seoul.go.kr/policy-information/culture-tourism/tourism/2-mice-industry/.

Bank and International Monetary Funds delegates in 1991.

DCCs developed in Australia include Adelaide Convention Centre, Sydney Convention and Exhibition Centre, Canberra Convention Centre, re-developed Melbourne World Congress Centre, and Brisbane Convention and Exhibition Centre. A number of provincial centers have also developed convention facilities to increase tourism, including Cairns, Queensland, and Albury.

In Thailand, among the four segments of the MICE industry, meetings are the most popular. Meetings occupied 75% of the market share in 2015. Its dominance is foreseeable until 2022. Seeing the growth and demand, Thailand government is planning to develop more MICE-related amenities, convention centers and venues in particular, in order to increase its capacity in serving an expanding market.

In Malaysia, Malaysia Convention & Exhibition Bureau (MyCEB) was established in 2009 by the Ministry of Tourism of Malaysia to further strengthen Malaysia's business tourism brand and position for the MICE market. A non-profit organization, MyCEB serves as a one-stop center to assist meetings and event planners to bid for and stage regional and international business tourism events in Malaysia and acts as a conduit for national product development. In 2011, MyCEB supported 29 convention bids and 20 corporate incentive groups representing 35,750 delegates and an economic value of RM382 million (USD123 million). It also assisted 130 meetings and conventions, 6 exhibitions and 62 corporate incentive groups, which contributed an estimated economic impact of RM 1 billion (USD344 million) to Malaysia.

4) MICE Development in Research Cities

(1) Shanghai

Since Reform and Opening-up, mainland China's MICE industry has developed fast and formed five economic zones, namely Bohai Sea Circle (24%), Yangtse River

Delta (29%), Pearl River Delta (12%), Northeast China Region (6%), and Central West China Region (10%).

China formulated the Management Measures for the Examination and Approval of Holding Economic and Trade Exhibition Abroad, and commanded that all exhibitions held in abroad be examined and approved by CCPIT (together with Ministry of Commerce of PRC). In summary, this policy "strictly control[s] to avoid repetitive holding of exhibitions; encouraging joint organizing; preference to large scale, influential, high quality and periodical exhibitions; preference to professional and experienced organizers." An economic and/or technological exhibition by an external agency must be either jointly held with a legal person qualified for hosting such an exhibition within the territory of China or simply entrusted to such legal person.

The State Economic and Trade Commission has set up a fund for medium and small scaled enterprises to explore international markets. It comes from Central Foreign Trade Development Fund, which is divided into two parts: one for central government and the other for local government. There are 31 provincial-level administrative regions in mainland China, among which 29 have identified specific objectives for MICE economy in their Eleventh Five Year Plan. Key MICE cities have specified the orientations and objectives for their MICE industry.

In mainland China, policies and regulations of MICE industry are made individually by local governments: e.g. Beijing released Development Plans of Beijing's MICE Industry(2004-2008); Hangzhou released Hangzhou's 11th Five Year Plan of MICE Industry(2006-2010); Dalian released Dalian's 11th Five Year Plan of MICE Industry, etc. The lack of a unified administrative authority remains a large obstacle to further development.

Shanghai, as one of the international metropolitan cities, is readily accessible by sea, land and air. It is connected with more than 400 cities in the world by air links and ocean shipping routes. It is also a very safe city, conveniently laid out and a compact destination with one of the world's easiest and least expensive public transportation system. Everything in Shanghai is within reach via taxies, bus, metros,

trams and ferries. Shanghai's MICE market is booming quickly since Shanghai continues to invest in infrastructure and centric meeting facilities. It has become increasingly attractive as a meeting destination. Shanghai is connected to the rest of China and the world, and its infrastructure is expanding. It also attracts even more tourism and MICE opportunities to the city. Meanwhile, the world's largest exhibition center, the National Exhibition and Convention Center (Shanghai), will greatly improve the positioning to secure more MICE business and push demand for the Puxi area, in particular the Hongqiao area.[31)]

Due to the dynamic growth of the past decade, millions of dollars have been pumped into local infrastructures, almost every famous hotel brand name having a property in Shanghai, the airport, convention and exhibition centers as well as other new facilities are of the world standard.

Specifically, Shanghai encourages world organizations, associations, cities and multinational corporations to hold annual meetings, forums, trade fairs and other MICE activities in Shanghai. At the same time, the city of Shanghai takes an active part in overseas market expansion.

(2) Seoul

As the capital city of the Republic of Korea, a nation with the twelfth largest economy in the world, Seoul certainly knows how to conduct business and continues to be a rapidly growing business center in Asia. Seoul is rapidly becoming one of the world's most preferred meeting destinations among global businesses since it is a city that offers a complete convention experience like its slogan, Seoul: your complete convention city.

From world-class meeting facilities to enchanting attractions and cultural exchanges, South Korea's capital is a one-stop shop when it comes to association gatherings. Seoul now ranks third place worldwide as a convention destination in the 2016

31) Shanghai Daily(2016). Booming MICE sector in Shanghai and Hainan: http://www.shanghaidaily.com/feature/mice/Booming-MICE-sector-in-Shanghai-and-Hainan/shdaily.shtml.

International Meetings Statistics Report released by the UIA based off data for 2015.

The ranking reflects the increasing recognition in recent years of Seoul's high-quality business events services, as well as the city's ever-expanding infrastructure. Massive upgrades to the city's meetings offerings are currently underway as part of the Seoul Metropolitan Government's industry 'Master Plan' to match the steady-growing demand for the capital as an events destination. This has already included the creation of a central Seoul MICE zone, home to the recently-opened Dongdaemun Design Plaza with plans to redevelop the Yeongdong district in southern Seoul, home to the Coex convention and exhibition center, by 2020.

(3) Jeju

Jeju Island is located at the center of northeast Asia, on the path connecting Asia and the Pacific Ocean. Jeju International Airport and port facilities provide convenient access to and from Jeju. The status of a Free International City allows visitors from 180 countries to enter the island without a visa for up to 30 days and provides tax-free privileges.[32)]

The 'treasure island' Jeju is not just a recreational spot but a legacy to be observed and cared for by mankind. This island exudes a sense of mystery since it possesses important rare geological features as well as lava caves, dynamic volcanic topography, and natural ecology. The beautiful and unique scenery of Jeju embraces the island. Including the Geomunoreum Lava Tube System connected by caves such as Baengduigul, Manjangul, Kimnyeungul, Yongchundongul, and Dangchumuldongul, the lava caves are like blood vessels that connect the underground world of Jeju. There is no place like Jeju that possesses various forms of volcanic topography within a single island. Jeju intactly possesses the history of changes in earth's crust due to volcanic activities. Thanks to this, it is possible for people from all over the world to witness and admire the wonders of nature that are truly beyond compare.[33)]

32) Jeju Convention & Visitors Bureau(2016): http://jejumice.or.kr/jeju/why.

Jeju Island is the only place that was triple designated by UNESCO as a Natural World Heritage site, Global Geopark, and Biosphere Reserve.

Jeju also ranked 19th in the world and 7th in Asia, in terms of the number of international conferences hosted.[34] And impressively, Jeju ranked number one for customer satisfaction in the International Conference Facility & Service area.[35]

There are many reasons for UIA to recognize Jeju as a top international destination for MICE events. Jeju is ideal for conventions and incentive tours with its combination of stunning scenery, world-class convention facilities, five-star accommodation, and a thriving tourism industry. At the same time, the island boasts a modern international airport offering flights to Beijing, Shanghai, Tokyo, Taipei, Osaka, Seoul, and more. There are now 26 regular international routes flying out of Jeju International Airport, connecting Jeju with the rest of Asia and the world.

The island has long been the location of choice for business and leisure in Korea, but the MICE industry only really began to take off after the Jeju International Convention Center (ICC) and Jeju Convention & Visitors Bureau (Jeju CVB) were opened in 2003 and 2005, respectively. Since then Jeju has risen on the global stage to become recognized as a top Asian and global destination. Jeju proved it had the infrastructure, personnel and governance to stage events of the highest order and rocketed to the top of national MICE destinations. Events held include: ADB, PATA, ASTA, UCLG, World Scout Conference, ASEAN-KOREA Commemorative Summit, KOR-JAP-CHI Trilateral Summit, and the 2012 IUCN WCC.

The growth was fuelled by the establishment of Jeju CVB and the 2009 designation of MICE as a “New Growth Engine Industry” under The Jeju Special Act.

Jeju Convention & Visitors Bureau (JCVB) Corporation is the organization established to foster the MICE industry in Jeju by inducing various international

33) Jeju Convention & Visitors Bureau(2016). Incentive tour guide(promotion materials).
34) UIA(2013). 2012 Statistics for the Status of Hosting International Conferences.
35) Korea Tourism Organization(2008). 2007 Survey among the International Conference Participants.

organizations to come to Jeju to conduct conventions, expos, and other events, and provide strategic and systematic services to them, from planning to marketing.

As the main responsible body to accomplish the objectives, JCVB has carried out its due functions since its foundation. In the cities where there are convention facilities, JCVB established its branch offices throughout the world, and has engaged in various marketing activities using the image and brand of each city. The corporation also has a number of branch offices to include Seoul, Busan, Daegu, Gwangju, and Incheon. And JCVB has contributed to attract more than 200 confirmed international and domestic events to Jeju every year through various supporting programs.[36)]

36) Jeju Convention & Visitors Bureau(2016): http://jejumice.or.kr/jcvb/introduction.

## 2. Revisit Intention and Behavior Model

### 1) Revisit intention

Intention had been defined as “a stated likelihood to engage in a behavior’’ (R.L. Oliver., 1997)[37]. Fishbein and Ajzen (1975)[38] pointed out that intention is the individual's subjective probability that he or she will perform a specific behavior. And in tourism literature, it is also suggested that having a better predictive technique and explanation of tourists' intention may be helpful in understanding their behavior.

From the consumption process' perspective, tourists' behavior is divided into three stages: pre-visitation, during visitation, and post-visitation (C. Rayan., 2002)[39]. Chen & Tsai (2007)[40] stated that tourists' behaviors include choice of destination to visit, subsequent evaluations, and future behavioral intentions. The subsequent evaluations are the travel experience or perceived value and overall visitors' satisfaction, whereas the future behavioral intentions refer to the visitor's judgment about the likeliness to revisit the same destination and willingness to recommend it to others. Based on previous studies (R.J. Gitelson & J.L. Crompton., 1984)[41], revisit intention was defined as a ‘domestic or abroad trip to a destination which previously had been visited for a holiday.

---

37) R.L. Oliver(1997). *Satisfaction: A Behavioral Perspective on the Consumer.* McGraw-Hill, New York.

38) M. Fishbein. & I. Ajzen(1975). Beliefs, attitude, intention and behavior-an introduction to theory and research, United States, Addison Wesley.

39) C. Rayan(2002). From motivation to assessment. In C. Rayan (Ed.), *The tourist experience.* London: Continuum. p.58-77

40) C.F. Chen. & D.C. Tsai(2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management,* 28(4), p.1115-1122.

41) R.J. Gitelson & J.L. Crompton(1984). Insights into the repeat vacation phenomenon. *Annals of tourism Research,* 11(2), p.199-217.

Oppermann (1997)[42] revealed the significant difference between first time and repeat visitors and pointed out that repeat visitors tend to visit fewer destinations or attractions than first-time visitors although they stay longer. In addition, some studies have pointed out that repeat visitors tend to recommend through word of mouth (J.F. Petrick., 2004)[43] and stay longer (D. Wang., 2004)[44]. Tourist revisit intention has been considered as an extension of satisfaction (S. Um., K. Chon. & Y. Ro., 2006)[45]. Other scholars (R. Kashyap. & D.C. Bojanic., 2000[46]; M. Kozak., 2001[47]; C.N. Lai., T.K. Yu. & J.K. Kuo., 2010).[48] have explored tourists' revisit intentions to predict and explain tourists' intentions to engage in diverse types of tourism or visit different destinations. These researches demonstrate that tourist revisit intention is considered as a valuable concept in predicting future revisit behavior. Thus, from above description, it is easy to say that exploring tourists' revisit intentions in engaging diverse types of tourism is one of the main focuses. An enhanced understanding of MICE participants' revisit intentions should be one of the main issues for MICE proprietors in order to successfully find the target market.

In the current literature, many studies focus on exploring the tourists' visit intention or revisit intention based on the theory of planned behavior. The theory of planned behavior is one of the most influential and popular conceptual frameworks to study people's intentions to do a specific behavior and several studies have applied the theory of planned behavior to predict and explain tourists' intentions to engage in diverse types of tourism or visit different destinations. Most of them found that the theory of planned behavior can advance our understanding of tourists' intention and

---

42) M. Oppermann(1997). First-time and repeat visitors to New Zealand. *Tourism Management.* 18(3). p.177-181.
43) J.F. Petrick(2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research,* 42(4), p.397-407.
44) D. Wang(2004). Tourist behavior and repeat visitation to Hong Kong. *Tourism Geographies,* 6(1), p.99-118.
45) S. Um., K. Chon. & Y. Ro(2006). Antecedents of revisit intention. *Annals of Tourism Research,* 33(4), p.1141-1158.
46) R. Kashyap. & D.C. Bojanic(2000). A structural analysis of value, quality, and price perceptions of business and leisure travelers. *Journal of Travel Research*, 39(1), p.45-51.
47) M. Kozak(2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research,* 28(3), p.784-807.
48) C.N. Lai., T.K. Yu. & J.K. Kuo(2010). How to say sorry: Increasing revisit intention through effective service recovery in theme parks. Social Behavior and Personality. *An International Journal,* 38(4), p.509-514.

travel behavior.

Despite the prevalent use of TPB in diverse contexts, its predictive ability has been a frequent issue (H. Han. et al., 2014[49]; H.J. Song et al., 2012[50]; C.K. Lee. et al., 2012[51]). M. Perugini & R.P. Bagozzi.(2001)[52] extended the theory of planned behavior and developed the model of goal-direct behavior, which is one of the strongest socio-psychological models, by considering the role of such important procedures for more precise explications of human behavior. In the next section, more detailed information of the theory of planned behavior and the model of goal-direct behavior will be discussed.

2) Theory of planned behavior(TPB)

Several theories stress the importance of human behavior and the development of appropriate interventions. Examples include the diffusion of innovation theory (E.M. Rogers, 2003[53]), theory of planned behavior (I. Ajzen, 1991[54]), two-step flow theory(E. Katz, 1957[55]; P.F. Lazarsfeld. et al., 1944[56]), peer influence theory (M. Deutsch. & H.B. Gerard., 1955[57]) and so on.

Theory of Planned Behavior (TPB) is one of the theories to study human behavior

49) H. Han., L.T. Hsu., & C. Sheu(2010). Application of the theory of planned behavior to green hotel choice-testing the effect of environmentally friendly activities, *Tourism Management*, 31(2), p.325-334.

50) H.J. Song., C.K. Lee., S.K. Kang. & S.J. Boo(2012). The effects of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior, *Tourism Management,* 33(6), p.1417-1428.

51) C.K. Lee., H.J. Song., L.J. Bendle. & M.J. Kim(2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions-a model of goal-directed behavior, *Tourism Management,* 33(1), p89-99.

52) M. Perugini. & R.P. Bagozzi(2001). *op.cit.,* p.79-98.

53) E.M. Rogers(2003). Diffusion of Innovations, NY, Free Press, New York.

54) I. Ajzen(1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50(2), p.179-211.*

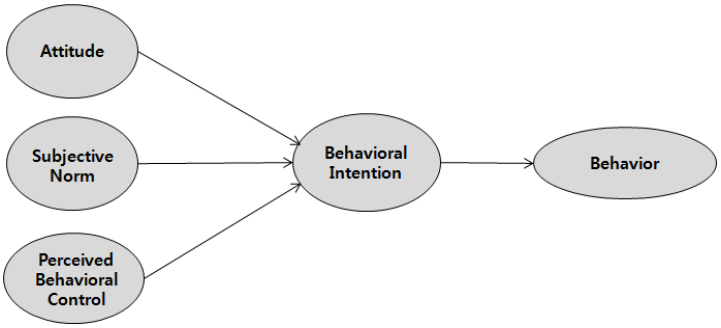
55) E. Katz(1957). The two-step flow of communication: an up-to-date report on an hypothesis. *Public Opinion Quaterly*, 21(1), p.61-78.

56) P.F. Lazarsfeld., B. Berelson. & H. Gaudet(1944). *The Peoples choice-how the voter makes up his mind in a presidential campaign.* NY, Duell, Sloan and Pearce, New York .

57) M. Deutsch. & H.B. Gerard(1955). A study of normative and informational social influences upon individual judgment. *J. Abnorm. Psychol,* 51(3), p.629.

and it was developed by Ajzen in 1985. In TPB framework there are three variables: attitude toward the behavior, subjective norm, and perceived behavioral control (PBC), which all together lead to the formation of a 'behavioral intention' that influences the behavior (I. Ajzen, 2002).

<Figure. 2-1> Theory of Planned Behavior(TPB)




Attitude toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in the question. More favorable the attitude toward the behavior of an individual, the more individual will be likely to perform a certain behavior. An individual tends to possess a favorable attitude when the outcomes are positively evaluated and, thus, he/she is likely to engage in that specific behavior. Subjective norm is defined as 'perceived social pressure to perform or not perform the behavior'. In other words subjective norm is the opinion of others who are important to an individual that influence one's decision making (S.P. Hee, 2000)[58]. If an individual believes that people significant to him/her approve or disapprove the behavior, they are more or less likely to perform the behavior (M. Conner. & C.J. Armitage, 1998)[59]. According to Ajzen (1988)[60] perceived behavioral control (PBC) is 'an individual perceived ease or difficulty or performing the

58) S.P. Hee(2000). Relationship among attitudes and subjective norm: testing the theory of reasoned action across cultures. *Studies in Communication Sciences,* 51(2), p.162-175.
59) M. Conner. & C.J. Armitage(1998). Extending the theory of planned behavior: a review and avenue for further research. *Journal of Applied Social Psychology.* 28(15), p.1429-1464.
60) I. Ajzen(1988). Attitudes, Personality and Behavior. Open University Press, Milton Keynes.

particular behavior'. Those who have a higher degree of control over themselves have stronger intentions to perform a particular behavior. PBC is an individual perception, whether or not the individual has all available means and opportunities to perform a certain behavior (I. Ajzen, 2005)[61].

Overall, the theory of planned behavior explains that when a person perceives an activity as enjoyable and providing good benefits, the person receives support and encouragement from others who are already engaged in that behavior and the person makes assumptions concerning his or her own ability to accomplish the task. Then, there is stronger intention to perform that task, which leads to actual execution of that specific task.[62]

The TPB has been applied to numerous behaviors including diet(Arvola, A. Arvola., L. Lahteenmaki., & H. Tuorila., 1999)[63], physical activity(C.L. Blue., J. Wilbur. & V. Marston-Scott., 2001)[64], smoking(M. Bursey. & D. Craig, 2000)[65], consumption(B.H. Sheppard., J. Hartwick. & P.R. Warshaw., 1988) [66] and other behaviors(S.G. Millstein., 1996[67]; J. Hillhouse., R. Turrisi. & M. Kastner., 2000[68]; A. McKinlay., M. Couston. & S. Cowan., 2001[69]; A. Syrjala., M.C. Niskanen. & M.L. Knuuttila., 2002[70]).

---

61) I. Ajzen(2005). *Attitudes, Personality, and Behavior*. McGraw-Hill International.

62) A.I. Alzahrani., I. Mahmudb., T. Ramayah., O. Alfarraj. & N. Alawan(2016). Extending the theory of planned behavior (TPB) to explain online game playing among Malaysian undergraduate students. *Telematics and Informatics*, p.1-13

63) A. Arvola., L. Lahteenmaki., & H. Tuorila(1999). Predicting the intent to purchase unfamiliar and familiar cheeses: the effects of attitudes, expected liking and food neophobia. *Appetite*, 32(1), p.113-126.

64) C.L. Blue., J. Wilbur. & V. Marston-Scott(2001). Exercise among blue-collar workers: application of the theory of planned behavior. *Research in Nursing and Health*, 24, p.481-493.

65) M. Bursey. & D. Craig(2000). Attitudes, subjective norm, perceived behavioral control, and intentions related to adult smoking cessation after coronary artery bypass graft surgery. *Public Health Nursing,* 17(6), p.460-467.

66) B.H. Sheppard., J. Hartwick. & P.R. Warshaw(1988). The theory of reasoned action: a meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research.* 15(3), p.325-343.

67) S.G. Millstein(1996). Utility of the theories of reasoned action and planned behavior for predicting physician behavior: a prospective analysis. *Health Psychology,* 15(5), p.398-402.

68) J. Hillhouse., R. Turrisi. & M. Kastner(2000). Modeling tanning salon behavioral tendencies using appearance motivation, self monitoring and the theory of planned behavior. *Health Education Research*, 15(4), p.405-414.

69) A. McKinlay., M. Couston. & S. Cowan(2001). Nurses' behavioral intentions towards self-poisoning patients: a theory of reasoned action, comparison of attitudes and subjective norms as predictive variables. *Journal of Advanced Nursing*, 34(1), p.107-116.

70) A. Syrjala., M.C. Niskanen. & M.L. Knuuttila(2002). The theory of reasoned action in describing tooth

3) Model of goal-direct behavior(MGB)

Despite the prevalent use of the TPB in diverse contexts, its predictive ability has been a frequent issue. In addition, the motivational, emotional, and automatic processes that are vital in explaining human behavior with self-interest motives were neglected in the TPB. M. Perugini & R.P. Bagozzi. (2001) developed the Model of Goal-direct Behavior (MGB, see <Figure. 2-2>), which is one of the strongest socio-psychological models that considers the role of such important procedures for more precise explications of human behavior. The MGB is an extended model based on the TPB and has been recognized by many researchers as a useful framework for understanding human intentions. Because of its superior predictive ability, the MGB has received attention as a means to understand a variety of human behaviors, such as brand-related behavior, alcohol consumption, digital piracy, and information search (R.P. Bagozzi. & U.M. Dholakia.., 2006[71]; A. Prestwich., M. Perugini. & R. Hurling., 2008[72]; S.A. Taylor., 2007[73]; Taylor, Ishida, & S.A. Taylor., C. Ishida. & D.W. Wallace., 2009[74]).

Because of its superior predictive ability, the MGB has received attention as a means to understand a variety of human behaviors such as social communication (J. Mukherji., 2000[75]), physical activity (N. Ressler., 2004[76]), physiological response

---

brushing, dental caries and diabetes adherence among diabetic patients. *Journal of Clinical Periodontology*, 29(5), p.427-432.

71) R.P. Bagozzi. & U.M. Dholakia(2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), p.45-61.

72) A. Prestwich., M. Perugini. & R. Hurling(2008). Goal desires moderate intention behavior relations. *British Journal of Social Psychology*, 47(1), p.49-71.

73) S.A. Taylor(2007). The addition of anticipated regret to attitudinally based, goal-directed models of information search behaviours under conditions of uncertainty and risk. *British Journal of Social Psychology*, 46(4), p.739-768.

74) S.A. Taylor., C. Ishida. & D.W. Wallace(2009). Intention to engage in digital piracy: a conceptual model and empirical test. *Journal of Service Research*,11(3), p.246-262.

75) J. Mukherji(2000). Understanding goal-directed behaviors-the role of intergenerational, social network, and media influences, USA, The University of Memphis.

76) N. Ressler(2004). Rewards and punishments, goal-directed behavior and consciousness, *Neuroscience and*

(P.M. Dockree., S.P. Kelly. & I.H. Robertson., 2005[77]), consumption (H.H. Chang. & H.W. Wang., 2011[78]; B.J. Richmond., S. Bouret. & S. Ravel., 2011[79]), website usage behavior (J.H. Lee., 2016[80]), and others (L.A. Ruble., 2001[81]; U.M. Klossek., S. Yu, & A. Dickinson., 2011[82]; C.M. Gillan., M. Zamir. & S.K. Finebe., 2014[83]; C.M. Gillan., M. Papmeyer., M. Zamir. & Saha., 2011[84]). The theory also has been applied in tourism academic spheres, for instance, festival(H. Song,. G.J. You., Y. Reisinger. & C.K. Lee., 2014[85]; H.S. Han., M. Jae. & J.S. Hwang., 2016[86]), potential tourists's decision making(J.S. Kim. et al., 2016[87]), slow tourists' intention(B. Meng. & K. Choi., 2016)[88] and so on.

The MGB differs from previous models in three respects. First, the intention to perform a behavior is primarily motivated by the desire to perform the behavior, and this desire is assumed to reflect the effects of attitude, subjective norms, perceived

---

*Biobehavioral Reviews*, 28(1), p.27-39.

77) P.M. Dockree., S.P. Kelly. & I.H. Robertson(2005). Neurophysiological markers of alert responding during goal-directed behavior-a high-density electrical mapping study, *NEUROIMAGE,* 27(3), p.587-601.

78) H.H. Chang. & H.W. Wang(2011). The moderating effect of customer perceived value on online shopping behaviour, *ONLINE INFORMATION REVIEW,* 35(3), p.333-359.

79) B.J. Richmond., S. Bouret. & S. Ravel(2011). The dynamics of cost and benefit representations by noradrenaline and dopamine neuronal activity, and their relation to goal-directed behavior, *BMC Neurosci,* 12(1) p.262.

80) J.H. Lee(2016). Research the role of interactivity on ACG website usage behavior through information search perspective-a comparison of experiential and goal-directed behaviors, *Communications in Computer and Information Science,* 618(1865-0929), p.37-43.

81) L.A. Ruble(2001). Analysis of social interactions as goal-directed behaviors in children with autism, *Journal of autism and developmental disorders*, 31(5), p.471-482.

82) U.M. Klossek., S. Yu, & A. Dickinson(2011). Choice and goal-directed behavior in preschool children, *Learning and behavior*, 39(4), p.350-357.

83) C.M. Gillan., M. Zamir. & S.K. Finebe(2014). Counterfactual processing of economic action-outcome alternatives in obsessive-compulsive disorder-further evidence of impaired goal-directed behavior, *Biological psychiatry*, 75(8), p.639-646.

84) C.M. Gillan., M. Papmeyer., M. Zamir. & Saha(2011). Disruption in the balance between goal-directed behavior and habit learning in obsessive-compulsive disorder, *The American journal of psychiatry*, 168(7), p.718-726.

85) H. Song,. G.J. You., Y. Reisinger. & C.K. Lee(2014). Behavioral intention of visitors to an oriental medicine festival-an extended model of goal directed behavior, *Tourism Management*, 42, p.101-113.

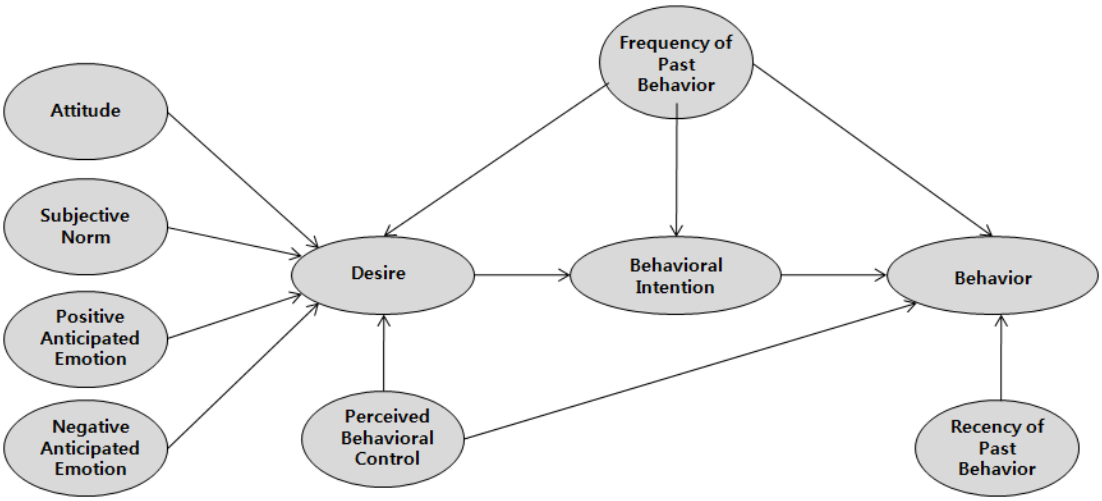
86) H.S. Han., M. Jae. & J.S. Hwang(2016). Cruise travelers' environmentally responsible decision-making- An integrative framework of goal directed behavior and norm activation process, *International journal of hospitality management,* 53. p.94-105.

87) J.S. Kim., R.J. Hart., J.E. Lee. & N.J. Kim(2016). The impact of climate change on the decision-making process of potential tourists using the model of goal-directed behavior, *International Journal of Tourism and Hospitality Research*, 30(4), p.33-43.

88) B. Meng. & K. Choi(2016). The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior, *Tourism Management*, 57, p.397-410.

behavioral control, and anticipated emotions. Second, the anticipated emotions for a specific behavior can be imperative variables in a decision-making process. Third, past behavior or habits are assumed to be a significant determinant of desire, intention and human behaviors (M. Perugini & R.P. Bagozzi., 2001). Specifically, the MGB identified antecedents toward a certain behavior in the original TPB, such as attitude, subjective norm, and perceived behavioral control, that affect intention indirectly through desire (L. Leone., M. Perugini. & A.P. Ercolani., 2004[89]; M. Perugini. & R.P. Bagozzi., 2001). Moreover, many researchers extended or modified the MGB by including new constructs (M.J. Lee. & K.J. Back., 2007)[90].

<Figure. 2-2>. Model of Goal-direct Behavior(MGB)




The role of desire as the major predictor of intention mediates the attitude, subjective norm, perceived behavioral control and anticipated emotions in the MGB (R.P. Bagozzi., 1992[91]; G.L. Hunter., 2006[92]; L. Leone., M. Perugini. & A.

89) L. Leone., M. Perugini. & A.P. Ercolani(2004). Studying, practicing, and mastering: A test of the model of goal-directed behavior (MGB) in the software learning domain. *Journal of Applied Social Psychology,* 34(9), p.1945-1973.

90) M.J. Lee. & K.J. Back(2007). Association members' meeting participation behaviors: development of meeting participation model. *Journal of Travel & Tourism Marketing,* 22(2), p.15-33.

91) R.P. Bagozzi(1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly,* p.178-204.

Ercolani., 1999[93]). In the TPB, if positive attitudes are strong enough, they will influence intentions. However, because motivational content has been described as "someone intends to do something only if he is motivated to do it" (W.A. Davis., 1986)[94], researchers have believed that attitudes cannot activate intention without desire (M. Perugini. & R.P. Bagozzi., 2001; S.A. Taylor., C. Ishida. & D.W. Wallace., 2009). Second, anticipated affective reactions to the performance or non-performance of a behavior are also important determinants of intention (H.C. Triandis., 1977)[95]. In an uncertain situation, people may have forward-looking emotions toward future behaviors (F. Gleicher., D.S. Boninger., A. Strathman., D. Armor., J. Hetts. & M. Ahn., 1995)[96]. With other original variables of the TPB, both positive and negative emotions are assumed to predict desire in that these emotions lead to the dynamic self-regulatory process implied by the appraisal of success or failure (C.S. Carver. & M.F. Scheier., 1990)[97]. Finally, the influence of past behavior was found to have an effect on individual desire and intention (R.P. Bagozzi. & P.R. Warshaw., 1992[98]; P. Bentler. & G. Speckart., 1981[99]; A.J. Fredricks. & D.L. Dossett., 1983[100]). Past behavior is regarded as a proxy of habits and is expected to influence both desire and intention. It was theorized and empirically shown that past behavior influences desire and intention(J.A. Ouellette. &

92) G.L. Hunter(2006). The role of anticipated emotion, desire, and intention in the relationship between image and shopping center visits. *International Journal of Retail & Distribution Management,* 34(10), p.709-721.

93) L. Leone., M. Perugini. & A. Ercolani(1999). A comparison of three models attitude behavior relations in the studying behavior domain. *European Journal of Social Psychology,* 29(2-3), p.161-189.

94) W.A. Davis(1986). The two senses of desire. In J. Marks (Ed.), *The two ways of desire: New essays in philosophical on the concept of wanting.* Piscataway, NJ: Thansaction Publishing. p.63-85.

95) H.C. Triandis(1977). *Interpersonal behavior*. Monterey, CA: Brooks/Cole Publishing Company.

96) F. Gleicher., D.S. Boninger., A. Strathman., D. Armor., J. Hetts. & M. Ahn(1995). With an eye toward the future: The impact of counterfactual thinking on affect, attitudes, and behavior. In N. J. Roese. & J. M. Olsen (Eds.), *What might have been: The social psychology of counter factual thinking.* Mahwah, NJ: Lawrence Erlbaum. p.283-304.

97) C.S. Carver. & M.F. Scheier(1990). Origins and functions of positive and negative affect: A control-process view. *Psychological Review*, 97(1), p.19-35.

98) R.P. Bagozzi. & P.R. Warshaw(1992). An examination of the etiology of the attitude-behavior relation for goal-directed behaviors. *Multivariate Behavioral Research*, 27(4), p.601-634.

99) P. Bentler. & G. Speckart(1981). Attitudes "cause" behaviors: A structural equation analysis. *Journal of Personality and Social Psychology*, 40(2), p.226-238.

100) A.J. Fredricks. & D.L. Dossett(1983). Attitudee behavior relations: A comparison of the Fishbein-Ajzen and the Bentler-Speckart models. *Journal of Personality and Social Psychology*, 45(3), p.501.

W. Wood., 1998[101]; M. Perugini. & R.P. Bagozzi., 2001).

As mentioned before, the MGB has been applied to numerous behaviors including social communication, physical activity, physiological response, consumption, website usage behavior, and others. In the meantime, the theory also has been applied in tourism academic spheres such as festival (H.J. Song., J.Y. Geun., R. Yvette., L.K. Choong. & K.L. Seung., 2013[102]), cruise traveler (H.S. Han., M. Jae. & J.S. Hwang., 2016), potential tourists's decision making (J.S. Kim., R.J. Hart., J.E. Lee. & N.J. Kim., 2016), slow tourists' intention (B. Meng. & KH. Choi., 2016) and so on.

101) J.A. Ouellette. & W. Wood(1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin,* 124(1), p.54-74.

102) H.J. Song., J.Y. Geun., R. Yvette., L.K. Choong. & K.L. Seung(2013).Behavioral intention of visitors to an Oriental medicine festival: An extended model of goal directed behavior. *Tourism management,* 42(2013), p.101-113.

### 3. The Relationships among Variables

1) The relationships among attitude, desire and behavioral intention

Attitude is generally understood as an evaluative judgment about a given object, which can be favorable, unfavorable, or neutral (R.L. Lutz., 1991[103]; L.L. Thurstone., 1928[104]). It is "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (A.H. Eagly. & S. Chaiken., 1993).[105]

Evaluative responses that reveal one's attitudes have been classified into three categories: cognition, affect, and behavior. The cognitive category is comprised of thoughts, often conceptualized as beliefs, about the attitude object. The affective category deals with feelings, moods, and emotions towards it. Finally, the behavioral or conative category incorporates one's actions in relation to the attitude object.

Cognitive, affective, and conative evaluations are generally assumed to be positively correlated, as the three are located on the common underlying evaluative dimension. At the same time, responses within each category may relate to each other more strongly than to responses from the other two categories. Thus, each attitudinal component of cognitive, affective, and conative may possess unique variances not shared with those of other two components.

While the cognition-affect behavior structure of attitude has been accepted as a useful framework, there is a strong line of research in marketing literature that regard attitudes as having cognitive and affective dimensions that affect one's behavior (M. Conway. & L. Dube., 2002[106]; L. Dube., M.C. Cervellon. & H. Jingyuan., 2003[107];

---

103) R.L. Lutz(1991). The role of attitude theory in marketing. In H.H. Kassrjian, & J.J. Robertson (Eds.), *Perspectives in consumer behavior.* NJ: Prentice-Hall. p.317-339.

104) L.L. Thurstone(1928). Attitudes can be measured. *American Journal of Sociology,* 33, p.529-554.

105) A.H. Eagly. & S. Chaiken(1993). *The psychology of attitude.* Fort Worth, TX: Harcourt, Brace, Jovanovich.

J. Park., L. Stoel. & S.J. Lennon., 2008[108]; R.E. Petty., R.H. Unnava. & A.J. Strathman., 1991[109]). Also, it is worth to mention that attitudes located near the neutral or zero point are also considered as evaluative responses, though some controversies exist with respect to this issue.

An attitude toward a behavior refers to the degree to which an individual has a favorable or unfavorable evaluation of performing a specific behavior. Therefore, attitude exerts a positive impact on an individual's behavioral intention(E.W. Baker., S.S. Al-Gahtani. & G.S. Hubona., 2007[110]; S. Cheng., T. Lam. & C. Hsu., 2006[111]). In other words, an individual tends to have a positive attitude when the outcomes of a specific behavior are positively evaluated. Therefore, one is likely to have a strong attitude to perform such behavior.

However, the MGB redefines attitude as affecting intention indirectly through desire. In the MGB, the desire to perform the act was added to strengthen the predictive power of explaining intention as the main source of the motivation to act (B.F. Malle., 1999[112]; B.F. Malle. & J. Knobe., 1997[113]; P.A. White., 1991[114]). From a theoretical perspective, the role of desire as the major predictor of intention and its ability to mediate most of the effects of attitudes, subjective norm, perceived

106) M. Conway. & L. Dube(2002). Humor in persuasion on threatening topics: effectiveness is a function of audience sex role orientation. *Personality and Social Psychology Bulletin*, 28(7), p.863-873.

107) L. Dube., M.C. Cervellon. & H. Jingyuan(2003). Should consumer attitudes be reduced to their affective and cognitive bases? Validation of a hierarchical model. *International Journal of Research in Marketing,* 20(3), p.259-272.

108) J. Park., L. Stoel. & S.J. Lennon(2008). Cognitive, affective and conative responses to visual simulation: the effects of rotation in online product presentation. *Journal of Consumer Behaviour,* 7(1), p.72-87.

109) R.E. Petty., R.H. Unnava. & A.J. Strathman(1991). Theories of attitude change. In T.S. Robertson, & H.H. Kassarjin (Eds.), *Handbook of consumer behavior*. Englewood Cliffs, NJ: Prentice Hall. p.241-280.

110) E.W. Baker., S.S. Al-Gahtani. & G.S. Hubona(2007). The effects of gender and age on new technology implementation in a developing country: testing the theory of planned behavior (TPB). *Information Technology & People*, 20(4), p.352-375.

111) S. Cheng., T. Lam. & C. Hsu(2006). Negative word-of-mouth communication intention: an application of the theory of planned behavior. *Journal of Hospitality and Tourism Research*, 30(1), p.95-116.

112) B.F. Malle(1999). How people explain behavior: a new theoretical framework. *Personality and Social Psychology Review,* 3(1), p.23-48.

113) B.F. Malle. & J. Knobe(1997). The folk concept of intentionality. *Journal of Experimental Social Psychology,* 33(2), p.101-121.

114) P.A. White(1991). Ambiguity in the internal/external distinction in causal attribution. *Journal of Experimental Social Psychology*, 27(3), p.259-270.

behavioral control, and anticipated emotions represents one of the most interesting features of the MGB. Therefore, an individual's attitude affects intention indirectly only through desire in the MGB. For example, it was found in the casino-related EMGB study (H.J. Song., 2010)[115] that the construct of desire is a mediating variable that affects behavioral intention and is influenced by attitude.

2) The relationships among subjective norm, desire and behavioral intention

Ajzan & Fishbein (1980) defined subjective norms to be the perceived pressure imposed by others such as neighbor, friends, and peers who perform the behavior of interest which either directly or indirectly influences the respondent's behavior. Subjective norms refer to the "person's perception that most people who are important to him think that he should or should not perform the behavior in question." When undertaking a specific behavior, an individual is likely to consider and comply with the opinions of other people, such as friends, family, and colleagues (W.O. Bearden. & M.J. Etzel., 1982[116]; S. Cheng., T. Lam. & C. Hsu., 2006[117]). This is known as the subjective norm. According to Ajzen and Fishbein (1988)[118], "it is the influence of social pressure that is perceived by the individual's normative beliefs and it is weighted by the motivation to comply." Normative belief represents the social pressure that influences an individual's likelihood to perform or not perform a particular behavior, while motivation to comply represents individual's motivation to comply with the expectations that one perceives. Khalil and

115) H.J. Song(2010). Understanding casino visitor's decision-making processes within the perspective of responsible gambling: an application of the model of goal-directed behavior. Doctoral dissertation. Available from Dissertation Express database. UMI No. 3419298.

116) W.O. Bearden. & M.J. Etzel(1982). Reference group influence on products and brand purchase decisions. *Journal of Consumer Research,* 9(2), p.183-194.

117) S. Cheng., T. Lam. & C. Hsu(2006). Negative word-of-mouth communication intention: an application of the theory of planned behavior. *Journal of Hospitality and Tourism Research*, 30(1), p.95-116.

118) Ajzen, Icek, Fishbein, Martin(1988). *Theory of Reasoned Action-Theory of Planned Behavior*. University of South Florida.

Michael(2008)[119] argue that friends, family members and colleague as subjective norms have a positive influence on individuals to buy online. It also proven from Supanat (2012)[120] that subjective norms have significantly effects on intentions of using e-commerce but a minor influence compared to other variable.

In the MGB, subjective norm would not directly fortify an individual's behavioral intention but it affects behavioral intention indirectly through desire (L. Leone., M. Perugini. & A.P. Ercolani., 2004; M. Perugini. & R.P. Bagozzi., 2001; A. Prestwich., M. Perugini. & R. Hurling., 2008). Bagozzi et al. (2003)[121] also indicated that "subjective norms capture the interpersonal aspect of behavior and reflect the impact of directly felt expectations from other people which are largely based on the need for approval."

Specifically, Song et al. (2012) confirmed that subjective norm affects behavioral intention indirectly through desire in the EMGB study, which added two additional constructs (i.e., non-pharmaceutical interventions and the perception of 2009 H1N1 influenza) to the MGB in order to understand traveler's decision-making process under the condition of 2009 H1N1 influenza.

3) The relationships among perceived behavioral control, desire, and behavioral intention

Many studies have identified various antecedents of behavioral intention in the tourism literature (T. Lam. & C.H.C. Hsu., 2004,[122]; J. Yuan. & S. Jang., 2008[123]).

119) M.N. Khalil. & P. Michael(2008). An Exploratory Study Into the Adoption of Internet Banking in a Developing Country: Malaysia. *Journal of Internet Commerce*, 7(1), p.29-73.

120) C. Supanat(2012) *Application of the Theory of Reasoned Action to On-line Shopping.*

121) R.P. Bagozzi., U.M. Dholakia. & S. Basuroy(2003). How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions. *Journal of Behavioral Decision Making,* 16, p.273-295.

122) T. Lam. & C.H.C. Hsu(2004). Theory of planned behavior: potential travelers from China. *Journal of Hospitality & Tourism Research*, 28(4), p.463-482.

123) J. Yuan. & S. Jang(2008). The effects of quality and satisfaction on awareness and behavioral intentions: exploring the role of a wine festival. *Journal of Travel Research,* 46(3), p.279-288.

Among these variables, perceived behavioral control as a non-volitional dimension refers to an individual's confidence or ability to perform a specific behavior and it is considered to be an imperative factor of behavioral intention and actual behavior. Ajzen (1991) stated that perceived behavioral control is only "realistic when a person has relatively little information about the behavior." Moreover, they described perceived behavioral control as "the decision maker's sense of control over performing the chosen actions in the service of decision enactment" (R.P. Bagozzi., U.M. Dholakia. & S. Basuroy., 2003). In this concept, perceived behavioral control was intended to reflect perceptions of factors that are both internal (e.g. knowledge, skills, will-power) and external (e.g. time, availability, the cooperation of others) to the actor.

Generally, the strength of an individual's intention to undertake a specific behavior is significantly decided by the situation in which she/he has sufficient resources or opportunities to perform that behavior. Lokhorst and Staats (2006)[124] enunciated that there might be some intention to perform actual behaviors when one feels that he/she is able to perform the behavior even though attitudes and subjective norms are entirely neutral. According to Ajzen(1991), perceived behavioral control refers to "people's perception of the ease or difficulty of performing the behavior of interest." Therefore, it is assumed that perceived behavioral control, which reflects the perceived ease or difficulty of performing a certain behavior, reinforces an individual's desire, behavioral intention to perform a certain behavior, and the actual behavior in the MGB. In summary, perceived behavioral control and behavioral intentions can be used directly to predict behavioral achievement.

However, the hypothetical relationship between perceived behavioral control and actual behavior is not considered in this study because the ultimate variable of the current study is a behavioral intention (behavioral intention for revisiting), not an actual behavior (revisiting). Therefore, perceived behavioral control is hypothesized to

124) A.M. Lokhorst. & H. Staats(2006). Understanding farmers' intentions to carry out agricultural nature management: Using an adapted EMGB. Netherlands: Leiden University.

influence the desire and behavioral intention to revisit the MICE destination in this study.

4) The relationships among attitude, subjective norm and perceived behavioral control

As mentioned before, most of the studies in human behavior area focus on the attitude, subjective norm and perceived behavioral control which all together form the behavioral intention or the desire forming the behavioral intention. This paper also try to figure out the relationship among attitude, subjective norm and perceived behavioral control.

Subjective norm refers to the person's perception of whether the people who are important to an individual, such as friends, family and colleagues, believe that he or she should or should not perform the behavior in question. But through such question, it is clear that people have different perception of the opinions, easily avoid unwanted information, and focus on the information that they want. In the theory of "Cognitive Dissonance" (1957)[125], Leon Festinger proposed that human beings strive for internal psychological consistency in order to function in the real world. That a person who experiences internal inconsistency tends to become psychologically uncomfortable and therefore motivated to reduce the occurrence of cognitive dissonance, either by changing parts of the cognition to justify behavior, or adding new parts to the cognition that causes the psychological dissonance, or actively avoiding situations and information likely to increase the psychological discomfort. For instance, to reduce cognitive dissonance, the participating smokers adjusted their beliefs as follows. "Smoking calms me down when I am stressed or upset."; "Smoking helps me concentrate better."; "Smoking makes it easier for me to socialize."; "One has to die of something, so why not enjoy yourself and smoke?";

125) L. Festinger(1957). *A Theory of Cognitive Dissonance.* California: Stanford University Press.

and "Smoking is no more risky than many other things people do."

In addition, Social judgment theory (SJT)[126] is a self-persuasion theory proposed by Carolyn Sherif, Muzafer Sherif, and Carl Hovland and it is defined as the perception and evaluation of an idea by comparing it with current attitudes. According to this theory, an individual weighs every new idea, comparing it with the individual's present point of view to determine where it should be placed on the attitude scale in an individual's mind. When a discrepant viewpoint is expressed in a communication message within the person's latitude of acceptance, the message is more likely to be assimilated or viewed as being closer to person's anchor, or as his or her own viewpoint, than it actually is. When the message is perceived as being very different from one's anchor, it is considered fall within the latitude of rejection. In this paper, the perception of other people's opinions about revisiting the MICE destination will also be different from the destination revisit attitudes of the participants.

Perceived behavioral control is defined as a person's belief of how easy or difficult the performance of the behavior is likely to be. This perceived belief or ability includes internal (e.g. knowledge, skills, will-power) and external (e.g. time, availability, the cooperation of others) factors and it is also influenced by the attitude based on the two theories mentioned before. In this paper, the perceived behavioral control to revisit the MICE destination is also influenced by the revisit attitude.

5) The relationship between desire and behavioral intention

Desire is defined as “a state of mind whereby an agent has a personal motivation to perform an action or to achieve a goal” (M. Perugini., & R.P. Bagozzi., 2004 a)[127]. Desire, which is the central aspect of the MGB, represents a motivational state

126) C.I. Hovland. & M. Sherif(1980). *Social judgment: Assimilation and contrast effects in communication and attitude change.* Westport: Greenwood. ISBN 0313224382.

of mind in which appraisals and reasons to behave are merged. This desire performs invigorating functions for its antecedents and represents the most proximal predictor of behavioral intention (M. Perugini. & R.P. Bagozzi., 2004b[128]).

The motivational content embedded in desire, indicated as “someone intending to do something only if he is motivated to do it,” is known to signify the role of desire in predicting intention. Numerous studies enunciated that desire is a stronger predictor of intention than attitudes, social norm, or perceived behavioral control and has a positive relationship with intention. For example, In the field of economics, a study conducted on Malaysian public companies by Godlewski et al. (2011)[129] states that "entrepreneurs opt for Sukuk if they expect a low profit thus minimizing their losses in the likely event of failure, while others will opt for conventional bonds if they expect high profit thus increasing their profit in the likely event of success." Also in tourism area, Lee et al. (2012) confirmed that desire, the most important determinant of intention, predicts tourists' travel intention, followed by perceived behavioral control, non-pharmaceutical interventions, and frequency of past behavior in the investigation of perceptions about the 2009 H1N1 influenza.

Similar to the variables above, dependent variable is behavioral intention, not actual behavior in this study. Therefore, it is hypothesized below that desire has a positive effect on the intention to revisit the MICE destination based on the assumption that the relationship between desire and behavioral intention in the travel decision-making process can be applied to the MICE context.

---

127) M. Perugini., & R.P. Bagozzi(2004a). The distinction between desires and intentions. *European Journal of Social Psychology*, 34, p.69-84.

128) M. Perugini. & R.P. Bagozzi(2004b). An alternative view of pre-volitional processes indecision-making: conceptual issues and empirical evidence. In: Haddock, G.,Maio, G.R. (Eds.), *Contemporary Perspectives on the Psychology of Attitudes*. Psychology Press, Hove, UK, p.169-201.

129) J.C. Godlewski., J.R. Turk. & L. Weill(2011). Do markets perceive sukuk and conventional bonds as different financing instruments?.

# Ⅲ. METHODOLOGY

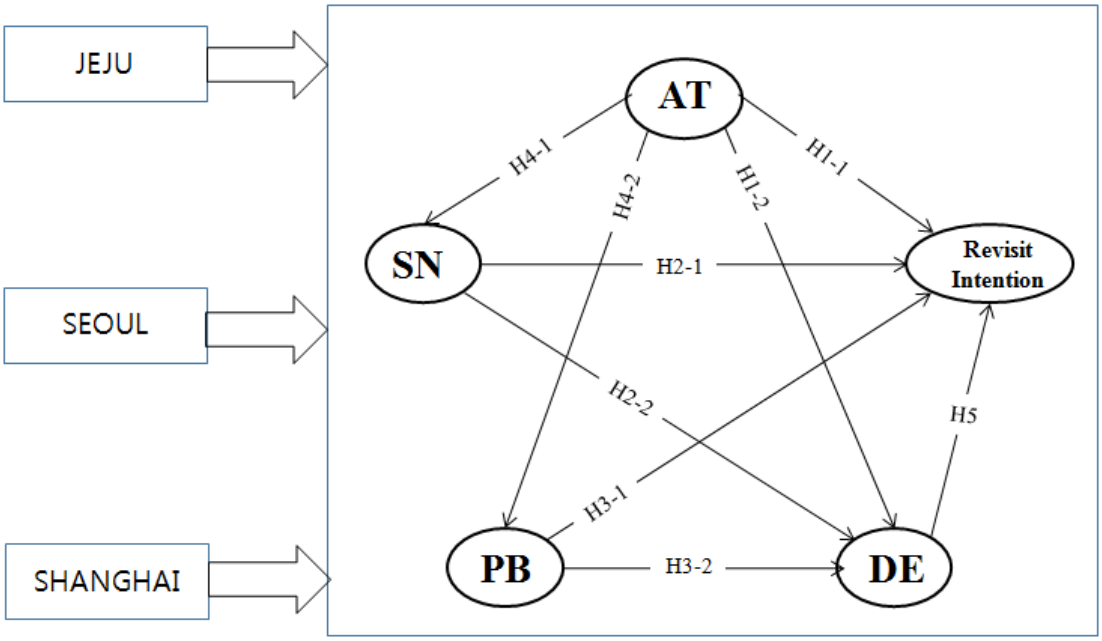
## 1. Research Model and Hypotheses

### 1) Research model

In order to understand the revisit intention of the MICE participants toward the MICE destination due to the influence of revisit attitude, revisit subjective norm, revisit perceived behavioral control and desire, this study applied TPB and MGB model in the research model.

Specifically, the study verifies the direct and indirect influence of revisit attitude, revisit subjective norm, and revisit perceived behavior control on revisit intention through revisit desire. In the meantime, the study also examines the effect of revisit attitude on the revisit subjective norm and revisit perceived behavior control, as well as testing the influence of revisit desire on revisit intention. Accordingly, the research model is established as show in <Figure. 3-1>.

<Figure. 3-1> Research Model




AT: revisit attitude
SN: revisit subjective norm
PB: revisit perceived behavioral control
DE: revisit desire

2) Research hypotheses

Based on the literature review, the following hypotheses are respectively applied to the Jeju, Seoul and Shanghai.

H1. revisit attitude has direct influence on both revisit intention and revisit desire.

*H1-1. revisit attitude has direct influence on revisit intention.*

*H1-2. revisit attitude has direct influence on revisit desire.*

H2. revisit subjective norm has direct influence on both revisit intention and revisit desire.

*H1-1. revisit subjective norm has direct influence on revisit intention.*

*H1-2. revisit subjective norm has direct influence on revisit desire.*

H3. revisit perceived behavioral control has direct influence on both revisit intention and revisit desire.

*H3-1. revisit perceived behavioral control has direct influence on revisit intention.*

*H3-2.revisit perceived behavioral control has direct influence on revisit desire.*

H4. revisit attitude has influence on revisit subjective norm and revisit perceived behavioral control.

*H4-1. revisit attitude has influence on revisit subjective norm.*

*H4-2. revisit attitude has influence on revisit perceived behavioral control.*

H5. revisit desire has influence on revisit intention.

## 2. Sampling and Data Collection

A pre-test with 50 subjects in Jeju, Korea was conducted before conducting the comprehensive survey and necessary modifications to the instruments were made based on the inputs of the pre-test. This refining process was an essential step for improving the quality of the collected data.

Data collection was carried out through questionnaires in Shanghai, Seoul and Jeju. Shanghai and Seoul are the major world capitals in the Asia. Shanghai is the largest city in China with a population of 24 million and is the major economic, financial, trade and shipping center. In addition, it is the preferred destination for international MICE participants in China. The expanding infrastructures in Shanghai attract even more tourism and MICE opportunities to the city. Meanwhile, the world's largest exhibition center, the National Exhibition and Convention Center in Shanghai, will greatly improve the positioning to secure more MICE business and push demand for the Puxi area, in particular the Hongqiao area. The specific location for this survey is National Exhibition and Convention Center (NECC) which is pitched as the world's largest single building in terms of size. It is also a global-leading exhibition complex in terms of service, which, upon completion, will construct 1.47 million square meters of buildings in total and offer about 400,000 square meters of indoor and 100,000 square meters of outdoor exhibition venues, 200,000 square meters of usable exhibition auxiliary facilities and another 300,000 square meters of comprehensive supporting facilities.

Seoul is the capital and the largest metropolis of the Republic of Korea (commonly known as South Korea), forming the heart of the Seoul Capital Area which includes the surrounding Incheon metropolis and Gyeonggi province. It is home to over half of all South Koreans along with 274,957 foreign residents.[130].

130) Seoul Metropolitan Government(2017): http://www.seoul.go.kr/main/index.html

The specific location for this survey is the Coex center which is comprised of four stories above ground with a total of 36,007㎡ of exhibition space and a floor area of 460,000㎡. Four specialized exhibition halls can be partitioned into a total of 12 separate rooms, and include a convention hall with space for up to 7,000 people. The Coex Center also boasts 54 meeting rooms and office space equipped with state-of-the-art facilities and a cutting edge building management system. Coex has evolved into a leading culture-business platform, propelled by the opening of the new Coex Mall in 2014 and SM Town in 2015, and the designation of Gangnam as a 'Special Tourist Zone' dedicated to the MICE industry.[131)]

Jeju was recognized as the best place for tourism in Korea, because of its geographical position. Jeju also is ideal for conventions and incentive tours, with its combination of stunning scenery, world-class convention facilities, five-star accommodation and a thriving tourism industry.[132)] Therefore, Jeju is one of the best choices as a MICE destination considering the competitiveness of the MICE industry between economic cities and natural cities. The location of this survey in Jeju is ICC JEJU which is located in the Jungmun Tourist Complex with the cobalt-blue northern Pacific Ocean stretching in the south and towering Mt. Hallasan in the north. Spreading over an area of more than 5,000㎡, the world-class convention center is a 7-story building. Artfully blending tourist resources and convention facility, this resort-style convention center is fully equipped for international meetings of any scale and provides professional logistic support for hosting events.

The specific data collection is shown in the <Table 3-1>, <Table 3-2> and <Table 3-3>. This survey only focus on the MICE(meetings, conventions, and events) participants.

131) COEX(2017): http://www.coex.co.kr/
132) Jeju Convention & Vistors Bureau(2017): http://www.jejucvb.or.kr/

<Table 3-1> Data collection in Jeju

| Location | MICE Theme | Date | Amount |
|---|---|---|---|
| Masion Glad Jeju Hotel | 2017 IEEE International Conference on Big Data and Smart computing(BigComp2017) | February 13-16, 2017 | 22 |
| Lotte Hotel & Resorts Jeju | Materials Challenges in Alternative & Renewable Energy MCARE 2017 | February 20-24, 2017 | 20 |
| ICC Jeju | NBSIS 2017 International Conference on Nano-Bio Sensing, Imaging and Spectroscopy | February 22-24, 2017 | 18 |
| ICC Jeju | Home Table Deco Fair 2017 | February 23-26, 2017 | 17 |
| ICC Jeju | The First Core Partner Conference(China) | February 24, 2017 | 22 |
| Total | | | 99 |

<Table 3-2> Data collection in Seoul

| Location | MICE Theme | Date | Amount |
|---|---|---|---|
| Coex Hall C,D | Korea Travel Expo 2017 | February 16-19, 2017 | 15 |
| Coex Hall A,B | The 31st BeFe BABY FAIR | February 16-19, 2017 | 8 |
| Loisir Hotel | International Conference on Social, Business, Technology and Management | February 17-18, 2017 | 13 |
| New Kukje Hotel | Korea China Japan Publication Typography Seminar | February 18, 2017 | 19 |
| Coex No.307 | 2017 The 49th Four Continents World Education Expo | February 18, 2017 | 8 |
| Coex No.301 | Universal Network Connection Immigration Seminar | February 18, 2017 | 6 |
| Summit Hotel | International Conference on Science, Technology and Management | February 18-19, 2017 | 8 |
| Fraser Suites Insadong | International Conference on Environment and Natural Science. | February 18-19, 2017 | 11 |
| Total | | | 88 |

<Table 3-3> Data collection in Shanghai

| Location | MICE Theme | Date | Amount |
|---|---|---|---|
| Shanghai New International Expo Centre (SNIEC) | China Baby Photo Expo 2017 | February 22-25, 2017 | 15 |
| Shanghai New International Expo Centre (SNIEC) | China Wedding Expo 2017 | February 22-25, 2017 | 10 |
| JW Marriott Hotel Shanghai | Shanghai MBA Networking Event | February 25, 2017 | 12 |
| Leisure inn Hotel Le shu Shanghai | International Conference on Innovations through research developments in Social Science Humanities and management Studies | February 25-26, 2017 | 13 |
| Le Royal Meridiey Shanghai Hotel | Shanghai Australian Schools Information Day | February 26, 2017 | 8 |
| Shanxi Business Hotel | Shanghai International Conference by Academic Fora | February 26, 2017 | 10 |
| Shanxi Business Hotel | International Conference on Business, Economics, Social Science& Humanities | February 26-27, 2017 | 11 |
| Shanxi Business Hotel | International Conference on Medical, Medicine and Health Science | February 26-27, 2017 | 8 |
| Shanxi Business Hotel | International Conference on Engineering & Technology, Computer, Basic & Applied Sciences | February 26-27, 2017 | 8 |
| **Total** | | | 95 |

### 3. Measurements and Questionnaire Design

1) Measurements

The constructs in this study consist of revisit attitude, revisit subjective norm, revisit perceived behavioral control, revisit desire and revisit intention of the MICE participants. All the variables are rated on a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7).

<Table 3-4> The measurements of variables

| Variables | Measurements | Source |
|---|---|---|
| Revisit Attitude | Evaluative and judgment about revisiting the MICE destination | Thurstone, 1928; Ajzen, 1988; Lutz, 1991; Bagozzi, 1992; Eagly & Chaiken,1993. |
| Revisit Subjective Norm | The perceived pressure about revisiting the MICE destination imposed by others such as neighbor, friends, peers etc | Ajzan & Driver 1980; Bearden & Etzel, 1982; Perugini & Bagozzi, 2001. |
| Revisit Perceived Behavioral Control | An individual's confidence and ability to revisit the MICE destination | Ajzen, 1991; Bagozzi et al., 2003; Carrus et al., 2008. |
| Revisit Desire | Strong motivational to revisit the MICE destination | Perugini & Bagozzi, 2001; Ramkissoon and Uysal, 2011; Lin & Wang, 2012. |
| Revisit Intention | the judgement about the likeliness to revisit the same destination | Graefe, 1998; Reisinger & Mavondo, 2005; Sonmez & Wu et al., 2010. |

2) Questionnaire Design

The questionnaires used in this study have three parts. The first part is the statement for the item scales of revisit attitude, revisit subjective norm, revisit perceived behavioral control, revisit desire and revisit intention which are all from the original TPB and MGB. The second part of the questionnaires is related to characteristics of MICE participation including activity (MICE or MICE + Tourism), duration of stay, number of companions, cost (self-paid) and the total of MICE destination visits. The third part is the scale for the demographic characteristic items of the respondents including country (domestic or foreigner-country name), gender, age, education (stage of education and abroad education), occupation, country and annual income. All items of the research units and their scales are shown in <Table 3-5>.

<Table 3-5> The construction of the questionnaires

| Part 1 | Item Content | | Item Amount |
|---|---|---|---|
| Revisit Attitude (AT) | A1 | I think revisit the MICE destination is a positive behavior | 4 |
| | A2 | I think revisit the MICE destination is a valuable behavior | |
| | A3 | I think revisit the MICE destination is a beneficial behavior | |
| | A4 | I think revisit the MICE destination is a necessary behavior | |
| Revisit Subjective Norm (SN) | S1 | Most people who are important to me will agree with that I revisit the MICE destination | 4 |
| | S2 | Most people who are important to me will support that I revisit the MICE destination | |
| | S3 | Most people who are important to me will understand that I revisit the MICE destination | |
| | S4 | Most people who are important to me will recommend that I revisit the MICE destination | |
| Revisit Perceived Behavioral Control (PB) | P1 | I am confident that if I want, I can revisit the MICE destination | 4 |
| | P2 | I am capable of revisit the MICE destination | |
| | P3 | I have enough resources (money) to revisit the MICE destination | |
| | P4 | I have enough time to revisit the MICE destination | |
| Revisit Desire (DE) | D1 | I would like to revisit the MICE destination | 4 |
| | D2 | I want to have fun when I revisit the MICE destination | |
| | D3 | I hope to revisit the MICE destination | |
| | D4 | I want to experience an unforgettable memory when I revisit the MICE destination | |
| Revisit Intention (RI) | R1 | I have an intention to revisit the MICE destination | 4 |
| | R2 | I am willing to revisit the MICE destination | |
| | R3 | I am willing to spend time and money to revisit the MICE destination | |
| | R4 | I will make an effort to revisit the MICE destination in the near future | |
| **Part 2** | **Item Content** | | **Item Amount** |
| MICE participation Characteristics | activity, duration of stay, No. of companions, cost(self-paid), the MICE destination visit totals | | 5 |
| **Part 3** | **Item Content** | | **Item Amount** |
| Demographic Characteristics | country, gender, age, education, occupation, annual income | | 6 |

## 4. Analysis Method

Structural equation modeling (SEM) was first applied by Bollen and Joreskog in social sciences which is the academic advisor for Herman Wolds, the one who establish LISREL CB-SEM software package. The statistical software package for covariance-based SEM (CB-SEM) can be obtained in AMOS, LISREL, MPLUS and EQS while partial least square (PLS-SEM) can be obtained in smartPLS and PLS Graph.

Hair et. al (2010)[133] explains how CB-SEM is used to evaluate goodness of fit which focuses on minimization of the discrepancy (differences) between the observed covariance matrix and the estimated covariance matrix. Its application suggested that the testing is appropriate as well as confirmation that the prior theory is strong or have a good background reasons. However, the researchers or practitioners should consider the assumption when conducting CB-SEM. The first one is the sample size of data which should be larger than 200. Hair indicated that the minimum sample size depends on the model complexity and basic measurement model characteristics.

Lewis et. al (2006)[134] recommends PLS as a powerful method when a small sample size is used compared to CB-SEM. PLS-SEM aims to maximize the explained variance of the endogenous latent constructs (dependent variables) and minimize the unexplained variances. This method has several advantages such as including the normality of data distribution that is not assumed. Besides, indicators (items) with fewer than three for each constructs could carry on since the identification issues have been overcome. In addition, this model includes a larger

133) J.F. Hair., S. Marko., M.C. Ringle & A. M. Jeannette(2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science,* 40(3), p.414-433.

134) D. Goodhue., W. Lewis. & R. Thompson(2006). "PLS, Small Sample Size and Statistical Power in MIS Research," in Proceedings of the 39th Hawaii International Conference on System Sciences, R. Sprague Jr. (ed.), Los Alamitos, CA: IEEE Computer Society Press.

number of indicator variables, even higher than 50 items. Instead, CB-SEM just accepts several indicator variables for conducting the analysis since it is limited.[135)]

Unlike CB-SEM, PLS-SEM does not optimize a unique global scalar function. The lack of a global scalar function and the consequent lack of global goodness-of-fit measures are traditionally considered major drawbacks of PLS-SEM. When using PLS-SEM, it is important to recognize that the term fit has different meanings in the contexts of CB-SEM and PLS-SEM. Fit statistics for CB-SEM are derived from the discrepancy between the empirical and the model-implied (theoretical) covariance matrix, whereas PLS-SEM focuses on the discrepancy between the observed (in the case of manifest variables) or approximated (in the case of latent variables) values of the dependent variables and the values predicted by the model in question.[136)]

PLS-SEM has been deployed in many fields, such as management accounting (C. Nitzl., 2016)[137)], international business (N.F. Richter., R.R. Sinkovic., C.M. Ringle. & C. Schlagel., 2016)[138)], tourism (P.O. Valle. & G. Assaker., 2016)[139)], psychology(H. Willaby., D. Costa., B. Burns., C. MacCann. & R. Roberts., 2015)[140)], marketing (J.F. Hair., M. Sarstedt., C.M. Ringle. & J.A. Mena., 2012)[141)] and so on. PLS is a soft modeling approach to SEM with no assumptions about data distribution. Thus, PLS-SEM becomes a good alternative to CB-SEM when the following situations are encountered (K.K. Wong., 2011)[142)]:

---

135) W.M.A.B.W. Afthanorban(2013). A Comparison Of Partial Least Square Structural Equation Modeling (PLS-SEM) and Covariance Based Structural Equation Modeling (CB-SEM) for Confirmatory Factor Analysis. *International Journal of Engineering Science and Innovative Technology,* 2(5), p.198-205.

136) J.F. Hair., S. Marko., M.C. Ringle & A. M. Jeannette(2012). *op.cit.,* p.414-433.

137) C. Nitzl(2016). The Use of Partial Least Squares Structural Equation Modelling (PLS-SEM) in Management Accounting Research: Directions for Future Theory Development. *Journal of Accounting Literature,* 37, p.19-35.

138) N.F. Richter., R.R. Sinkovic., C.M. Ringle. & C. Schlagel(2016). A Critical Look at the Use of SEM in International Business Research. *International Marketing Review,* 33(3), p.376-404.

139) P.O. Valle. & G. Assaker(2016). Using Partial Least Squares Structural Equation Modeling in Tourism Research: A Review of Past Research and Recommendations for Future Applications. *Journal of Travel Research*, 55(6), p.695-708.

140) H. Willaby., D. Costa., B. Burns., C. MacCann. & R. Roberts(2015). Testing Complex Models with Small Sample Sizes: A Historical Overview and Empirical Demonstration of What Partial Least Squares (PLS) Can Offer Differential Psychology. *Personality and Individual Differences*, 84, p.73-78.

141) J.F. Hair., M. Sarstedt., C.M. Ringle. & J.A. Mena(2012). *op.cit.,* 40(3), p.414-433.

142) K.K. Wong(2011). Review of the book Hand book of Partial Least Squares: Concepts, Methods and

-Sample size is small.

-Applications have little available theory.

-Predictive accuracy is paramount.

-Correct model specification cannot be ensured.

-Definition of Normal Distribution is free.

And also Hair, Hult, Ringle & Sarstedt.(2014)[143] ) indicated the situation that necessitates CB-SEM:

-The goal is theory testing, theory confirmation, or the comparison of alternative theories.

-Error terms require additional specification, such as the covariation.

-The structural model has non-recursive relationships.

-The research requires a global goodness-of-fit criterion.

To complete the task of research hypotheses and region comparison, three regions of the datum were analyzed with structural equation modeling (SEM) using SPSS 21, AMOS 18 and SmartPLS 3.0. The specific analysis method is as follows:

(1) in order to assess the characteristics of the sample (for instance, to examine the social demographic profile of the respondents), frequency analysis was used for all the data by SPSS;

(2) to get a more detailed understanding of difference between duration of stay and cost of the participants among Jeju, Seoul and Shanghai, one way ANOVA is used and analyzed by SPSS;

(3) to confirm the factor loadings' reliability and validity of the process, all the data items' internal reliability (Cronbach's alpha coefficient) was ensured by reliability analysis by SPSS;

(4) a measurement model for the variables was estimated using confirmatory factor analysis (CFA) for all the data by AMOS;

---

Applications, by V. Esposito Vinzi ,W. W. Chin, J. Henseler & H. Wang(Eds). *International Journal of Business Science & Applied Management,* 6(2). p.52-54.

143) J.F. Hair., G.T.M. Hult., C.M. Ringle. & M. Sarstedt(2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks, CA: Sage.

(5) in order to examine the correlation among the factors set in the research, correlation analysis was performed for all the data by AMOS;

(6) the structural relationships among the research constructs were examined for model evaluation and research hypotheses testing for all the data by AMOS.

(7) Considering the small sample size, this study draws on SmartPLS. To test the indicator's internal consistency reliability, convergent validity and discriminant validity of each city (Shanghai, Seoul and Jeju), a procedure of SmartPLS called PLS Algorithm is used.

(8) To test the structural equation model for each city (Shanghai, Seoul and Jeju) and assess the research purpose for comparison, a procedure of SmartPLS called bootstrapping is used and the path weighting scheme is applied.

# Ⅳ. DATA ANALYSIS AND RESULTS

## 1. Respondents' Profile

### 1) Demographic characteristics

A total of 349 respondents completed a standard written survey, of which 282 - including 99 Jeju, 88 Seoul and 95 Seoul responses - were used in the data analysis. The discrepancy of 67 respondents excluded from data analysis resulted from missing values and unclear responses in collected data sets.

Table <Table 4-1> illustrates demographic characteristics of Jeju, Seoul and Shanghai respondents. Information on country, gender, age, education, occupation and annual income is elicited from 282 respondents. Among 282 respondents, the gender composition of the sample was 34% female versus 66% male. Approximately 48% of the respondents were between the ages of 21 and 30. With respect to the educational level of the participants, 46% had a Bachelor's degree, 24% had a Master degree, and 25% of participants had overseas study experience. Respondents also came from all walks of life with substantial variations in their reported occupations, led by students (28%) and professional (21%). For all three cities, the annual incomes were concentrated in less than $20,000 and $20,001~$40,000 ranges. The likely reason for the small income may be because 28% of the respondents were still students at the time. Demographic characteristics of the respondents are presented in <Table 4-1>.

<Table 4-1> Demographic characteristics of the respondents

| Variables | | Jeju (n=99) | | Seoul (n=88) | | Shanghai (n=95) | | Total (n=282) | |
|---|---|---|---|---|---|---|---|---|---|
| | | FREQ | PCT | FREQ | PCT | FREQ | PCT | FREQ | PCT |
| Gender | Male | 66 | 67% | 52 | 58% | 68 | 72% | 186 | 66% |
| | Female | 33 | 33% | 36 | 40% | 27 | 29% | 96 | 34% |
| Age | ①21~30 | 52 | 53% | 29 | 33% | 54 | 57% | 135 | 48% |
| | ② 31~40 | 37 | 37% | 34 | 38% | 25 | 27% | 96 | 34% |
| | ③ 41~50 | 9 | 9% | 17 | 19% | 10 | 11% | 36 | 13% |
| | ④ Over 50 | 1 | 1% | 8 | 9% | 6 | 6% | 15 | 5% |
| Education (plural response) | ① High School or Less | 5 | 5% | 9 | 10% | 0 | 0% | 14 | 5% |
| | ② College Degree | 7 | 7% | 10 | 11% | 5 | 5% | 22 | 8% |
| | ③ Bachelor Degree | 44 | 44% | 40 | 45% | 47 | 50% | 131 | 46% |
| | ④ Master Degree | 18 | 18% | 18 | 20% | 31 | 33% | 67 | 24% |
| | ⑤ Doctor Degree | 25 | 25% | 11 | 12% | 12 | 13% | 48 | 17% |
| | ⑥ Study Aboard | 28 | 28% | 22 | 25% | 22 | 23% | 72 | 25% |
| Occupation | ① Government Officer | 3 | 3% | 7 | 8% | 0 | 0% | 10 | 4% |
| | ② Professional | 20 | 20% | 15 | 17% | 24 | 26% | 59 | 21% |
| | ③ Self-Employed | 8 | 8% | 2 | 2% | 10 | 11% | 20 | 7% |
| | ④ Business Executive Officer | 3 | 3% | 22 | 25% | 24 | 26% | 49 | 17% |
| | ⑤ Sales/Service | 5 | 5% | 12 | 13% | 2 | 2% | 19 | 7% |
| | ⑥ Technician/Engineer | 10 | 10% | 7 | 8% | 6 | 6% | 23 | 8% |
| | ⑦ Student | 44 | 44% | 16 | 18% | 20 | 21% | 80 | 28% |
| | ⑧ Others | 6 | 6% | 7 | 8% | 9 | 10% | 22 | 8% |
| Annual Income | ① Less than $20,000 | 46 | 46% | 23 | 26% | 21 | 22% | 90 | 32% |
| | ② $20,001-$40,000 | 31 | 31% | 29 | 33% | 35 | 37% | 95 | 34% |
| | ③ $40,001-$60,000 | 12 | 12% | 15 | 17% | 22 | 23% | 49 | 17% |
| | ④ $60,001-$80,000 | 3 | 3% | 6 | 7% | 9 | 10% | 18 | 6% |
| | ⑤ $80,001-$100,000 | 7 | 7% | 8 | 9% | 8 | 9% | 23 | 8% |
| | ⑥ Over $100,000 | 0 | 0% | 7 | 8% | 0 | 0% | 7 | 3% |

2) Nationality of respondents

The nationality profiles of the international respondents revealed that total respondents represent 24 different nations. The cells in grey are the domestic respondents. The nationality of respondents are shown in the <Table 4-2>.

<Table 4-2> Respondents nationality

| | | PLACE | | | TOTAL |
|---|---|---|---|---|---|
| | | JEJU | SEOUL | SHANGHAI | |
| Country | AUSTRA | 0 | 0 | 2 | 2 |
| | AUSTRALIA | 0 | 0 | 5 | 5 |
| | BRAZIL | 2 | 0 | 0 | 2 |
| | CANADA | 2 | 0 | 0 | 2 |
| | CANBODIA | 0 | 6 | 0 | 6 |
| | CHINA | 18 | 7 | 68 | 93 |
| | HONGKONG | 0 | 5 | 0 | 5 |
| | INDIA | 2 | 2 | 0 | 4 |
| | INDONESIA | 3 | 0 | 2 | 5 |
| | INONESIA | 0 | 1 | 0 | 1 |
| | IRAN | 2 | 0 | 0 | 2 |
| | JAPAN | 0 | 2 | 3 | 5 |
| | KOREA | 56 | 60 | 5 | 121 |
| | MALAYSIA | 4 | 4 | 0 | 8 |
| | MIXCO | 0 | 0 | 2 | 2 |
| | MOGOLIA | 0 | 0 | 3 | 3 |
| | MYANMAR | 2 | 0 | 0 | 2 |
| | PAKISTAN | 2 | 0 | 0 | 2 |
| | SINGAPORE | 2 | 0 | 0 | 2 |
| | TAIWAN | 1 | 0 | 0 | 1 |
| | THAILAND | 1 | 0 | 0 | 1 |
| | TOKYO | 1 | 0 | 0 | 1 |
| | UK | 0 | 0 | 3 | 3 |
| | USA | 1 | 1 | 2 | 4 |
| Total | | 99 | 88 | 95 | 282 |

3) Participation characteristics

<Table 4-3> indicates participation characteristics of the respondents, including MICE type (plural response), activity type, duration of stay, number of companions (including participant him/herself), spending (self-paid part) and total number of MICE destinations visited.

For the MICE type (meeting, convention, event), from the Jeju respondents, meeting (43%) and convention (45%) had a high proportion and Shanghai also had a high rate of respondents for meeting (47%). However, the majority of respondents(53%) were from Seoul-based events.

From the total percentage of activity type, it was quite fairly distributed between only MICE (54%) or MICE with tourism (46%). Most of the 282 respondents stayed in the MICE destination less than six days, 27% of respondents stayed one day, 31% of respondents stayed two to three days and 30% of respondents stayed four to five days, and only 12% of respondents stayed in the MICE destination for over six days. And among these three cities, Seoul respondents had a higher rate (8%) of having companions over seven days than Jeju (3%) and Shanghai (0%).

The majority of respondents (44%) participated in the MICE activity with two to three companions. Among these three cities, Jeju respondents had a higher rate (12%) of companion number of over seven than Seoul (7%) and Shanghai (3%).

Although 49% of 282 respondents spent less than $500, it is because a large percentage of the respondents were students. About 29% of the respondents spent between $501 - $2,000, who may be paid by authority (employer or other official entity). Seoul had a high rate of respondents (13%) with spending over $2,000 compared with the respondents from Jeju (2%) and Shanghai (0%).

In terms of total number of visits, for most respondents (45%) it was their first time visiting the MICE destination. Surprisingly, there was a fairly high rate for over four times from Jeju (14%) and Seoul (18%). Despite more than half of the

respondents being domestic, it also shows that Jeju and Seoul are popular places for MICE destinations. The characteristics of the participation characteristics of the respondents recalled are presented in <Table 4-3>.

<Table 4-3> Participation characteristics of respondents

| Variables | | Frequency | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Jeju | | Seoul | | Shanghai | | Total | |
| | | (n=99) | | (n=88) | | (n=95) | | (n=282) | |
| | | FREQ | PCT | FREQ | PCT | FREQ | PCT | FREQ | PCT |
| MICE type (plural response) | Meeting | 43 | 43% | 25 | 28% | 45 | 47% | 113 | 40% |
| | Convention | 45 | 45% | 22 | 25% | 25 | 26% | 92 | 33% |
| | Event | 24 | 24% | 47 | 53% | 27 | 28% | 98 | 35% |
| Activity type | Only MICE | 48 | 48% | 47 | 53% | 58 | 61% | 153 | 54% |
| | MICE+tourism | 51 | 52% | 41 | 47% | 37 | 39% | 129 | 46% |
| Duration of stay | 1 day | 14 | 14% | 30 | 34% | 31 | 33% | 75 | 27% |
| | 2~3 days | 27 | 27% | 26 | 30% | 35 | 37% | 88 | 31% |
| | 4~5 days | 42 | 42% | 22 | 25% | 22 | 23% | 86 | 30% |
| | 6~7 day | 13 | 13% | 3 | 3% | 7 | 7% | 23 | 8% |
| | Over 7 days | 3 | 3% | 7 | 8% | 0 | 0% | 10 | 4% |
| No. of Companions (include yourself) | Alone | 16 | 16% | 8 | 9% | 19 | 20% | 43 | 15% |
| | 2~3 | 41 | 41% | 53 | 60% | 28 | 29% | 122 | 43% |
| | 4~5 | 25 | 25% | 16 | 18% | 25 | 26% | 66 | 23% |
| | 6~7 | 10 | 10% | 5 | 6% | 9 | 9% | 24 | 9% |
| | Over 7 people | 7 | 7% | 6 | 7% | 14 | 15% | 27 | 10% |
| Cost(self-paid) | Less than $501 | 62 | 63% | 39 | 44% | 37 | 39% | 138 | 49% |
| | $501~$1,000 | 20 | 20% | 33 | 38% | 29 | 31% | 82 | 29% |
| | $1,001-$1,500 | 9 | 9% | 3 | 3% | 24 | 25% | 36 | 13% |
| | $1,501~$2,000 | 6 | 6% | 2 | 2% | 5 | 5% | 13 | 5% |
| | Over $2,000 | 2 | 2% | 11 | 13% | 0 | 0% | 13 | 5% |
| The MICE destination visit totals | 1times | 45 | 45% | 40 | 45% | 43 | 45% | 128 | 45% |
| | 2 times | 26 | 26% | 23 | 26% | 25 | 26% | 74 | 26% |
| | 3 times | 10 | 10% | 6 | 7% | 18 | 19% | 34 | 12% |
| | 4 times | 4 | 4% | 3 | 3% | 3 | 3% | 10 | 4% |
| | Over 4 times | 14 | 14% | 16 | 18% | 6 | 6% | 36 | 13% |

4) Comparison of the average duration of stay, spending, and number of companions for the three cities

To compare the differences among the duration of stay, spending, and number of companions for the three cities, one-way ANOVA was applied in this paper which is used to compare the means of three or more groups. The duration of stay is divided into five levels: level 1 is one day, level 2 is two to three days, level 3 is four to five days, level 4 is six to seven days, and level 5 is over seven days. The results shows the level of average duration as ($p < 0.001$): Jeju is 2.636, Seoul is 2.216 and Shanghai is 2.053. Jeju shows the highest duration of stay level among these three cities.

The spending of participants is divided into five levels: level 1 is less than $501, level 2 is $501~$1000, level 3 is $1,001-$1,500, level 4 is $1,501~$2,000 and level 5 is over $2,000. The results show the level of average cost as ($p < 0.05$): Jeju is 1.646, Seoul is 2.011 and Shanghai is 1.968. Seoul shows the highest average of spending level among these three cities.

The number of companions is also divided into five levels: level 1 is alone, level 2 is two to three people, level 3 is four to five people, level 4 is six to seven people and level 5 is over seven people. The results show the level of average companion number as ($p < 0.05$): Jeju is 2.505, Seoul is 2.409 and Shanghai is 2.695. Shanghai shows the highest average of number of companions level among these three cities.

## 2. Examination of Proposed Model and Hypotheses for Total Samples(CB-SEM)

### 1) Exploratory factor analysis(EFA)

Reliability is a fundamental issue in any measurement scale. Scale reliability is considered as the proportion of variance attributed to the true score of the latent construct (R.F. Devellis, 1991)[144]. It usually is measured by internal consistency reliability that indicates the homogeneity of items comprising a measurement scale. The meaning of internal consistency is the extent to which its items are inter-correlated. Thus, high inter-item correlations explain that the items of a scale have a strong relationship to the latent construct and are possibly measuring the same thing.

Usually, the internal consistency of a measurement scale is assessed by using Cronbach's coefficient alpha and calculating the Cronbach's alpha along with the item-to-total correlation for each item examined in the overall reliability of the measurement scale. It is generally recommended that if a measurement scale having a Cronbach's coefficient above .70 is acceptable as an internally consistent scale so that further analysis can be possible. However, if the scale has a coefficient alpha below .70, the scale should be examined for any sources of measurement errors such as inadequate sampling of items, administration errors, situational factors, sample characteristics, number of items, and theoretical errors in developing a measurement scale.

Additionally, the value of Kaiser-Meyer-Olkin (KMO) and the total variance are to be calculated which is the indicator for appropriateness of factor analysis (N.K. Malhotra., 2007)[145]. Each eigen value of the factors should greater than 1 and all

144) R.F. Devellis(1991). *Scale development: theory and applications.* Newbury Park: Sage Publications
145) N.K. Malhotra(2007). *Marketing Research: An Applied Orientation. 5th edition,* Upper Saddle River:

factor loadings should be greater than 0.5 (Hair, Black, Babin, Anderson, & Tatham, 2006).[146)]

As an initial examination of the reliability for the measurement scales for each factor in this study, the exploratory factor analysis using principal component analysis with varimax rotation which a class of procedures primarily used for data reduction, which is conducted in this study by SPSS 21.0 for all 282 datum and presented in <Table 4-4>.

As shown in results, the value of revisit attitude (AT) KMO is 0.750 (Chi-Square = 638.635, $p<0.001$), and the total scale reliability is 86.363%; the value of revisit subjective norm (SN) KMO is 0.716 (Chi-Square = 552.560, $p<0.001$), and the total scale reliability is 84.420%; the value of revisit perceived behavioral control (PB) KMO is 0.759 (Chi-Square = 579.845, $p<0.001$), and the total scale reliability is 84.214%; the value of revisit desire (DE) KMO is 0.735 (Chi-Square = 551.152, $p<0.001$), and the total scale reliability is 83.797%; the value of revisit intention (RI) KMO is 0.755 (Chi-Square = 540.523, $p<0.001$), and the total scale reliability is 84.013%; the results indicate factor analyses are appropriate.

The Cronbach's alpha of the seven constructs ranged form AT=0.920, SN=0.898, PB=0.913, DE=0.901 and RI=0.904 which shows that the measures are internally consistent; this is because they are all above the recommending criterion of 0.70.

In the meantime, each eigen value of the factors is greater than 1(AT=86.363, SN=83.420, PB=84.214, DE=83.797 and RI=84.013).

---

Pearson Prentice Hall.

146) J.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham(2006). *Multivariate data analysis.* Upper Saddle River, NJ: Pearson Education.

<Table 4-4> Exploratory factor analysis

| Factor groping | | | Mean | Fator loadings | Communality | Cronbach's alpha |
|---|---|---|---|---|---|---|
| AT | A1 | I think revisit the MICE destination is a positive behavior | 5.330 | .943 | .889 | .920 |
| | A2 | I think revisit the MICE destination is a valuable behavior | 5.387 | .935 | .875 | |
| | A3 | I think revisit the MICE destination is a beneficial behavior | 5.560 | .909 | .827 | |
| **KMO = .750 Chi-Square =638.635 Sig = .000 Total scale reliability = 86.363%** | | | | | | |
| SN | S1 | Most people who are important to me will agree with that I revisit the MICE destination | 5.379 | .900 | .810 | .898 |
| | S2 | Most people who are important to me will support that I revisit the MICE destination | 5.372 | .945 | .892 | |
| | S3 | Most people who are important to me will understand that I revisit the MICE destination | 5.550 | .895 | .800 | |
| **KMO = .716 Chi-Square = 552.560 Sig = .000 Total scale reliability = 83.420%** | | | | | | |
| PB | P1 | I am confident that if I want, I can revisit the MICE destination | 5.277 | .921 | .848 | .913 |
| | P2 | I am capable of revisit the MICE destination | 5.397 | .928 | .862 | |
| | P3 | I have enough resources (money) to revisit the MICE destination | 5.255 | .920 | .847 | |
| **KMO = .759 Chi-Square = 579.845 Sig = .000 Total scale reliability = 84.214%** | | | | | | |
| DE | D1 | I would like to revisit the MICE destination | 5.319 | .896 | .803 | .901 |
| | D2 | I want to have fun when I revisit the MICE destination | 5.603 | .938 | .880 | |
| | D4 | I want to experience an unforgettable memory when I revisit the MICE destination | 5.667 | .911 | .831 | |
| **KMO = .735 Chi-Square = 551.152 Sig = .000 Total scale reliability = 83.797%** | | | | | | |
| Revisit intention | R1 | I will make an effort to revisit the MICE destination in the near future | 5.248 | .922 | .851 | .904 |
| | R2 | I have an intention to revisit the MICE destination | 5.415 | .911 | .830 | |
| | R4 | I am willing to spend time and money to revisit the MICE destination | 5.124 | .916 | .840 | |
| **KMO = .755 Chi-Square = 540.523 Sig = .000 Total scale reliability = 84.013%** | | | | | | |

Scale items displaying insignificant and low values of six factor loadings were deleted from the measurement variables. They are "A4: I think revisit the MICE destination is a necessary behavior"; "S4: Most people who are important to me will recommend that I revisit the MICE destination"; "P4: I have enough time to revisit the MICE destination"; "D3: I hope to revisit the MICE destination" and "R3: I am willing to spend time and money to revisit the MICE destination." The other 15 items' factor loadings are greater than 0.5.

2) Confirmatory factory analysis

Confirmatory factor analysis (CFA) was performed in data by using the statistical package analysis of moment structures (AMOS.18) in order to confirm the factor structure that emerged in the EFA. CFA is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. CFA and EFA are similar techniques, but in EFA, data is simply explored and provides information about the numbers of factors required to represent the data. In EFA, all measured variables are related to every latent variable. But in CFA, researchers can specify the number of factors required in the data and which measured variable is related to which latent variable.

The composite reliability(CR) refers to a measure of the internal consistency of indicators to the construct, depicting the degree to which they indicate the corresponding latent construct (.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham., 2006)[147]. A commonly used threshold value for an acceptable level of CR is 0.70. If the CR is above 0.70, the indicators for the latent construct are reliable and are measuring the same construct. As a complementary measure of the CR, the average variance extracted (AVE) can be calculated to explain the overall amount of variance in the indicators accounted for by the corresponding latent

147) *Ibid.*

construct. A commonly used acceptable cut-off point is 0.50. If the AVE values are high, the indicators are truly representative of the latent construct. The value of estimate determines the strength of a relationship. Estimates should be at minimum above 0.5 but values of 0.7 are also desirable.

By assessing the reliability and validity, the composite reliability (CR) and average variance extracted(AVE) were calculated and reported in this section. Since all the AVE (AT=0.891, SN=0.867, PB=0.881, DE=0.872 and RI=0.872) are greater than 0.50 and CR (AT=0.921, SN=0.902, PB=0.912, DE=0.905 and RI=0.905) are greater than 0.70, the variables in the study measurement model appear to have acceptable levels of reliability and validity. And all the estimate values are not only greater than the cutoff line of 0.5, but also greater than the desirable value 0.7 (see <Table 4-5>).

<Table 4-5> Confirmatory factor analysis of variables

| PATH | | | | Estimate | p | AVE | CR Denominator | CR |
|---|---|---|---|---|---|---|---|---|
| AT | AT | ---> | A1 | 0.945 | *** | 0.891 | 7.757 | 0.921 |
| | AT | ---> | A2 | 0.894 | *** | | | |
| | AT | ---> | A3 | 0.834 | *** | | | |
| SN | SN | ---> | S1 | 0.886 | *** | 0.867 | 7.503 | 0.902 |
| | SN | ---> | S2 | 0.916 | *** | | | |
| | SN | ---> | S3 | 0.799 | *** | | | |
| PB | PB | ---> | P1 | 0.903 | *** | 0.881 | 7.652 | 0.912 |
| | PB | ---> | P2 | 0.887 | *** | | | |
| | PB | ---> | P3 | 0.852 | *** | | | |
| DE | DE | ---> | D1 | 0.863 | *** | 0.872 | 7.556 | 0.905 |
| | DE | ---> | D2 | 0.912 | *** | | | |
| | DE | ---> | D4 | 0.840 | *** | | | |
| Revisit intention | RI | ---> | B1 | 0.881 | *** | 0.872 | 7.562 | 0.905 |
| | RI | ---> | B2 | 0.863 | *** | | | |
| | RI | ---> | B4 | 0.872 | *** | | | |

Note: ***p < 0.001

Various fit indices were used to test the adequacy of CFA models. Holmes-Smith(2006) recommend the use of at least three fit indexes by including one index from each category of model fit. Absolute fit present three types of index which is chisquare, Root Mean Square Residual (RMR) and Goodness Fit Index (GFI). Incremental fit proposed four types of index which is Adjusted Good of Fit (AGFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), and Normed Fit Index (NFI). Last but not least, parsimonious fit indicates only one of the indices, namely chisquare over degree of freedom. All of the fitness category should be achieved depending on their literature supported.

When there is a large number of degrees of freedom in comparison to sample size, the GFI has a downward bias (Sharma et al, 2005)[148]. In addition, it has also been found that the GFI increases as the number of parameters increases (MacCallum and Hong, 1996)[149] and that it has an upward bias with large samples as well (Bollen, 1990[150]; Miles and Shevlin, 1998[151]). Given the sensitivity of this index, it has become less popular in recent years and it has even been recommended that this index should not be used (Sharma et al, 2005)[152]. Related to the GFI is the AGFI which tends to increase with sample size and adjusts the GFI based upon degrees of freedom, with more saturated models reducing fit (Tabachnick and Fidell, 2007)[153]. Given the often detrimental effect of sample size on these two fit indices they are not used in this paper.

From the results in <Table 4-6>, in absolute fit indexes, Chi-square is

148) S. Sharma., S. Mukherjee., A. Kumar. & W.R. Dillon(2005). A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models. *Journal of Business Research,* 58(1), p.935-943.

149) R.C. MacCallum., M.W. Browne. & H.M. Sugawara(1996). Power Analysis and Determination of Sample Size for Covariance Structure Modeling. *Psychological Methods,* 1(2), p.130-49.

150) K.A. Bollen(1990). Overall Fit in Covariance Structure Models: Two Types of Sample Size Effects. *Psychological Bulletin,* 107(2), p.256-59.

151) J. Miles. & M. Shevlin(1998). Effects of sample size, model specification and factor loadings on the GFI in confirmatory factor analysis. *Personality and Individual Differences,* 25, p.85-90.

152) S. Sharma., S. Mukherjee., A. Kumar. & W.R. Dillon(2005). *op.cit.,* 58(1), p.935-43.

153) B.G. Tabachnick. & L.S. Fidell(2007). *Using Multivariate Statistics (5th ed.).* New York: Allyn and Bacon.

286.800(df=80, p<0.001), RMR is 0.035; in incremental fit indexes, CFI is 0.953, TLI is 0.938, NFI is 0.936; in parsimonious fit indices, Chisq/df is 3.585. These results are all in the level of acceptance which is based on previous studies about CB-SEM (J.F. Hair, C.M. Ringle. & M. Sarstedt., 2011; C.E. Holmes-Smith. &L. Coote., 2006; Z. Awang. J.H. Ahmad. & N.M. Zin., 2010; K.G. Joreskog. & D. Sorbom., 1984; K.A. Bollen., 1989).

.

<Table 4-6> The fitness indexes of CFA

| Name of Category | Index | Level of acceptance | Fitness of the model |
|---|---|---|---|
| Absolute fit | Chi-square | P＞0.05 | 286.800(df=80, p<0.001) |
| | RMR | RMR＜0.05 | 0.035 |
| Incremental fit | CFI | CFI＞0.90 | 0.953 |
| | TLI | TLI＞0.90 | 0.938 |
| | NFI | NFI＞0.90 | 0.936 |
| Parsimonious fit | Chisq/df | Chisq/df＜5.0 | 3.585 |

3) Discriminant validity analysis

There is a number of ways to assess discriminant validity between constructs. For example, researchers can conduct a paired construct test (K.G. Joreskog., 1971)[154], apply the Fornell and Larcker (1981)[155] technique, or conduct a multi-trait, multi-method evaluation of constructs. However, given the limitations in data collection and a need for more stringent evaluations of validity, it appears that the Fornell and Larcker's technique represents the best method to apply (A.M. Farrell., 2009)[156]. Using this technique, for discriminant validity to be supported, Hair et al. (J.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham., 2006)[157] note that "the variance extracted estimates should be greater than the squared correlation estimate" and Fornell and Larcker indicated that for any two constructs, A and B, the AVE for A and the AVE for B both need to be larger than the shared variance (i.e., square of the correlation) between A and B. That is, both AVE estimates have to be greater than the shared variance estimate. In other worlds, the square root of AVE should be greater than the correlation.

Therefore, to check for further evidence of discriminant validity, a table is created in which the square root of AVE is manually calculated and it is written in bold on the diagonal of the table(see <Table 4-7>).

From <Table 4-7>, the latent variable revisit subjective norm (SN)'s AVE is shown as 0.934 which is larger than the correlation values in the column of SN(0.839) and also larger than those in the row of SN(0.897, 0.848 and 0.786). Similar observation is also made for the latent variables such as revisit attitude(AT), revisit subjective norm(SN), revisit perceived behavioral control(PB), revisit desire(DE)

154) K.G. Joreskog(1971). Statistical analysis of sets of congeneric tests. *Psychometrika,* 36(2), p.109-133.
155) C. Fornell. & D.F. Larcker(1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research,* 18(1), p.39-50.
156) A.M. Farrell(2009). Insufficient discriminant validity: A comment on Bove, Pervan, Beatty and Shiu. *Journal of Business Research*, in press.
157) J.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham(2006). *op.cit.*

and revisit intention. It shows the discriminant validity is well established in the total datum.

<Table 4-7> Inter-constructs correlation analysis

| | Revisit Intention | DE | PB | SN | AT |
|---|---|---|---|---|---|
| **Revisit Intention** | **0.944** | | | | |
| **DE** | 0.926 | **0.931** | | | |
| **PB** | 0.886 | 0.833 | **0.939** | | |
| **SN** | 0.897 | 0.848 | 0.786 | **0.934** | |
| **AT** | 0.863 | 0.834 | 0.723 | 0.839 | **0.934** |

* Note: Numbers on diagonal written in bold are the square root of AVE and off-diagonal numbers are inter-constructs correlations.

Overall, through the contents of this chapter above, we concluded that the model's constructs were reliable and valid, so the next step was to examine the structural model results, as shown in next section.

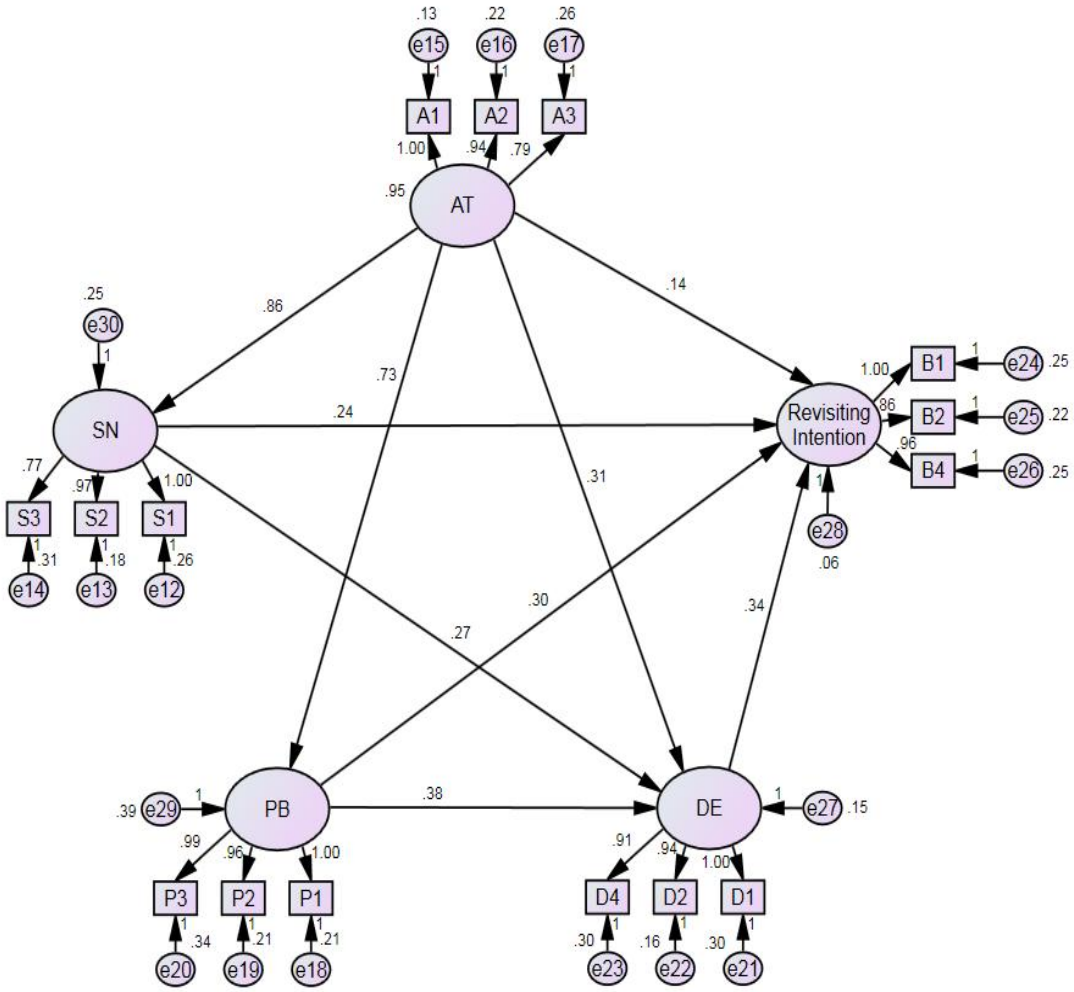
4) Examination of proposed model and hypotheses for total samples

In testing the structural equation modeling for this study, an initial theoretical structural model was examined by AMOS 18.0 with the entire sample(N=282), A total of 15 observed indicators were used to measure these research constructs as presented in <Figure 4-1>.

The fitness of the model is shown in <Table 4-8>. The overall measurement model statistics show a desirable measurement quality: the absolute fit indexes of Chisquare = 324.190 with 81 degrees of freedom ($p<0.001$) and the RMR is 0.052; the incremental fit indexes of CFI is 0.944, the TLI is 0.928 and the NFI is 0.927; the

parsimonious fit index of Chisq/df = 4.002. The results of the model fit is adequate for further analysis.

<Figure 4-1> Testing of the proposed model(CB-SEM)




<Table 4-8> The fitness indexes of model

| Name of Category | Index | Level of acceptance | Fitness of the model |
|---|---|---|---|
| Absolute fit | Chisquare | P＞0.05 | 324.190(df=81, p<0.001) |
| | RMR | RMR＜0.05 | 0.052 |
| Incremental fit | CFI | CFI＞0.90 | 0.944 |
| | TLI | TLI＞0.90 | 0.928 |
| | NFI | NFI＞0.90 | 0.927 |
| Parsimonious fit | Chisq/df | Chisq/df＜5.0 | 4.002 |

The structural equation model is used to test a hypothetical model that describes relationships between latent constructs and observed variables that are indicators of latent constructs. The relationships between the constructs can be identified by providing path coefficients (parameter values) for each of the research hypotheses. Each estimated path coefficient can be tested for its respective statistical significance for the hypotheses' relationships (J.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham., 2006)[158]. The <Table 4-9> utilized the proposed hypotheses' test results of structural equation analysis by AMOS for the total datum. Indicators of the hypothesis support includes standardized regression estimates (Estimate) and path weight significance (P). As well as standardized regression weights (SRW), standard errors (S.E.) and critical ratios (C.R.) for all hypotheses. The results show that all hypotheses are accepted.

<Table 4-9> The results of proposed hypotheses(CB-SEM)

| Paths | | | SRW | Estimate | S.E. | C.R. | P | Hypothesis Adoption |
|---|---|---|---|---|---|---|---|---|
| H1. AT has direct influence on both DE and RI. | H1-1 | AT -> RI | 0.151 | 0.143 | 0.071 | 2.009 | * | adopt |
| | H1-2 | AT -> DE | 0.320 | 0.305 | 0.084 | 3.651 | *** | adopt |
| H2. SN has direct influence on both DE and RI. | H2-1 | SN -> RI | 0.254 | 0.239 | 0.069 | 3.446 | *** | adopt |
| | H2-2 | SN -> DE | 0.288 | 0.274 | 0.081 | 3.360 | *** | adopt |
| H3. PB has direct influence on both DE and RI. | H3-1 | PB -> RI | 0.309 | 0.301 | 0.059 | 5.132 | *** | adopt |
| | H3-2 | PB -> DE | 0.385 | 0.377 | 0.060 | 6.254 | *** | adopt |
| H4. AT has influence on SN and PB. | H4-1 | AT -> SN | 0.859 | 0.861 | 0.051 | 16.801 | *** | adopt |
| | H4-2 | AT -> PB | 0.751 | 0.730 | 0.052 | 13.948 | *** | adopt |
| H5. DE has influence on RI. | H5 | DE -> RI | 0.338 | 0.336 | 0.085 | 3.943 | *** | adopt |

Note. *p<0.05; **p＜0.01; ***p＜0.001

158) J.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham(2006). *op.cit.*

### 3. Examination of Proposed Model and Hypotheses for Each City(PLS-SEM)

1) Indicator reliability and validity for each city

In this part, the MICE participants from Jeju (n=99), Seoul (n=88) and Shanghai (n=95) will be analyzed separately by SmartPLS 3.0(PLS-SEM). Although PLS is well known for its capability of handling small sample sizes, it does not mean that there is no requirement for the number of samples. Prior research suggests that a sample size of 100 to 200 is usually a good starting point in carrying out the path modeling (R.H. Hoyle., 1995)[159]. The minimum sample size required can be looked up from the guidelines suggested by Marcoulides & Saunders (2006)[160], depending on the maximum number of arrows pointing at a latent variable as specified in the structural equation model(see <Table 4-10>). For the structural equation model in this study, revisit intention has four arrows pointed at it which is the maximum number of arrows. Therefore, the number of samples in these three cities meet the requirements.

<Table 4-10> Suggested sample size

| Maximum number of arrows pointing at a latent variable in the model | Minimum sample size required |
|---|---|
| 2 | 52 |
| 3 | 59 |
| 4 | 65 |
| 5 | 70 |
| 6 | 75 |
| 7 | 80 |
| 8 | 84 |
| 9 | 88 |
| 10 | 91 |

159) R.H. Hoyle(1995). *Structural Equation Modeling*. Thousand Oaks, CA. SAGE Publications, Inc.

160) G.A. Marcoulides. & C. Saunders(2006). Editor's Comments . PLS: A Silver Bullet? *MIS Quarterly*, 30(2), iii-ix.

It is essential to ensure the reliability and validity of the latent variables to complete the examination of the structural model for each city. The following tables show the various reliability and validity items of Jeju, Seoul and Shanghai.

(1) Internal consistency reliability

Traditionally, "Cronbach's alpha" is used to measure the internal consistency reliability in social science research, but it tends to provide a conservative measurement in PLS-SEM. Prior literature has suggested the use of "Composite Reliability" as a replacement(R.P. Bagozzi.& Y. Yi., 1988)[161]. From <Table 4-11>, such values are shown to be larger than 0.6, so high levels of internal consistency reliability have been demonstrated among all five reflective latent variables for all three cities.

(2) Convergent validity

To check the convergent validity, each latent variable's average variance extracted (AVE) is evaluated. Again from <Table 4-11>, it is found that all of the AVE values are greater than the acceptable threshold of 0.5, so convergent validity is confirmed for each city.

(3) Discriminant validity

To check for further evidence of discriminant validity, the proportion of variance extracted estimate(AVE) in each construct is compared to the square of correlation estimates representing its correlation with other factors. To do this, a table is created in which the square root of AVE is manually calculated (instead of calculating the square of correlation estimates to reduce the number of calculations; this method has been applied in many studies) and written in bold on the diagonal of the table. The correlations between the latent variables are copied from the "Latent Variable

161) R.P. Bagozzi.& Y. Yi(1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science,* 16(1), p.74-94.

Correlation" section of the default report and are placed in the triangle of the table (see <Table 4-12>).

For example, the data about Jeju, the latent variable revisit desire's (DE) square root of AVE is found to be 0.930. This number is larger than the correlation values in the column of DE (0.788 and 0.766) and also larger than those in the row of DE (0.800 and 0.832). Similar observation is also made for the latent variables revisit attitude (AT), revisit subjective norm (SN), revisit perceived behavioral control (PB), revisit desire (DE) and revisit intention (RI) in Jeju, Seoul and Shanghai. The results indicate that discriminant validity is well established for each city.

<Table 4-11> Results summary for reflective outer model

| Latent Variables /Indicators | | Loading | | | Composite Reliability | | | AVE | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Jeju | Seoul | Shanghai | Jeju | Seoul | Shanghai | Jeju | Seoul | Shanghai |
| AT | A1 | 0.930 | 0.957 | 0.951 | 0.940 | 0.952 | 0.955 | 0.839 | 0.868 | 0.876 |
| | A2 | 0.930 | 0.896 | 0.964 | | | | | | |
| | A3 | 0.887 | 0.940 | 0.891 | | | | | | |
| RI | R1 | 0.891 | 0.943 | 0.927 | 0.906 | 0.964 | 0.941 | 0.762 | 0.899 | 0.842 |
| | R2 | 0.859 | 0.951 | 0.906 | | | | | | |
| | R4 | 0.869 | 0.951 | 0.919 | | | | | | |
| DE | D1 | 0.927 | 0.894 | 0.892 | 0.951 | 0.931 | 0.936 | 0.865 | 0.819 | 0.830 |
| | D2 | 0.941 | 0.931 | 0.942 | | | | | | |
| | D4 | 0.922 | 0.889 | 0.900 | | | | | | |
| PB | P1 | 0.919 | 0.923 | 0.942 | 0.943 | 0.945 | 0.948 | 0.847 | 0.851 | 0.859 |
| | P2 | 0.919 | 0.940 | 0.926 | | | | | | |
| | P3 | 0.923 | 0.904 | 0.912 | | | | | | |
| SN | S1 | 0.927 | 0.899 | 0.909 | 0.932 | 0.943 | 0.936 | 0.821 | 0.847 | 0.830 |
| | S2 | 0.914 | 0.958 | 0.957 | | | | | | |
| | S3 | 0.876 | 0.902 | 0.864 | | | | | | |

<Table 4-12>. Fornell-lacker criterion analysis for discriminant validity of Jeju, Seoul and Shanghai

**JEJU**

| | AT | RI | DE | PB | SN |
|---|---|---|---|---|---|
| AT | **0.916** | | | | |
| RI | 0.828 | **0.873** | | | |
| DE | 0.800 | 0.832 | **0.930** | | |
| PB | 0.716 | 0.797 | 0.788 | **0.921** | |
| SN | 0.783 | 0.824 | 0.766 | 0.763 | **0.906** |

**SEOUL**

| | AT | RI | DE | PB | SN |
|---|---|---|---|---|---|
| AT | **0.932** | | | | |
| RI | 0.798 | **0.948** | | | |
| DE | 0.730 | 0.810 | **0.905** | | |
| PB | 0.580 | 0.742 | 0.657 | **0.922** | |
| SN | 0.825 | 0.834 | 0.789 | 0.634 | **0.920** |

**SHANGHAI**

| | AT | RI | DE | PB | SN |
|---|---|---|---|---|---|
| AT | **0.936** | | | | |
| RI | 0.779 | **0.917** | | | |
| DE | 0.770 | 0.898 | **0.911** | | |
| PB | 0.735 | 0.899 | 0.864 | **0.927** | |
| SN | 0.727 | 0.797 | 0.761 | 0.773 | **0.911** |

* Note: Numbers on diagonal are the square root of AVEs and off-diagonal numbers are inter-constructs correlations.

2) Examination of proposed model and hypotheses for each city

SmartPLS can generate T-statistics for significance testing of both the inner and outer model, using a procedure called bootstrapping. In this procedure, a large number of sub-samples (e.g., 5000) are taken from each of the original sample (Jeju=99, Seoul=88 and Shanghai=95) with replacement to give bootstrap standard errors, which in turn gives approximate T-values for significance testing of the structural path. The Bootstrap result approximates the normality of data. After the bootstrapping procedure is completed, the results were placed in <Figure 4-2>, <Figure 4-3> and <Figure 4-4>.

Next, the indicator loadings and their significance were assessed. The standardized loadings obtained from SmartPLS should have a value of at least 0.7 and should have a t-statistic in excess of +/-1.96 to be significant at the 5 percent level. As showed in <Table 4-11>, all the latent variables' indicator loadings of the three regions exceed the 0.7 rule of thumb, but not all of the t-statistics exceed 1.96 for Jeju, Seoul and Shanghai.

As can be observed in <Figure 4-2>, from the respondents of Jeju, the revisit attitude and the revisit perceived behavior control has direct influence on the revisit intention, and they also have an indirect influence on the revisit intention through the revisit desire. And the revisit attitude has significant influence on subjective norm and the revisit perceived behavior control. However, from the t-statistic value of 1.812 which between subjective norm and the revisit desire is below the significant level of 1.96, the revisit subjective norm only has a direct influence on the revisit intention but not an indirect influence through the revisit desire to the revisit intention.

Meanwhile, from <Figure 4-3>, the testing results on the proposed model of Seoul show the difference with Jeju, the revisit attitude only has direct influence on the revisit intention but not through revisit desire to the revisit intention (AT to

DE=1.673 < 1.96).

At the meantime, Shanghai showed different results with Jeju and Seoul which can be observed in <Figure 4-4>. The t-statistic value of 1.826 between subjective norm and the revisit desire is below the significant level of 1.96 and the value of t-statistic between revisit attitude and revisit intention (1.785) is also less than 1.96. It means in the proposed model of Shanghai, the revisit subjective norm and revisit attitude only have direct influences on the revisit intention but not indirect influences through the revisit desire to the revisit intention.

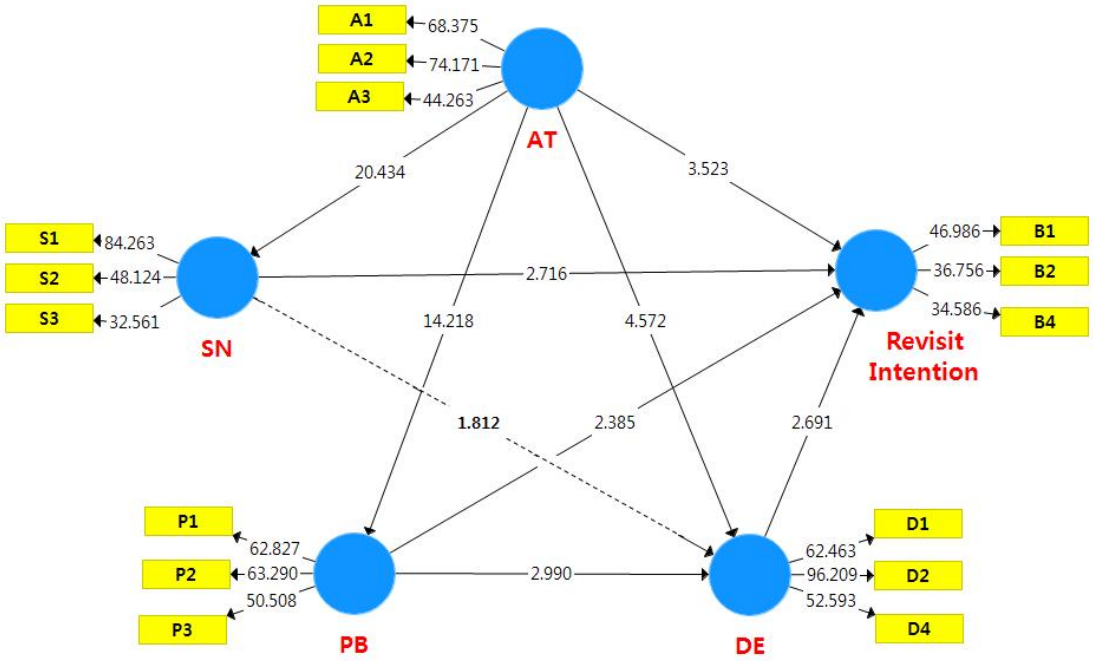
In addition, to identify the model misspecifications, the Standardized Root Mean Square Residual (SRMR) was used as a means to validate a model for PLS-SEM[162], which measures the squared discrepancy between the observed correlations and the model-implied correlations. A value less than 0.08 (Hu and Bentler, 1998[163]) is considered to be a good fit. For Jeju, the SRMR is 0.054; for Seoul, the SRMR is 0.065; for Shanghai, the SRMR is 0.079. All the SRMR are less than 0.08 which indicate the model is well-fitting.

In order to better review the differences among these three cities and the results of proposed hypotheses, <Table 4-13> is edited. From the summary, out of the nine detailed hypotheses, H2-1, H3-1, H3-2, H4-1, H4-2 and H5 are accepted for all three cities; H1-1 is rejected for Shanghai, but for Jeju and Seoul it is accepted; and H1-2 is rejected for Seoul, but for Jeju and Shanghai, it is accepted; H2-2 is rejected for Jeju and Shanghai, but it is accepted for Seoul. The cells in grey are the different adoption part for Jeju, Seoul and Shanghai.

162) J. Henseler., T.K. Dijkstra., M. Sarstedt., C.M. Ringle., A. Diamantopoulos., D.W. Straub., D.J. Ketchen., J.F. Hair., G.T.M. Hult. & R.J. Calantone(2014). Common Beliefs and Reality about Partial Least Squares: Comments on Ronkko & Evermann(2013), *Organizational Research Methods,* 17(2), p.182-209.

163) L. Hu. & P.M. Bentler(1998). Fit Indices in Covariance Structure Modeling: Sensitivity to Underparameterized Model Misspecification, *Psychological Methods,* 3(4), p.424-453.

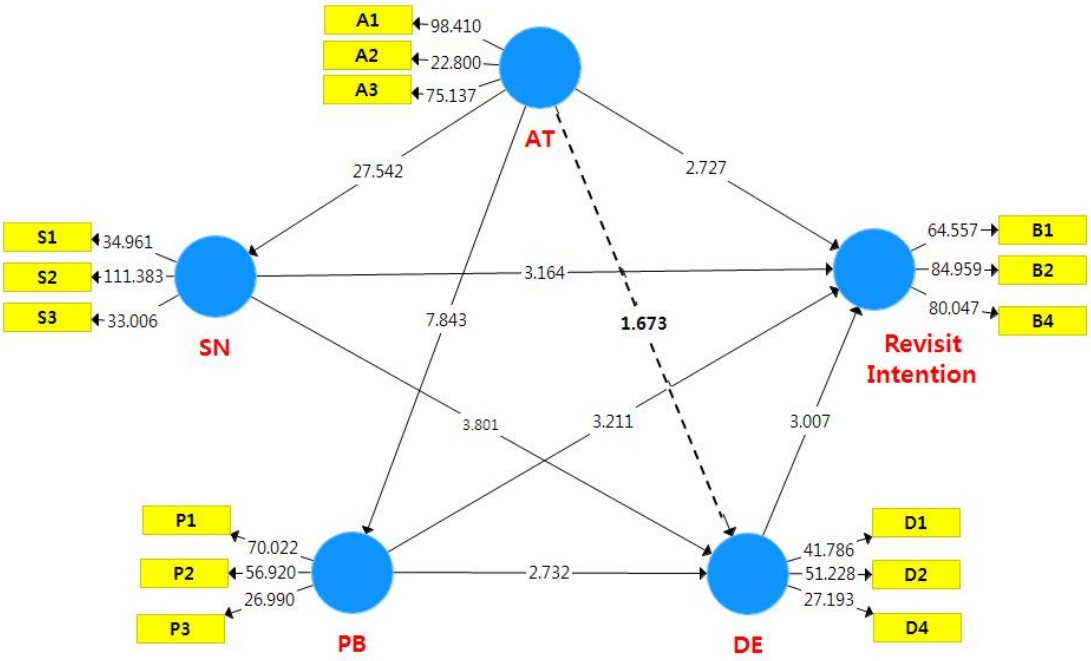
<Figure 4-2> Testing on the proposed model of Jeju




Significant (*t*-statistic > 1.96)
Non Significant (*t*-statistic < 1.96)

AT revisit attitude
SN revisit subjective norm
PB revisit perceived behavioral control
DE revisit desire
RI Revisit intention

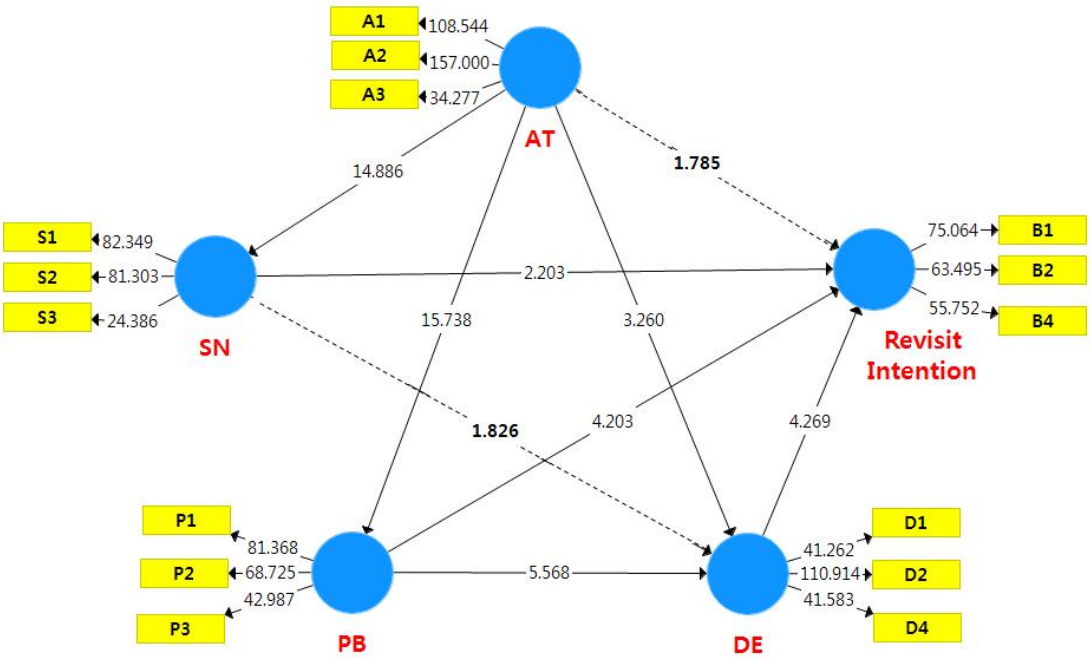
<Figure 4-3> Testing on the proposed model of Seoul




Significant (*t*-statistic > 1.96)
Non Significant (*t*-statistic < 1.96)

AT revisit attitude
SN revisit subjective norm
PB revisit perceived behavioral control
DE revisit desire
RI Revisit intention

<Figure 4-4> Testing on the proposed model of Shanghai




Significant (*t*-statistic > 1.96)

Non Significant (*t*-statistic < 1.96)

AT revisit attitude
SN revisit subjective norm
PB revisit perceived behavioral control
DE revisit desire
RI Revisit intention

<Table 4-13>. The summary of proposed hypotheses' results

| Paths | | | Jeju | Seoul | Shanghai | *Comparition* |
|---|---|---|---|---|---|---|
| **H1. AT has direct influence on both DE and RI.** | H1-1 | AT -> RI | ○ | ○ | × | Different |
| | H1-2 | AT -> DE | ○ | × | ○ | Different |
| **H2. SN has direct influence on both DE and RI.** | H2-1 | SN -> RI | ○ | ○ | ○ | Same |
| | H2-2 | SN -> DE | × | ○ | × | Different |
| **H3. PB has direct influence on both DE and RI.** | H3-1 | PB -> RI | ○ | ○ | ○ | Same |
| | H3-2 | PB -> DE | ○ | ○ | ○ | Same |
| **H4. AT has influence on SN and PB.** | H4-1 | AT -> SN | ○ | ○ | ○ | Same |
| | H4-2 | AT -> PB | ○ | ○ | ○ | Same |
| **H5. DE has influence on RI.** | H5 | DE -> RI | ○ | ○ | ○ | Same |

Note. " ○ ": hypothesis adoption; " × " : hypothesis rejection

# Ⅴ. CONCLUSION

## 1. Conclusion

### 1) Findings

Starting from a discussion of the research questions, this study overviewed a theoretical background and empirical studies that exist in the literature. The objective of the study was to develop a theoretical model of the MICE participants' revisit intention for MICE industry development and, through this model, to find the differences among MICE participants in Jeju, Seoul and Shanghai.

The constructs include the MICE participants' revisit attitude (AT), revisit subjective norm (SN), revisiting perceive behavioral control (PB), revisit desire (DE) and revisit intention. The major point of this study is to study whether or not the AT, SN and PB have direct influences on revisit intention and whether or not they have indirect influence through DE on revisit intention. Moreover, the structural model also addressed the relationship among AT, SN and PB.

The total usable sample size from the randomly selected respondents was 282 (including Jeju 99, Seoul 88 and Shanghai 95), after eliminating unqualified respondents (n=67) due to response errors. The survey is conducted in five MICE events of Jeju, eight MICE events of Seoul and nine MICE events of Shanghai. A review of the demographic information indicated that the respondents were surveyed from very diverse residents from a wide range of geographically area covering 24 countries. Many of the respondents have a high education level (Master degree: 67 people, Doctor Degree: 48 people). The likely reason is 80 people are students and 59 people are professional. Moreover, in the duration of stay, spending, and the number of comparison for three cities by ANOVA, Jeju shows the highest average

duration of stay level among these three cities; Seoul shows the highest average spending level among these three cities; Shanghai shows the highest average number of the companions level among these three cities.

Based on the theoretical review and empirical studies, the measurement scales for each construct were developed and utilized to investigate the relationship between the constructs. An examination of reliability and validity of the measurement scales revealed that the measurement scale for each constructs was reliable and valid in terms of internal consistency and accuracy of what they were supposed to measure.

First, for an analysis of the structural equation model, the exploratory factor analysis as an initial examination of the reliability for the measurement scales was conducted in this study for all data. In twenty indicators, five indicators which are "I think revisit the MICE destination is a necessary behavior"; "Most people who are important to me will recommend that I revisit the MICE destination"; "I have enough time to revisit the MICE destination"; " I hope to revisit the MICE destination" and " I am willing to spend time and money to revisit the MICE destination" were lower than the threshold level and were deleted.

Second, confirmatory factor analysis (CFA) was conducted to reexamine the posited relationships of the observed indicators to the construct. Through CFA processes, the dimensionality of each construct was reconfirmed and the composite reliabilities for each construct were calculated. The results indicated all of the composite reliabilities exceeded the recommended level (.F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham., 2006)[164] which shows that variables in the study measurement model appear to have acceptable levels of reliability and validity.

Third, to check for further evidence of discriminant validity in this study, Fornell and Larcker's technique is applied and the results showed all the square root of variance average extracted estimates were greater than the inter-constructs correlations.

Finally, to check the structural equation model, the proposed model was examined by AMOS 18.0 with the entire sample. The results showed the model fit is adequate for further analysis and all the path coefficient presented in the significant level.

Then, the testified model was applied for the data from each city and analyzed by

164) F.J. Hair., W.C. Black., B.J. Babin., R.E. Anderson. & R.L. Tatham(2006). *op.cit.*

SmartPLS. To conduct indicators' reliability and validity for each city, the datum of Jeju, Seoul and Shanghai were respectively analyzed through internal consistency reliability analysis, convergent validity analysis, and discriminant validity analysis. Through internal consistency reliability analysis, all the values of composite reliability are all much larger than the acceptable level which indicate that high levels of internal consistency reliability have been demonstrated among all five reflective latent variables for all three cities. In convergent validity analysis, all of the average extracted estimates are much greater than the acceptable threshold. In discriminant validity analysis, the results showed that the calculated square root of average extracted estimates in each construct were all greater than the values of correlation estimate which indicated that the discriminant validity is well established.

To check the structural equation model for each city, the proposed model was examined by SmartPLS 3.0 with the samples from each city. The results showed the model fits were well established. And from the results of hypotheses, for Jeju, the revisit subjective norm only has a direct influence on the revisit intention but not an indirect influence through the revisit desire on the revisit intention; for Seoul, the revisit attitude only has direct influence on the revisit intention but not through revisit desire on the revisit intention; for Shanghai, the revisit subjective norm and revisit attitude only have direct influences on the revisit intention but not an indirect influence through the revisit desire on the revisit intention.

2) Discussion

The growth rate of MICE industry has been significantly above other tourism sectors and it is obvious that MICE is a public industry that is catching every countries' eyes. Thus, catching the MICE participants in this big market is the primary task for many MICE cities. The objectives of this research are to develop a theoretical model to examine the direct and indirect effects of various factors on the

revisit intention of MICE participants, to test and refine the proposed theoretical model using structural equation modeling, and to evaluate the strength and direction of these effects on revisiting a MICE destination. A structural equation model is utilized to test the hypotheses that attempted to identify the structural relationships between the constructs by comparing the MICE participants in the three cities by PLS. Out of five hypotheses proposed in this study, three of them (H3, H4 and H5) were adopted for all three cities and two of them (H1, H2) were partially adopted(see <Table 4-11>). Detailed discussions of the findings addressed by common and different hypotheses adoption status of the three cities are as follows.

(1) The common points of the three cities

The three accepted hypotheses for all three cities are as follows: H3 (PB has direct influence on both DE and RI), H4 (AT has influence on SN and PB), and H5 (DE has influence on RI).

*H3: The revisit perceived behavioral control has a direct influence on both revisit desire and revisit intention.*

Accordingly, this structural analysis results show that the factors of revisit perceived behavioral control have direct influences on both revisit desire and revisit intention which is based on the theory of planned behavioral (TPB) and model of goal-direct behavior (MGB). TPB indicated the relationship between perceived behavioral control and behavioral intention and MGB showed the perceived behavioral control influenced behavioral intention by desire.

However, in this study, perceived behavioral control directly influenced behavioral intention, while influencing behavioral intention by desire. Thus, if the organizers of MICE destination hope to improve the participants' revisit intentions, it is not possible to change the participants' external factors of perceived behavioral control such as time, money, and the cooperation of others. However, internal factors such as knowledge and will-power could be improved through efforts such as great

marketing and rebuilding image of the destination.

Comparing these three cities in <Figure 4-1>, <Figure 4-2> and <Figure 4-3> for the relationships among PB, DE and RI, the results indicate the revisit perceived behavioral control has higher significant influence on revisit desire than revisit intention. It is confirmed that the desire is the important determinant of intention which is similar to previous studies in tourism area.

*H4. The revisit attitude has influence on revisit subjective norm and revisit perceived behavioral control.*

The findings of the structural analysis supported hypothesis H4 that indicates the revisit attitude has positive influence on both revisit subjective norm and revisit perceived behavioral control. Moreover, in all three models' testing results, it shows a much higher t-statistic values between AT to SN and AT to PB compared to other t-statistic values in the models. It means that the revisit attitude has a very high significant influence on revisit subjective norm and revisit perceived behavioral control.

Most of the studies in human behavior focus on the attitude, subjective norm and perceived behavioral control all together as the dependent factors, with desire forming the behavioral intention. Different from these kinds of previous reviews, this study analyzes the relationships among them from another angle. Subjective norm and perceived behavioral control are generally known as objective and not being able to be moved. But from this research, the different levels of participants' attitude will lead to the difference in perception about the opinions from others. Even the perceived behavioral intention about ease or difficulty of performing the behavior of interest could be different.

In other words, if I think revisit the MICE destination is a valuable behavior, I will think I will have enough time, money and confidence to go there. Also, I will think the others who are important to me with the same ideal as me will support me in revisiting the place. On the contrary, if I think revisiting the MICE destination

is worthless, I will also think I do not have enough time or money to go there. Because of my negative attitude toward revisiting, I will think the others will not recommended me to revisit it even the major trends is positive. I will also be actively avoiding situations and information likely to reduce the psychological discomfort. These findings are consistent with the theory of "Cognitive Dissonance".

*H5. The revisit desire has influence on revisit intention.*

The findings of the structural analysis supported hypotheses H5 and the result was consistent with previous studies which insist the role of desire as the major predictor of intention and its ability to mediate most of the effects of attitudes, subjective norm, perceived behavioral control, and anticipated emotions. It represents one of the most interesting features of the MGB that is unique from previous studies which state that attitudes, subjective norm, and perceived behavioral control have direct influence on behavioral intention without mediation. Therefore, understanding the indicator and specific dimensions of revisit desire in the context of MICE destinations can clarify some specific participants who want to revisit the destination.

(2) The difference points of the three cities

The two different adoption hypotheses for the three cities are as follows: H1 (AT has direct influence on both DE and RI) and H2 (SN has direct influence on both DE and RI).

Jeju:

*Revisit attitude has direct influence on both revisit desire and revisit intention.*

*Revisit subjective norm has direct influence on revisit intention but not revisit desire.*

Jeju is the 'treasure island', not just a recreational spot but also a legacy to be observed and cared for by mankind. This island exudes a sense of mystery since it

possesses important and rare geological features as well as lava caves, dynamic volcanic topography, and natural ecology. The tourism of Jeju has been widely approved by domestic and foreign experts (K. Ahn., J.H. Bae., K.H. Nam. & C.E. Lee., 2011[165]; A.D. Kim., R. Zhang., K.A. Kang. & H.J. You., 2012[166]; M. Radcliffe, 2004[167]; Y.K. Sohn., S.J. Cronin., M. Brenna., I.E.M. & Smith., 2012[168]). And from the participation characteristic, the duration stay of of Jeju is the longest in these three cities. It is quite possibly because of the participants spending the time on tourism after or before the MICE activity. Thus, the natural tourism resource impressed the MICE participants significantly which affected their revisit attitude, and encouraged strong motivations to revisit the MICE destination. At the same time, this kind of attraction is the reason for directly influencing the MICE participants' judgment about the likeliness to revisit the Jeju.

As we are familiar, the types of companions for traveler usually include families, friends, colleagues, and so on. At the same time, they are generally the people who are important to you. Although the opinions from them about the revisiting the MICE destination may not stimulate the participants' motivational to revisit the MICE destination, it will be influence your judgment about the revisiting the destination.

Seoul:

*Revisit attitude has influence on revisit intention but not revisit desire.*

*Revisit subjective norm has direct influence on both revisit desire and revisit intention.*

Seoul is the economic center for the Republic of Korea it has many shopping

165) K. Ahn., J.H. Bae., K.H. Nam. & C.E. Lee(2011). Identification of reference genes for normalization of gene expression in thoroughbred and Jeju native horse(Jeju pony) tissues. *GENES AND GENOMICS*, 33(3), p.245-250.

166) A.D. Kim., R. Zhang., K.A. Kang. & H.J. You(2012). Jeju Ground Water Containing Vanadium Enhances Antioxidant Systems in Human Liver Cells. *Biological trace element research,* 147(1-3). p.16-24.

167) M. Radcliffe(2004). Jeju Island Borderless, Natural & Peaceful. *BUSINESS KOREA*, 244(21). p.26-29.

168) Y.K. Sohn., S.J. Cronin., M. Brenna. & I.E.M. Smith(2012). Ilchulbong tuff cone, Jeju Island, Korea, revisited: A compound monogenetic volcano involving multiple magma pulses, shifting vents, and discrete eruptive phases. *Geological Society of America bulletin,* 124(3-4). p.259.

areas and markets throughout the city, such as the fashions of Myeong-dong, the luxury of Cheongdam-dong, the indie and vintage of Hongdae area, or the whole-sale of Dongdaemun and Namdaemun markets. It is not limited to the Korean people who do not living in Seoul that prefers to go there for shopping, but also for the other countries' visitors shopping there for clothes, cosmetic, electric products, and so on. This could be kind of reason to influence judgment about the likeliness to revisit Seoul for both domestic and foreign MICE participants.

However for Seoul, the desire for revisit attitude is marked by a lack of an attraction point which could encourage the worldwide MICE participants to encourage their revisiting motivation. Even though Seoul is the economic and political center for the Republic of Korea, the attraction point is not strong enough for the MICE participants to stimulate their motivation to revisit the destination. However, the results may be different for general tourists who is attracted to Korea culture or shopping, but for MICE participants the stimulation is not enough.

Revisit subjective norm that is the opinions from the important people to participants has a direct influence on revisiting desire. With the Korea Wave, the number of foreign tourists has been rising continually (L.Q. Zhu., 2009)[169]. The Korean wave, or "hallyu" in Korean, refers to a surge in the international visibility of Korean culture, beginning in East Asia in the 1990s and continuing more recently in the United States, Latin America, the Middle East, and parts of Europe (M. Ravina, 2010)[170]. The Korean wave portrays an unprecedented frame of Korean popular culture by the Korean media alongside with commercial nationalism. As a result, the Korean wave is manifested as a regional cultural trend signifying a triumph of Korean culture (J. Hyejung, 2007)[171], especially for Seoul which is the

169) L.Q. Zhu(2009). A Study on the Customer Satisfaction effect influenced by the Service Quality of Korean Restaurants in Seoul: Focused on Chinese Tourists. LiqingZhu Department of Hospitality& Tourism Management, Sejong University.

170) M. Ravina(2010). Introduction: conceptualizing the Korean Wave. *Magazine Back Issues & Reference.* Retrieved from http://findarticles.com/p/articles/mi_7066/is_31/ai_n45060645/

171) J. Hyejung(2007). The Nature of Nationalism in the “Korean Wave”: A Framing Analysis of News Coverage about Korean Pop Culture. Conference Papers -- National Communication Association, 1. Retrieved from Communication & Mass Media Complete database.

political and cultural center of Korea. This wave also has a great word of mouth (WOM) effect which is characterized as an oral, person-to-person communication between a receiver and a communicator where the receiver perceives the opinion as non-commercial, regarding a brand, product, or service (J. Arndt, 1967)[172]. Research generally supports the claim that WOM is more influential on behavior than other marketer-controlled sources. Indeed, it has been observed that WOM can be more influential than neutral print sources such as Consumer Reports (P.M. Herr., F.R. Kardes. & J. Kim., 1991)[173]. This large type of propagation makes the revisit subjective norm play an important role for stimulating the Seoul MICE participants' revisit desire and influences the judgment about the likeliness to revisit Seoul.

Shanghai:

*Revisit attitude has influence on revisit desire but not revisit intention.*

*Revisit subjective norm has direct influence on revisit intention but not revisit desire.*

Shanghai is one of the international metropolitan cities that is readily accessible by sea, land, and air. It is connected with more than 400 cities in the world by air links and ocean shipping routes. Professional service standard, convenient transportation network, varied travel activities, and modern communication systems have all helped Shanghai organize and receive regional and international events of all levels. The successful hosting of events such as Fortune 500, APEC and ADB have put Shanghai on the map for the MICE market in the world[174]. It could be said that Shanghai is the economic center born for MICE. Thus, the MICE related facilities impressed the MICE participants significantly and affected their revisit attitude and stimulated their motivations to revisit the MICE destination.

---

172) J. Arndt(1967). Role of product- related conversations in the diffusion of a new product. *Journal of Marketing Research,* 4, p.291-295.

173) P.M. Herr., F.R. Kardes. & J. Kim(1991). Effects of word-of-mouth and product attribute information on persuasion: an accessibility-diagnosticity perspective. *Journal of Consumer Research,* 17, p.454-462.

174) China National Tourism Office(2016). Mice at Shanghai http://www.cnto.org.in/mice-shanghai.html.

Tourism in Jeju and shopping in Seoul could influence the MICE participants' judgment about the likeliness to revisit the same destination. However, Shanghai does not have an direct reason for the participants for revisiting the same place.

Because China is a geographically broad country, even the domestic MICE participants in Shanghai could be far away from the place they live, let alone for the foreign participants. Thus, the long distance MICE participation possibly need the sponsoring by companies. Also, Shanghai is an international city and a lot of large scale meetings or events and participants come together in MICE activity in groups. At this moment, the recommendation from the people who are working with you and could accompany with you for the MICE participation will be an important reason for revisiting the MICE destination. However, the recommendation does not stimulate the inside motivations to revisit the MICE destination.

## 2. Implications

The study results have several important theoretical implications. The research model improves the understanding of intricate mechanisms that form the behavioral intention to revisit MICE destination by considering the influences of perceived pressure about revisiting the MICE destination imposed by others such as neighbor, the individual's confidence and ability to revisit the MICE destination, and revisit desire on the intention to revisit the MICE destination. Therefore, the research model seems to be an appropriate framework for predicting the participants' behavioral intentions for revisiting the MICE destination. The significant effects of evaluation and judgment about revisiting the MICE destination, perceived pressure about revisiting the MICE destination imposed by others such as neighbor, individual's confidence and ability to revisit and revisit desire on MICE participants' decision-making process reveal that the revisit intention of MICE which results from integrated the factors in the TPB and MGB.

The individual's confidence and ability to revisit has significant influence on both revisit desire and revisit intention. That implies that MICE participants tend to consider their resources or opportunities for attending an MICE activity, not only at the stage of forming an intention, but also at the stage of forming a desire. However, the evaluation and judgment about revisiting the MICE destination and subjective norm will be different for different cities. For Seoul, the participants consider the value of the MICE destination directly at the stage of forming an intention, not at the stage of forming a desire. And for Jeju and Shanghai, the perceived pressure about revisiting the MICE destination imposed by others such as neighbor directly influence the revisit intention but it does not on the process of through desire, and the evaluation and judgment about revisiting the MICE

destination directly influence desire but it does not directly influence the revisit intention.

It seems that the influence of the attitude on the subjective norm and perceived behavioral control is powerful. It means the subjective norm and perceived behavioral control are not only independent variables that influence the desire but they are also dependent variables influenced by attitude. This finding is consistent with the reports of other studies.

The results of this study have several implications for MICE destination managers and practitioners. First of all, as evaluation and judgment about revisiting the MICE destination strongly influences the subjective norm, perceived behavioral control, desire and behavioral intention, the management MICE destination may need to improve the value of MICE destination. From the participation characteristics of the respondents, almost half of the participants only participate in the MICE activity but not in tourism. Therefore, most of the time the participants in MICE destination are at the site of activity such as meeting room, convention center, or exhibition halls. Because of that, if the organizers want to improve the value of MICE destination to improve the attitude for revisiting, the MICE facility will be one of the major influence factors.

In order to build this part well, the government should provide capital and greater support for the convention industry. Money is needed to improve facilities and infrastructure, and providing adequate training for people who work for the industry(S.Y. Chang., 2004[175]). Greater academic research is needed on the convention industry in general and on the capital in particular. New convention facilities and convention hotels are steps forward in the right direction. However, more expenditure is needed in the MICE destination and larger facilities are required if the capital is to maintain its position as a leading MICE destination. Thus, for MICE destination development, greater support of the government is much needed so

175) S.Y. Chang(2004). Promoting Convention Industry of Korea: Diagnosis and Recommendations. The Graduate School of International Studies of Ewha Womans University.

that the MICE industry can proceed to grow.

Also, to assure MICE participants that the facilities should meet their expectations regarding the ease of transportations, appealing catering, and various shopping opportunities, MICE planners or marketers in the destination countries can design MICE products that best fulfill their demands according to their origin.

Second, subjective norm is another important factor determining desire and intention to revisit the MICE destination. Thus, the management may need to promote the MICE destination as attractive tourism products. For example, event tour packages (individual or group) can be organized to provide visitors with unforgettable memories and experiences and satisfy their unique MICE-related needs. Small souvenirs made from the MICE organizers may be offered to MICE participants. Moreover, recruiting and funding the supporters of the MICE activity can further increase visitors' subjective norm to revisit the MICE destination.

Third, as desire to revisit MICE destination strongly influences the behavioral intention of visitors, the management MICE destination may need to inspire the passion and increase the value of MICE destination. In order to do this, the MICE organization needs a better coordinated and commercially driven marketing campaign to promote the place as a MICE destination.

For example, The government has to develop some effective marketing strategies using IT (Information Technology) and train professional and international personnel through special programs. People who have no particular interest in MICE may come to the place for business or tourism and if they then discover something they like about the place, they may choose this place as MICE destination when they are in a situation to participate some in MICE activity. Then, the effects would spread into the MICE industry as well and nation's reputation will be improved as well as the attitude to the MICE destination.

However, using the best planning and development efforts, a MICE destination cannot grow or be revitalized unless it can provide a high level of social peace, safety and security for MICE participants. A peaceful political environment may

increase visitors' desire for visiting the destination[176].

Fourth, the results indicated that the evaluation and judgment about revisiting the MICE destination of Jeju and Shanghai MICE participants have an influence on revisit desire. It is quite possible that because of the key point attraction of Jeju's beautiful natural site and Shanghai's international reputation and MICE infrastructure, the MICE destination value judgment may be improved to stimulate the motivation for revisiting. Seoul already has development in many different area such as culture and economic, but still not enough to stimulate the emotion of the revisiting. From above, a key point attraction should exist for a MICE destination.

Finally, for Seoul, perceived pressure about revisiting the MICE destination imposed by others such as neighbor has direct influence on revisit desire. It is quite possible that it is because of the Korean wave. The Korean wave has fundamentally changed the perception and overall national image of South Korea. Initially, the Korean wave was merely a cultural phenomenon to a specific region; however, the growth and impact far exceeded expectations by influencing the whole of Asia and even continuing in the United States, Latin America, the Middle East, and parts of Europe. Stemming from a deep-rooted ancient heritage and a powerful cultural grip on its people, Korea blossomed by developing in prosperity, democracy, and liberalism. Now, for MICE destination, the Korean wave has become a natural publicity means and it is more influential than neutral print sources. Even though Jeju is a 'treasure island' and Shanghai has a high international reputation, the opinions from important people to MICE participants could not be improved. The power of culture should not be ignored for MICE destination marketing and the MICE destinations' image building could be integrated with the local culture.

176) E. Cohen(1978). The impact of tourism on the physical environment. *Annals of Tourism Research*, 5(2), p.213-237.

### 3. Limitations and Future Research

As expected in all research, limitations to this study were found and should be addressed to encourage more sound research in the future. The major limitations and future direction derived from this study are: research scope and boundaries of the research, lack of dimension  identity comparition, and revalidation of the research model.

First, this study investigated the MICE participants in Jeju, Shanghai and Seoul. The surveyed data were only collected in Korea and China. If extended from this two country to other Asian area and even out of Asia, the results could have their own characteristics. This would primarily depend on the facilities available in each country, and whether the participants have the opportunity to access tourism and the scale of MICE facility. Also, the support services of the MICE industry, including retail, hospitality, transportation and communication would benefit from closer monitoring of regional trends differently. Thus, future research may collect data from other countries so that comparison studies can be more completely conducted. The subjects of this study focused on the MICE participants. There is a need for a future study to empirically test these variables and offer more useful insights for MICE development planners, policy makers, and business operators who have attended many MICE activities whose opinions will have a more professional angle.

Second, the study considered only one dimension of the region's identity. Future research should consider integrating other dimensions of the identity such as gender identity, age identity, education identity, occupational identity, income level, and especially domestic or international. Retrieving these identities and applying them in the conceptual framework can further enhance the understanding of the role of participants in the determination of behavioral intention responses on revisiting the

MICE destination.

Third, the model in this research integrated parts of the TPB and MGB and also studied the interrelationship between attitude, subjective norm and perceived behavioral control. It could provide a starting point for investigating the new model among the variables of attitude, subjective norm, perceived behavioral control, desire, and behavioral intention. However, TPB and MGB have been testified and applied in many academic areas such as physical activity, consumption, social communication, and other behaviors. Thus, revalidation of the research model is a necessity in other behaviors.

# REFERENCES


Afthanorhan, W.M.(2013). A comparison of partial least square structural equation modeling(PLS-SEM) and modeling(CB-SEM) for confirmatory factor analysis. *International Journal of Engineering Science and Innovative Technology,* 2(5), p198-205.

Ahn, K., Bae, J.H, Nam, K.H. & Lee, C.E.(2011). Identification of reference genes for normalization of gene expression in thoroughbred and Jeju native horse(Jeju pony) tissues. *GENES AND GENOMICS,* 33(3), p.245-250.

Ajzen, I. & Fishbein, M.(1980). *Understanding attitudes and predicting social behavior,* United States, Englewood Cliffs.

Ajzen, I.(1985). *From intentions to actions: a theory of planned behavior.* In: Kuhl, J., Beckman, J.(Eds.), Action-control: From cognition to behavior, Springer, Heidelberg. p.11-39.

Ajzen, I.(1988). *Attitudes, Personality and Behavior.* Open University Press, Milton Keynes.

Ajzen, I.(1991). The theory of planned behavior, *Organizational Behavior and Human Decision Processes,* 50(2), p.179-211.

Ajzen, I.(2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology,* 32(4), p.665-683.

Ajzen, I.(2005). *Attitudes, Personality, and Behavior.* McGraw-Hill International.

Ajzen, Icek, Fishbein, Martin(1988). *Theory of Reasoned Action-Theory of Planned Behavior.* University of South Florida.

Alzahrani, A.I., Mahmudb, I., Ramayah, T., Alfarraj, O. & Alawan, N.(2016). Extending the theory of planned behavior (TPB) to explain online game playing among Malaysian undergraduate students, *Telematics and Informatics,* p.1-13

An interview with Roger Dow, President and Chief Executive Officer, U.S. Travel Association(2016): http://www.leadersmag.com/issues/2011.1_Jan/Hospitality's%20Global%20Impact/LEADERS-Roger-Dow-U.S.-Travel-Association.html.

Anderson, J.C.& Gerbing, D.W.(1988). Structural Equation Modeling in Practice: A Review and Recommended, Two-Step Approach. *Psychological Bulletin,* 103(3), p.411-423.

Aro, A.R., Vartti, A.M.,Schreck, M., Turtiainen, P. & Uutela, A.(2009). Willingness to take travel-related health risks: a study among the Finnish tourists in Asia during the Avian influenza outbreak. *International Journal of Behavioral Medicine,* 16(1), p.68-73.

Arndt J.(1967). Role of product- related conversations in the diffusion of a new product. *Journal of Marketing Research,* 4, p.291-295.

Arvola, A., Lahteenmaki, L., & Tuorila, H.(1999). Predicting the intent to purchase unfamiliar and familiar cheeses: the effects of attitudes, expected liking and food neophobia. *Appetite,* 32(1), p.113-126.

Baek, E.H. & Hur, J.O.(2011). Impact of the difference between importance and satisfaction of selection attributes in MICE on re-selection, *Journal of Marketing Management Research,* 16(3), p.49-72.

Bagozzi, R.P. & Dholakia, U.M.(2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing,* 23(1), p.45-61.

Bagozzi, R.P. & Warshaw, P.R.(1992). An examination of the etiology of the attitude-behavior relation for goal-directed behaviors. *Multivariate Behavioral Research,* 27(4), p.601-634.

Bagozzi, R.P. & Yi, Y.(1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science,* 16(1), p.74-94.

Bagozzi, R.P.(1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly,* p.178-204.

Bagozzi, R.P., Dholakia, U.M.& Basuroy, S.(2003). How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions. *Journal of Behavioral Decision Making,* 16, p.273-295.

Baker, E.W., Al-Gahtani, S.S. & Hubona, G.S.(2007). The effects of gender and age on new technology implementation in a developing country: testing the theory of planned behavior (TPB). *Information Technology & People,* 20(4), p.352-375.

Bearden, W.O. & Etzel, M.J.(1982). Reference group influence on products and brand purchase decisions. *Journal of Consumer Research,* 9(2), p.183-194.

Belgium annual report Annex statistics(2015).

Belgium annual tourism report(2013).

Belgium Convention Breau(2016): http://www.belgiumconventionbureau.be/en/pages/wie_we_zijn.

Bentler, P. & Speckart, G.(1981). Attitudes "cause" behaviors: A structural equation analysis. *Journal of Personality and Social Psychology,* 40(2), p.226-238.

Blue, C.L., Wilbur, J. & Marston-Scott, V. (2001). Exercise among blue-collar workers: application of the theory of planned behavior. *Research in Nursing and Health,* 24, p.481-493.

Brug, J., Aro, A.R., Oenema, A.,Zwart, O.D.,Richardus, J.H. & Bishop, G.D.(2004). SARS risk perception, knowledge, precautions, and information sources. *Emerging Infectious Diseases,* 10(8), p.1486-1489.

Brussels tourist agency(2016): https://visit.brussels/site/en/article/why-brussels.

Bursey, M. & Craig, D.(2000). Attitudes, subjective norm, perceived behavioral control, and intentions related to adult smoking cessation after coronary artery bypass graft surgery. *Public Health Nursing,* 17(6), p.460-467.

Bollen, K.A.(1990). Overall Fit in Covariance Structure Models: Two Types of Sample Size Effects. *Psychological Bulletin,* 107(2), p.256-59.

Carlsen, J.(1999). A Review of MICE Industry Evaluation and Research in Asia and Australia 1988-1998, *Journal of Convention & Exhibition Management,* 1(4), p.51-66.

Carver, C.S. & Scheier, M.F.(1990). Origins and functions of positive and negative affect: A control-process view. *Psychological Review,* 97(1), p.19-35.

Chang, H.H.& Wang, H.W.(2011). The moderating effect of customer perceived value on online shopping behaviour, *ONLINE INFORMATION REVIEW*, 35(3), p.333-359.

Chang, S.Y.(2004). Promoting Convention Industry of Korea: Diagnosis and Recommendations. The Graduate School of International Studies of Ewha Womans University.

Chen, H.C., Chiou, C.Y., Yeh, C.Y. & Lai, H.L.(2012). A study of the enhancement of service quality and satisfaction by Taiwan MICE service project, *Social and Behavioral Sciences,* 40. p.382-388.

Chen, C.F. & Tsai, D.C.(2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management,* 28(4), p.1115-1122.

Cheng, S., Lam, T. & Hsu, C.(2006). Negative word-of-mouth communication intention: an application of the theory of planned behavior. *Journal of Hospitality and Tourism Research,* 30(1), p.95-116.
Cheng, S., Lam, T. & Hsu, C.(2006). Negative word-of-mouth communication intention: an application of the theory of planned behavior. *Journal of Hospitality and Tourism Research,* 30(1), p.95-116.
Chin.Chin, W.W. & Newsted, P.R. (1999). *Structural equation modeling analysis with small samples using partial least squares,* Thousand Oaks, Sage Publications, p307-341.
China National Tourism Office(2016): Mice at Shanghai http://www.cnto.org.in/mice-shanghai.html.
Choi, J.K. & Hwang, H.K.(2010). A Study on the Perception Gap and the Corelation of Tourism Resources to the Expected Effects of MICE Tourism Package Development: Focused on Jeju Island. *Journal of Hospitality and Tourism Studies,* 38, p.60-76.
Chon, K.S. & Weber, K.(2014). *Convention tourism-international research and industry perspectives,* London, Routledge.
COEX.(2017). http://www.coex.co.kr/
Cohen, E.(1978). The impact of tourism on the physical environment. *Annals of Tourism Research,* 5(2), p.213-237.
Conner, M. & Armitage, C.J.(1998). Extending the theory of planned behavior: a review and avenue for further research. *Journal of Applied Social Psychology.* 28(15), p.1429-1464.
Conway, M. & Dube, L.(2002). Humor in persuasion on threatening topics: effectiveness is a function of audience sex role orientation. *Personality and Social Psychology Bulletin,* 28(7), p.863-873.
Davis, W.A.(1986). *The two senses of desire.* In Marks, J.(Ed.), The two ways of desire: New essays in philosophical on the concept of wanting. Piscataway, NJ: Thansaction Publishing. p.63-85.
Deutsch, M. & Gerard, H.B.(1955). A study of normative and informational social influences upon individual judgment. *Abnorm Psychol, J.,* 51(3), p.629.
Devellis, R.F.(1991). *Scale development: theory and applications.* Newbury Park: Sage Publications
Ding, Z. & Ng, F.(2009). Knowledge sharing among architects in a project design team-an empirical test of theory of reasoned action in China, *Chinese Management Studies,* p.130-142.
Dockree, P.M., Kelly, S.P. & Robertson, I.H.(2005). Neurophy siological markers of alert responding during goal-directed behavior-a high-density electrical mapping study, *NEUROIMAGE,* 27(3), p.587-601.
Dube, L., Cervellon, M.C. & Jingyuan, H.(2003). Should consumer attitudes be reduced to their affective and cognitive bases? Validation of a hierarchical model. *International Journal of Research in Marketing,* 20(3), p.259-272.
Dwyer, L.& Forsyth, P.(1996). *MICE tourism to Australia: a framework to assess impacts,* Australia, Bureau of Tourism Research.
Eagly, A.H.& Chaiken, S.(1993). *The psychology of attitude.* Fort Worth, TX: Harcourt, Brace, Jovanovich.
Farrell, A.M.(2009). Insufficient discriminant validity: A comment on Bove, Pervan, Beatty and Shiu. *Journal of Business Research*, in press.
Festinger, L.(1957). *A Theory of Cognitive Dissonance.* California: Stanford University Press.
Fishbein, M.. & Ajzen, I.(1975). *Beliefs, attitude, intention and behavior-an introduction to*

*theory and research,* United States, Addison Wesley.
Fred, L.(2000). *Congress, convention and exhibition facilities-planning, design and management,* Oxford, Architectural Press.
Fredricks, A.J. & Dossett, D.L.(1983). Attitudee behavior relations: A comparison of the Fishbein-Ajzen and the Bentler-Speckart models. *Journal of Personality and Social Psychology,* 45(3), p.501.
Fornell, C. & Larcker, D.F.(1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research,* 18(1), p.39-50.
Gillan, C.M.,Papmeyer, M.,Zamir, M. & Saha.(2011). Disruption in the balance between goal-directed behavior and habit learning in obsessive-compulsive disorder, *The American journal of psychiatry,* 168(7), p.718-726.
Gillan, C.M.,Zamir. M. & Finebe, S.K.(2014). Counterfactual processing of economic action-outcome alternatives in obsessive-compulsive disorder-further evidence of impaired goal-directed behavior, *Biological psychiatry,* 75(8), p.639-646.
Gitelson, R.J. & Crompton, J.L.(1984). Insights into the repeat vacation phenomenon. *Annals of tourism Research,* 11(2), p.199-217.
Gleicher, F., Boninger, D.S., Strathman, A., Armor, D., Hetts, J. & Ahn, M.(1995). *With an eye toward the future: The impact of counter factual thinking on affect, attitudes, and behavior*. In Roese, N. J. & Olsen, J. M.(Eds.), What might have been: The social psychology of counter factual thinking. Mahwah, NJ: Lawrence Erlbaum. p.283-304.
Godlewski, J.C., Turk,J.R. & Weill, L. (2011). Do markets perceive sukuk and conventional bonds as different financing instruments?.
Goodhue, D., Lewis, W. & Thompson, R.(2006). "PLS, Small Sample Size and Statistical Power in MIS Research," in Proceedings of the 39th Hawaii International Conference on System Sciences, *R. Sprague Jr. (ed.),* Los Alamitos, CA: IEEE Computer Society Press.
Guo, Q., Johnson, C.A., Unger, J.B., Lee, L., Xie, B., Chou, C.P., Palmer, P.H., Sun, P., Gallaher, P. & Pentz, M.A.(2007). Utility of the theory of reasoned action and theory of planned behavior for predicting Chinese adole scent smoking. *Behav,* 25(2), p.1066-1081.
Hair, J.F., Hult, G.T.M., Ringle, C.M. & Sarstedt, M.(2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).* Thousand Oaks, CA: Sage.
Hair, J.F.J., Black, W.C.,Babin, B.J., Anderson, R.E.& Tatham, R.L.(2006). *Multivariate data analysis*. Upper Saddle River, NJ: Pearson Education.
Han, H. & Kim, Y.(2010). An investigation of green hotel customers' decision formation: developing an extended model of the theory of planned behavior. *International Journal of hospitality Management,* 29, p.659-668.
Han, H., Hsu, L.T. & Sheu, C.(2010). Application of the theory of planned behavior togreen hotel choice-testing the effect of environmentally friendly activities, *Tourism Management,* 31(2), p.325-334.
Han, H., Jae, M. & Hwang, Ji. (2016). Cruise travelers' environmentally responsible decision-making- An integrative framework of goal directed behavior and norm activation process, *International journal of hospitality management,* 53. p.94-105.
Hee, S.P.(2000). Relationship among attitudes and subjective norm: testing the theory of reasoned action across cultures. *Studies in Communication Sciences,* 51(2), p.162-175.
Henseler, J., Dijkstra, T.K., Sarstedt, M., Ringle, C.M., Diamantopoulos, A., Straub, D.W., Ketchen, D.J., Hair, J.F., Hult, G.T.M. & Calantone, R.J.(2014). Common Beliefs and Reality about Partial Least Squares: Comments on Ronkko & Evermann(2013),

*Organizational Research Methods*, 17(2), p.182-209.
Herr, P.M., Kardes, F.R. & Kim, J.(1991). Effects of word-of-mouth and product attribute information on persuasion: an accessibility-diagnosticity perspective. *Journal of Consumer Research,* 17, p.454-462.
Hillhouse, J., Turrisi, R. & Kastner, M.(2000). Modeling tanning salon behavioral tendencies using appearance motivation, self monitoring and the theory of planned behavior. *Health Education Research,* 15(4), p.405-414.
Holmes-Smith, C.E. & Coote, L.(2006). Structural equation modelling: from the fundamentals to advanced topics, School Research, Evaluation and Measurement Services, *Education & Statistics Consultancy,* Statsline.
Hong Kong Tourism Board.(2016): http://www.discoverhongkong.com/us/index.jsp;
Singapore Exhibition & Convention Bureau.(2006): https://www.stb.gov.sg/industries/mice/pages/about-singapore-exhibition-and-convention-bureau.aspx?AspxAutoDetectCookieSupport=1."
Hovland, C.I. & Sherif, M.(1980). Social judgment: Assimilation and contrast effects in communication and attitude change. Westport: Greenwood. ISBN 0313224382.
Hoyle, R.H.(1995). *Structural Equation Modeling*. Thousand Oaks, CA. SAGE Publications, Inc.
Hu, L. & Bentler, P.M.(1998). Fit Indices in Covariance Structure Modeling: Sensitivity to Underparameterized Model Misspecification, *Psychological Methods,* 3(4), p.424-453.
Hunter, G.L.(2006). The role of anticipated emotion, desire, and intention in the relationship between image and shopping center visits. I*nternational Journal of Retail & Distribution Management,* 34(10), p.709-721.
Hwang, I.S., Choe, Y.B., Kim, D.K. & Kim, H.J.(2011). Perception gaps on destination attributes of MICE attendees' -focused on Korean, Chinese, Japanese speakers, *Journal of Tourism and Leisure Research,* 23(8), p.341-359.
Hyejung, J.(2007). The Nature of Nationalism in the "Korean Wave": A Framing Analysis of News Coverage about Korean Pop Culture. Conference Papers -- National Communication Association, 1. Retrieved from Communication & Mass Media Complete database.
ICCA(2016). Korea MICE Bureau at AIME to Show How Korea Goes Beyond Meetings: http://www.iccaworld.org/newsarchives/archivedetails.cfm?id=5478.
International Congress & Convention Association(ICCA)(2016): http://www.iccaworld.org/aeps/aeitem.cfm?aeid=29.
Jang, S. & Feng, R.(2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management,* 28(2), p.580-590.
Japan Tourism Agency(2016): http://www.mlit.go.jp/kankocho/en/shisaku/kokusai/mice.html.
Jayarman, K., Lin, S.K., Guat. C.L. & Ong, W.L.(2010). Does Malaysian Tourism Attract Singaporeans to Revisit Malaysia? *Journal of Business and Policy Research,* 5(2), p.159-179.
Jeffrey, S.A.(2014). *The Motivational Power of Incentive Travel: The Participant's Perspective.* Monmouth University, Leon Hess Business School.
Jeju Convention & Visitors Bureau(2016), Incentive tour guide(promotion materials).
Jeju Convention & Visitors Bureau(2016): http://jejumice.or.kr/jcvb/introduction.
Jeju Convention & Visitors Bureau(2016): http://jejumice.or.kr/jeju/why.
Jeju Convention & Visitors Bureau(2016): http://jejumice.or.kr/public/public_meetjeju.
Jeju Convention & Vistors Bureau.(2017). http://www.jejucvb.or.kr/
Jeju Special Self-Governing Province(2017):

https://www.jeju.go.kr/open/open/iopenboard.htm;jsessionid=F9ZvdHiqi8OP7QbO5uFjEV9y3hlhsOHtF1oUaeqRvbakGy8wgvUm4MXz29S7xjRC.was2_servlet_engine1?category=1035&qType=title&q=&act=view&seq=1023164

Joe, F.H.J., Mary, C., Arthur, M., Phillip, S. amd Michael, P.(2015). *The Essentials of Business Research Methods 3rd Edition.* Routledge, p.447.

Joreskog, K.G.(1971). Statistical analysis of sets of congeneric tests. *Psychometrika,* 36(2), p.109-133.

Kang, H.S., & Song, K.Y.(2010). Analysis on the satisfaction by MICE participants in Busan metropolitan, *Journal of the Korea Contents Society,* 10(11), p.414-423.

Kashyap, R. & Bojanic, D.C.(2000). A structural analysis of value, quality, and price perceptions of business and leisure travelers. *Journal of Travel Research,* 39(1), p.45-51.

Katz, E.(1957). The two-step flow of communication: an up-to-date report on an hypothesis, *Public Opinion Quaterly,* 21(1), p.61-78.

Khalil, M.N. & Michael, P.(2008). An Exploratory Study Into the Adoption of Internet Banking in a Developing Country: Malaysia. *Journal of Internet Commerce,* 7(1), p.29-73.

Kim, A.D., Zhang, R., Kang, K.A. & You, H.J.(2012). Jeju Ground Water Containing Vanadium Enhances Antioxidant Systems in Human Liver Cells. *Biological trace element research,* 147(1-3). p.16-24.

Kim, J.S., Hart, R.J., Lee, J.E.& Kim, N.J.(2016). The impact of climate change on the decision-making process of potential tourists using the model of goal-directed behavior, *International Journal of Tourism and Hospitality Research,* 30(4), p.33-43.

Klossek, U.M., Yu, S.& Dickinson, A.(2011). Choice and goal-directed behavior in preschool children, *Learning and behavior,* 39(4), p.350-357.

Kombol, T.P.(2007). Events as part of a tourism strategy, *Journal of Korean Trade Exhibition,* 2(2), p.1-16.

Korea Tourism Organization(2008), 2007 Survey among the International Conference Participants.

Kozak, M.(2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research,* 28(3), p.784-807.

Kristof, K., Yang, A.S. & Ryan, C. (2010). Strategic Report for Las Vegas Sands Corporation.

Lai, C.N., Yu, T.K. & Kuo, J.K.(2010). How to say sorry: Increasing revisit intention through effective service recovery in theme parks. Social Behavior and Personality. *An International Journal,* 38(4), p.509-514.

Lam, T.& Hsu, C.H.C.(2004). Theory of planned behavior: potential travelers from China. *Journal of Hospitality & Tourism Research,* 28(4), p.463-482.

Lazarsfeld, P.F., Berelson, B. & Gaudet, H.(1944). *The Peoples choice-how the voter makes up his mind in a presidential campaign.* NY, Duell, Sloan and Pearce, New York .

Lee, C.K., Song, H.J.,Bendle, L.J. & Kim, M.J.(2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions-a model of goal-directed behavior, *Tourism Management,* 33(1), p89-99.

Lee, J.H.(2016). Research the role of interactivity on ACG website usage behavior through information search perspective-a comparison of experiential and goal-directed behaviors, *Communications in Computer and Information Science,* 618(1865-1929), p.37-43.

Lee, K.E.(2016). *An examination of the decision-making process for utilization of mobile applications in the MICE industry,* United States, Iowa State University.

Lee, M.J. & Back, K.J.(2007). Association members' meeting participation behaviors: development of meeting participation model. *Journal of Travel & Tourism Marketing,* 22(2), p.15-33.

Leone, L., Perugini, M. & Ercolani, A.(1999). A comparison of three models attitude behavior relations in the studying behavior domain. *European Journal of Social Psychology,* 29(2-3), p.161-189.

Leone, L., Perugini, M. & Ercolani, A.P. (2004). Studying, practicing, and mastering: A test of the model of goal-directed behavior (MGB) in the software learning domain. *Journal of Applied Social Psychology,* 34(9), p.1945-1973.

Lewis, G.D. & Thompson, W.R.(2006). PLS, small sample size, and statistical power in MIS research. *System Sciences,* 8, p.202.

Li, M., Cai, L.A., Lehto, W.Y. & Huang, Z.W.(2010). A missing link in understanding revisit Intention. The role of motivation and image. *Journal of Travel & Tourism Marketing,* 27(4), p.335-348.

Lokhorst, A.M. & Staats, H.(2006). *Understanding farmers' intentions to carry out agricultural nature management: Using an adapted EMGB*. Netherlands: Leiden University.

Lutz, R.L.(1991). The role of attitude theory in marketing. In H.H. Kassrjian, & J.J. Robertson (Eds.), *Perspectives in consumer behavior*. NJ: Prentice-Hall. p.317-339.

MacCallum, R.C.,Browne, M.W. & Sugawara, H.M.(1996). Power Analysis and Determination of Sample Size for Covariance Structure Modeling. *Psychological Methods,* 1(2), p.130-49.

Malaysia Convention & Exhibition Bureau (MyCEB)(2012). p.1-9.

Malhotra, N.K.(2007). *Marketing Research: An Applied Orientation.* 5th edition, Upper Saddle River: Pearson Prentice Hall.

Malle, B.F. & Knobe, J.(1997). The folk concept of intentionality. *Journal of Experimental Social Psychology*, 33(2), p.101-121.

Malle, B.F.(1999). How people explain behavior: a new theoretical framework. *Personality and Social Psychology Review,* 3(1), p.23-48.

Marcoulides., G.A.& Saunders, C.(2006). Editor's Comments . PLS: A Silver Bullet? *MIS Quarterly,* 30(2), iii-ix.

McKinlay, A., Couston, M. & Cowan, S.(2001). Nurses' behavioral intentions towards self-poisoning patients: a theory of reasoned action, comparison of attitudes and subjective norms as predictive variables. *Journal of Advanced Nursing,* 34(1), p.107-116.

Meetings & Conventions magazine(2016): http://www.meetings-conventions.com/News/International-Travel/2015-UIA-Rankings-Singapore-Brussels-Hosted-Most-Conferences-2015/.

Meng, B. & Choi, K.(2016). The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior, *Tourism Management,* 57, p.397-410.

Merriam-Webster(2016): http://learnersdictionary.com/.

MICE BELGIUM(2016): http://www.micebelgium.com/page/view/3/About+us.

MICE master(2016), Japan leads growth in Asia: https://www.japantoday.com/category/business/view/mice-master-japan-leads-growth-in-asia.

Miles, J.& Shevlin, M.(1998). Effects of sample size, model specification and factor loadings on the GFI in confirmatory factor analysis. *Personality and Individual Differences,* 25, p.85-90.

Millstein, S.G.(1996). Utility of the theories of reasoned action and planned behavior for predicting physician behavior: a prospective analysis. *Health Psychology,* 15(5), p.398-402.

Mistillis, N. & Dwyer, L.(1999). Tourism gateways and regional economies-the distributional impacts of MICE, *The International Journal of Tourism,* 1(6), p.441-457.

Mittal, V., Ross, W.T. & Baldasare, P.M.(1998). The asymmetric impact of negative and positive attribute-level performance on overall satisfaction and repurchase intentions. *Journal of Marketing,* 62(1), p.33-47.

Mukherji, J.(2000). *Understanding goal-directed behaviors-the role of intergenerational, social network, and media influences,* USA, The University of Memphis.

Nitzl, C.(2016). The Use of Partial Least Squares Structural Equation Modelling (PLS-SEM) in Management Accounting Research: Directions for Future Theory Development. *Journal of Accounting Literature,* 37, p.19-35.

OECD Tourism Trends and Policies(2012): https://books.google.co.kr/books?id=lh4E3UUpzlcC&pg=PA230&lpg=PA230&dq=MICE+policy+Korea&source=bl&ots=uRte-2ZKPI&sig=2foz5vdQdkr8Hy3p1oQk4jrU_0Y&hl=ko&sa=X&ved=0ahUKEwi-hMun84rQAhXJv7wKHYjeAmYQ6AEIVTAH#v=onepage&q=MICE%20policy%20Korea&f=false.

Oliver, R.L.(1997). *Satisfaction: A Behavioral Perspective on the Consumer.* McGraw-Hill, New York.

Oppermann, M.(1995). Travel life cycle. *Annals of Tourism Research,* 22(3), p.535-552.

Oppermann, M.(1997). First-time and repeat visitors to New Zealand. *Tourism Management.* 18(3). p.177-181.

Ouellette, J.A. & Wood, W.(1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin,* 124(1), p.54-74.

Park, J.,Stoel, L. & Lennon, S.J.(2008). Cognitive, affective and conative responses to visual simulation: the effects of rotation in online product presentation. *Journal of Consumer Behaviour,* 7(1), p.72-87.

Perugini, M. & Bagozzi, R.P.(2001). The role of desires and anticipated emotions in goal-directed behaviors: broadening and deepening the theory of planned behavior. *British Journal of Social Psychology,* 40(1), p.79-98.

Perugini, M. & Bagozzi, R.P.(2004b). *An alternative view of pre-volitional processes indecision-making: conceptual issues and empirical evidence.* In: Haddock, G.,Maio, G.R. (Eds.), Contemporary Perspectives on the Psychology of Attitudes. Psychology Press, Hove, UK, p.169-201.

Perugini, M., & Bagozzi, R.P.(2004a). The distinction between desires and intentions. *European Journal of Social Psychology,* 34, p.69-84.

Petty, R.E., Unnava, R.H. & Strathman, A.J. (1991). Theories of attitude change. In T.S. Robertson, & H.H. Kassarjin (Eds.), *Handbook of consumer behavior.* Englewood Cliffs, NJ: Prentice Hall. p.241-280.

Petrick, J.F.(2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research,* 42(4), p.397-407.

Prestwich, A., Perugini, M. & Hurling, R.(2008). Goal desires moderate intention behavior relations. *British Journal of Social Psychology,* 47(1), p.49-71.

Prime travel & tour(2015). Incentive Travel ? What Are The Benefits? http://www.primetravel.com.sg/incentive-travel.html

Radcliffe, M.(2004). Jeju Island Borderless, Natural & Peaceful. *BUSINESS KOREA,* 244(21).

p.26-29.
Ramjit, D.(2016). *Event Management and MICE.* Department of Tourism Studies, Central University of Kashmir
Ravina, M.(2010). Introduction: conceptualizing the Korean Wave. Magazine Back Issues & Reference. Retrieved from http://findarticles.com/p/articles/mi_7066/is_31/ai_n45060645/
Rayan, C.(2002). From motivation to assessment. In C. Rayan (Ed.), *The tourist experience*. London: Continuum. p.58-77.
Reisinger. Y. & Mavondo, F.(2005). Travel anxiety and intentions to travel internationally: implications of travel risk perception. *Journal of Travel Research,* 43(3), p.212-225.
Ressler, N.(2004). Rewards and punishments, goal-directed behavior and consciousness, *Neuroscience and Biobehavioral Reviews,* 28(1), p.27-39.
Richmond, B.J., Bouret, S. & Ravel, S. (2011). The dynamics of cost and benefit representations by noradrenaline and dopamine neuronal activity, and their relation to goal-directed behavior, *BMC Neurosci,* 12(1) p.262.
Richter, N.F.,Sinkovic, R.R., Ringle, C.M. & Schlagel, C.(2016). A Critical Look at the Use of SEM in International Business Research. *International Marketing Review,* 33(3), p.376-404.
Ringle, C.M., Sarstedt, M. & Straub, D.W.(2012). A critical look at the use of PLS-SEM in MIS quarterly. *MIS Quarterly,* 36(1), p.iii-xiv.
Rogers, E.M.(2003). *Diffusion of Innovations,* NY, Free Press, New York.
Ruble, L.A.(2001). Analysis of social interactions as goal-directed behaviors in children with autism, *Journal of autism and developmental disorders,* 31(5), p.471-482.
Seo, H.R.(2014). A comparative study on the MICE industry promotion and local government's policies- focused on Seoul and Busan, Korea Rep, University of Seoul.
Seoul Meetropolitan Goveernment: http://english.seoul.go.kr/policy-information/culture-tourism/tourism/2-mice-industry/.
Seoul Metropolitan Government(2016): http://webzine.miceseoul.com/seoul-captures-4th-place-in-uia-international-meetings-cities-rankings/.
Seoul Metropolitan Government.(2017). http://www.seoul.go.kr/main/index.html
Shanghai Daily(2016), Booming MICE sector in Shanghai and Hainan: http://www.shanghaidaily.com/feature/mice/Booming-MICE-sector-in-Shanghai-and-Hainan/shdaily.shtml.
Sharma, S., Mukherjee, S., Kumar, A. & Dillon, W.R.(2005). A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models. *Journal of Business Research,* 58(1), p.935-943.
Sheppard, B.H., Hartwick, J. & Warshaw, P.R.(1988). The theory of reasoned action: a meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research.* 15(3), p,325-343.
Singapore Tourism Board(2016): http://www.yoursingapore.com/mice/en/bulletin-board/singapore-excels/overview.html.
Sohn, Y.K., Cronin, S.J., Brenna, M. & Smith, I.E.M.(2012). Ilchulbong tuff cone, Jeju Island, Korea, revisited: A compound monogenetic volcano involving multiple magma pulses, shifting vents, and discrete eruptive phases. *Geological Society of America bulletin,* 124(3-4). p.259.
Song, H., You, G.J.,Reisinger, Y. & Lee, C.K.(2014). Behavioral intention of visitors to an oriental medicine festival-an extended model of goal directed behavior, *Tourism Management,* 42, p.101-113.

Song, H.J.(2010). Understanding casino visitor's decision-making processes within the perspective of responsible gambling: an application of the model of goal-directed behavior. Doctoral dissertation. *Available from Dissertation Express database*. UMI No. 3419298.

Song, H.J., Geun, J.Y., Yvette, R., Choong, L.K.& Seung, K.L.(2013).Behavioral intention of visitors to an Oriental medicine festival: An extended model of goal directed behavior. *Tourism management,* 42(2013), p.101-113.

Song, H.J., Lee, C.K., Kang, S.K. & Boo, S.J.(2012). The effects of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior, *Tourism Management,* 33(6), p.1417-1428.

Supanat, C.(2012) Application of the Theory of Reasoned Action to On-line Shopping.

Syrjala, A., Niskanen, M.C. & Knuuttila, M.L.(2002). The theory of reasoned action in describing tooth brushing, dental caries and diabetes adherence among diabetic patients. *Journal of Clinical Periodontology,* 29(5), p.427-432.

Tabachnick, B.G. & Fidell, L.S.(2007). *Using Multivariate Statistics (5th ed.)*. New York: Allyn and Bacon.

Taylor, S.A.(2007). The addition of anticipated regret to attitudinally based, goal-directed models of information search behaviours under conditions of uncertainty and risk. *British Journal of Social Psychology,* 46(4), p.739-768.

Taylor, S.A.,Ishida, C.& Wallace, D.W.(2009). Intention to engage in digital piracy: a conceptual model and empirical test. *Journal of Service Research,* 11(3), p.246-262.

The Korea MICE Bureau website(2016): at www.koreaconvention.org.

The Korea Times(2016). Fostering Korea's MICE industry : http://www.koreatimes.co.kr/www/news/biz/2015/08/123_184905.html.

The World Bank(2016): http://data.worldbank.org/indicator/ST.INT.ARVL?locations=BE&name_desc=false.

Thurstone, L.L.(1928). Attitudes can be measured. *American Journal of Sociology,* 33, p.529-554.

Triandis, H.C.(1977). *Interpersonal behavior*. Monterey, CA: Brooks/Cole Publishing Company.

UIA(2013), 2012 Statistics for the Status of Hosting International Conferences.

Um, S., Chon, K. & Ro, Y.(2006). Antecedents of revisit intention. *Annals of Tourism Research,* 33(4), p.1141-1158.

Union of International Associations (UIA)(2016), International Meetings Statistics Report for 2015.

Valle, P.O. & Assaker, G.(2016). Using Partial Least Squares Structural Equation Modeling in Tourism Research: A Review of Past Research and Recommendations for Future Applications. *Journal of Travel Research,* 55(6), p.695-708.

Wang, D.(2004). Tourist behavior and repeat visitation to Hong Kong. *Tourism Geographies,* 6(1), p.99-118.

White Paper on Tourism in Japan(2015).

White, P.A. (1991). Ambiguity in the internal/external distinction in causal attribution. *Journal of Experimental Social Psychology,* 27(3), p.259-270.

Willaby, H.,Costa, D., Burns, B., MacCann, C. & Roberts, R.(2015). Testing Complex Models with Small Sample Sizes: A Historical Overview and Empirical Demonstration of What Partial Least Squares (PLS) Can Offer Differential Psychology. *Personality and Individual Differences,* 84, p.73-78.

Wong, K.K.(2011). Review of the book Hand book of Partial Least Squares: Concepts, Methods and Applications, by V. Esposito Vinzi ,Chin, W. W., Henseler, J.& Wang,

H.(Eds). *International Journal of Business Science & Applied Management,* 6(2). p.52-54.

Wu, E., Law, R. & Jiang, B.(2010). The impact of infectious diseases on hotel occupancy rate based on independent component analysis. *International Journal of Hospitality Management,* 29(4), p.751-753.

Wu, J.H. & Xiao, X.(2012). Pattern and policies of Mainland China's MICE industry, *Scientific Research,* 1(2), p.5-8.

Wu, L.F.(2014). The comparison of employee value proposition between MICE industry and MICE higher education in China-based on TEFI value set, *International Journal of Innovation, Management and Technology,* 5(5), p.358-361.

Yuan, J. & Jang, S.(2008). The effects of quality and satisfaction on awareness and behavioral intentions: exploring the role of a wine festival. *Journal of Travel Research,* 46(3), p.279-288.

Zhu, L.Q.(2009). A Study on the Customer Satisfaction effect influenced by the Service Quality of Korean Restaurants in Seoul: Focused on Chinese Tourists. LiqingZhu Department of Hospitality& Tourism Management, Sejong University.

# APPENDIX A

## MICE Participants' Behavior Model of Revisit Intention : Comparing Jeju, Seoul and Shanghai

Dear Participant

I'm a Doctoral student in tourism management of Jeju National University(Korea), to fulfill the requirements of the doctoral thesis related to **MICE Participants' Revisit Intention.**

I would kindly ask you to participate in this survey.

This survey aims to assess your opinions about general issues related to MICE destination. Your personal information will be strictly confidential and anonymous.

I would very much appreciate it if you would answer all of the questions carefully,

Thankings for your time and help!

Sincerely,

**Researcher: Hong-Fei Bao (baohongfei@naver.com)**

**Advisor: Dr. Sung-Hwa Hong**

* In this study, the definition of MICE is a comprehensive concept based on **meeting, convention and event.**

**Meeting :** government seminars, business seminars, academy seminars, etc.
**Convention :** large-scale meetings held by academy, industry, party, etc.
**Event :** festivals, international exhibition, trade fairs, sporting events , etc.

**What kind of MICE event did you participated in?** (You may choose more than one options)
① Meeting ② Convention ③ Event

## Part 1

Please read each item carefully and circle the appropriate number that indicates how much you agree or disagree with each of **the MICE destination statements**.

**1=strongly disagree, 2=disagree, 3=slightly disagree, 4=neutral, 5=slightly agree, 6=agree, 7=strongly agree**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Attitude** | | | | | | | | |
| 1 | I think revisit the MICE destination is a positive behavior | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 2 | I think revisit the MICE destination is a valuable behavior | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 3 | I think revisit the MICE destination is a beneficial behavior | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 4 | I think revisit the MICE destination is a necessary behavior | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **Subjective Norm** | | | | | | | | |
| 5 | Most people who are important to me will agree with that I revisit the place | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 6 | Most people who are important to me will support that I revisit the place | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 7 | Most people who are important to me will understand that I revisit the place | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 8 | Most people who are important to me will recommend that I revisit the place | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **Perceived Behavioral Control** | | | | | | | | |
| 9 | I am confident that if I want, I can revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 10 | I am capable of revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 11 | I have enough resources (money) to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 12 | I have enough time to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **Desire** | | | | | | | | |
| 13 | I would like to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 14 | I want to have fun when I revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 15 | I hope to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 16 | I want to experience an unforgettable memory when I revisit the place | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **Behavioral Intention** | | | | | | | | |
| 17 | I will make an effort to revisit the MICE destination in the near future | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 18 | I have an intention to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 19 | I am willing to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 20 | I am willing to spend time and money to revisit the MICE destination | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

## Part 2

This part is about your **participation characteristics** of the MICE destination. Please mark the most appropriate answer.

| Activity | ① Only MICE | ② MICE + Tourism |
|---|---|---|
| Duration of stay | ① 1 day ② 2~3days ③ 4~5days ④ 6~7days ⑤ Over 7days | |
| No. of Companions (include yourself) | ① Alone ② 2~3 ③ 4~5 ④ 6~7 ⑤ Over 7 | |
| Cost(Self-paid) | ① Less than $501 ② 501~$1,000 ③ 1,001-$1,500<br>④ $1,501~$2,000 ⑤ Over $2,000 | |
| The MICE destination visit totals | ① 1time ② 2times ③ 3times ④ 4times ⑤ Over 4times | |

## Part 3

This part is about your **demographic information (strictly confidential and anonymous).** Please mark the most appropriate answer.

| | |
|---|---|
| **Country** | Name of country:_____ |
| **Gender** | ① Male ② Female |
| **Age** | ① 21~30 ② 31~40 ③ 41~50 ④ Over 50 |
| **Education(plural response)** | ① High School or Less ② College Degree ③ Bachelor Degree<br>④ Master Degree ⑤ Doctor Degree ⑥ Study aboard |
| **Occupation** | ① Government Officer ② Professional (Professor, Doctor, Lawyer, Researcher, Teacher, etc.)<br>③ Self-Employed ④ Business Executive Officer<br>⑤ Sales/Service ⑥ Technician/Engineer<br>⑦ Student ⑧ Others |
| **Annual Income** | ① Less than $20,001 ② $20,001-$40,000 ③ $40,001-$60,000<br>④ $60,001-$80,000 ⑤ $80,001-$100,000 ⑥ Over $100,000 |

## Part 4

Please freely describe your **any necessary improvements** in MICE and tourism services for future intention.

# APPENDIX B

## MICE 참가자의 재방문 의도에 대한 행동모델 비교연구: 제주, 상하이, 서울을 대상으로

안녕하십니까?

저는 제주국립 대학교 관광경영학과 박사과정 학생입니다. 저의 박사논문의 연구 주제는 "**MICE 참가자의 재방문의도에 대한 연구**"입니다. 바쁘신 데도 불구하고 본 설문조사에 응해주셔서 감사합니다.

본 설문지는 박사논문 연구를 위하여 작성되었습니다. 응답내용은 통계처리에 의한 연구목적으로만 사용되며, 개인정보는 철저하게 보호됩니다.

**2017 년 01월**

**지도교수 제주대학교 관광경영학과 홍 성 화**

**연구자 제주대학교 관광경영학과 포 홍 비**

* 본 연구에서 MICE의 정의는 **회의, 컨벤션, 이벤트**를 **통칭**하는 개념이다.

**회의 (Meeting)** : 연수회, 학습회, 세미나, 정부, 기업 등의 대내외 세미나
**컨벤션 (Convention)** : 대회의 성격을 지닌 학회, 업계, 정당 등의 전국대회나 국제회의
**이벤트 (Event)** : 축제, 국제전시, 무역 박람회, 운동 이벤트 등

**참가하신 ＭＩＣＥ 행사의 유형은 무엇입니까?** (중복선택 가능)
① 회의 ② 컨벤션 ③ 이벤트

## Part 1

다음은 이 **MICE 목적지 재방문**에 대한 **태도, 주변사람들의 의견, 지각된 행동통제감, 재방문 열망 및 재방문의도**에 대한 질문 항목입니다. 각 항목에 대하여 해당되는 부분에 "√"표하여 주시기 바랍니다.

1=전혀 그렇지 않다, 2=그렇지 않다, 3=약간 그렇지 않다, 4=보통, 5= 약간 그렇다, 6=그렇다, 7=매우 그렇다

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **태도** | | | | | | | | |
| 1 | 이곳에 재방문하는 것은 긍정적인 행동이라고 생각한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 2 | 이곳에 제방문하는 것은 가치 있는 행동이라고 생각한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 3 | 이곳에 재방문하는 것은 유익한 행동이라고 생각한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 4 | 이곳에 재방문하는 것은 필요한 행동이라고 생각한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **주관적 규범** | | | | | | | | |
| 5 | 나의 주변 사람들은 내가 이곳을 재방문 하는 것을 찬성해 줄 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 6 | 나의 주변 사람들은 내가 이곳을 재방문 하는 것을 지지해 줄 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 7 | 나의 주변 사람들은 내가 이곳을 재방문 하는 것을 이해해 줄 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 8 | 나의 주변 사람들은 내가 이곳을 재방문 하는 것을 추천해 줄 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **지각된 행동통제감** | | | | | | | | |
| 9 | 나는 이곳에 재방문 할 수 있는 자신이 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 10 | 나는 이곳에 재방문 할 수 있는 능력이 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 11 | 나는 이곳에 재방문 할 수 있는 경제력이 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 12 | 나는 이곳에 재방문 할 수 있는 시간이 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **재방문 열망** | | | | | | | | |
| 13 | 나는 이곳에 재방문을 원한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 14 | 나는 이곳에 재방문할 때 즐겁게 지내고 싶다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 15 | 나는 이곳에 재방문을 희망한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 16 | 나는 이곳에 재방문할 때 좋은 기억을 남기고 싶다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **재방문 의도** | | | | | | | | |
| 17 | 나는 향후 이곳에 재방문하기 위해 노력할 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 18 | 나는 향후 이곳에 재방문 할 의도가 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 19 | 나는 향후 이곳에 기꺼이 재방문 할 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 20 | 나는 향후 이곳에 재방문을 위해 금전과 시간을 투자할 용의가 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

## Part 2

다음은 귀하의 MICE목적지를 **참가 특성**에 관한 질문입니다.

| 참가 종류 | ① MICE | | | ② MICE + 관광 | |
|---|---|---|---|---|---|
| 기간 | ① 1일 | ② 2~3일 | ③ 4~5일 | ④ 6~7일 | ⑤ 7일 이상 |
| 동반자 수 (본인 포함) | ① 혼자 | ② 2~3명 | ③ 4~5명 | ④ 6~7명 | ⑤ 7명 이상 |
| 비용 (자비 부분만) | ① 51만원 이하 | | ② 51~100만원 | | ③ 101~150만원 |
| | ④ 151~200만원 | | ⑤ 200만원 이상 | | |
| 이 MICE 목적지 방문 총 횟수 | ① 1회 | ② 2회 | ③ 3 회 | ④ 4 회 | ⑤ 4 회 이상 |

## Part 3

다음은 귀하의 **일반적 특성**에 관한 문항입니다. **(개인정보는 철저하게 보호됨).**

| 국 가 | 국가이름:_____ | | |
|---|---|---|---|
| 성 별 | ① 남성 | ② 여성 | |
| 연 령 | ① 21~30 | ② 31~40 | ③ 41~50 | ④ 50 이상 |
| 학 력 (중복선택 가능) | ① 고등학교 및 이하 | ② 전문대 | ③ 4년제 대학교 |
| | ④ 석사 | ⑤ 박사 | ⑥ 유학 경력 |
| 직 업 | ① 공무원 | ② 전문직 (교수, 의사, 변호사, 연구원, 선생 등) | |
| | ③ 자영업 | ④ 관리직 | |
| | ⑤ 판매/서비스직 | ⑥ 기술직/엔지니어 | |
| | ⑦ 학생 | ⑧ 기타 | |
| 연 봉 | ① 2,301만원 이하 | ② 2,301~4,600만원 | ③ 4,601~6,900만원 |
| | ④ 6,901~9,200만원 | ⑤ 9,201~1억1,500만원 | ⑥ 1억1,500만원 이상 |

## Part 4

이 **MICE 목적지**에 대한 더 하시고자 하는 말씀이 있다면 말씀해주세요.

# APPENDIX C

## MICE 参加者再访行为模型的研究：以济州，首尔，上海为中心

您好！

我是济州国立大学观光经营学院博士生。我的博士论文研究课题是关于“**MICE参加者再访意图的研究**”。感谢您百忙之中抽空做此份调查问卷！

本次问卷结果将进行统计处理，只用于研究工作。问卷中的结果也将严格保密。

2017 年 01月

指导教授 济州国立大学观光经营学院 洪 圣 华

研究者 济州国立大学观光经营学院 包 红 飞

* 本研究中将MICE定义为**会议，大型会议，节事活动**的统称。

**会议（Meeting）**：讨论会，研讨会，政府，企业等的会议
**大型会议（Convention）**：具有大型会议特性的学会，业界，政党等全国大会或国际会议
**节事活动（Event）**：庆典，国际展览会，贸易博览会，运动会等

您所参与的活动属于MICE中的哪个类型？（可多选）

① 会议 ② 大型会议 ③ 节事活动

## Part 1

以下是关于MICE举办地再访问的态度，周边人的意见，控制因素，再访渴望和再访意图的问题。请在最符合您想法程度的选项上打 "√".

1 = 完全不赞成， 2 = 不赞成， 3 = 有点不赞成， 4 = 一般， 5 = 有点赞成， 6 = 赞成， 7 = 非常赞成

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **态度** | | | | | | | | |
| 1 | 我认为再访问这个MICE举办地是积极的行为。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 2 | 我认为再访问这个MICE举办地是有价值的行为。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 3 | 我认为再访问这个MICE举办地是有益的行为。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 4 | 我认为再访问这个MICE举办地是必要的行为。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **主观规范** | | | | | | | | |
| 5 | 如果我再访问这个MICE举办地，我周边的朋友或家人会赞成。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 6 | 如果我再访问这个MICE举办地，我周边的朋友或家人会支持。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 7 | 如果我再访问这个MICE举办地，我周边的朋友或家人会理解。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 8 | 如果我再访问这个MICE举办地，我周边的朋友或家人会推荐。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **控制因素** | | | | | | | | |
| 9 | 对于再访问这个MICE举办地，我有足够的自信。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 10 | 对于再访问这个MICE举办地，我有足够的能力。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 11 | 对于再访问这个MICE举办地，我有足够的经济实力。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 12 | 对于再访问这个MICE举办地，我有足够的时间。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **再访问渴望** | | | | | | | | |
| 13 | 我想再访问这个MICE举办地。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 14 | 我想再访问这个MICE举办地的时候能很享受。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 15 | 我希望再访问这个MICE举办地。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 16 | 我想再访问这个MICE举办地的时候能留下美好的记忆。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| **再访问意图** | | | | | | | | |
| 17 | 我会为了再次访问这个MICE举办地而努力。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 18 | 我有再访问这个MICE举办地的意向。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 19 | 我很渴望再访问这个MICE举办地。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 20 | 我有意向为了再次访问这个MICE举办地而投入金钱和时间。 | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

## Part 2

以下是关于MICE举办地的活动**参加特性**的问题。请在最符合的选项上打 "√"。

| 参与活动 | ① MICE | ② MICE + 旅游 | | | |
|---|---|---|---|---|---|
| 时间 | ① 1天 | ② 2~3天 | ③ 4~5天 | ④ 6~7天 | ⑤ 7天以上 |
| 同行者人数<br>(包括自己) | ① 自己 | ② 2~3人 | ③ 4~5人 | ④ 6~7人 | ⑤ 7人以上 |
| 费用<br>(指自费部分) | ① ¥3501 以下 | ② ¥3501~¥7000 | ③ ¥7001~¥10500 | | |
| | ④ ¥10501~¥14000 | ⑤ ¥14000 以上 | | | |
| 访问这个MICE举办地的总次数 | ① 1次 | ② 2次 | ③ 3 次 | ④ 4 次 | ⑤ 4次以上 |

## Part 3

以下是关于您**一般特性**的问题（严格保密）。请在最符合的选项上打 "√"。

| 国 家 | 国家名称:_____ (请填写) | | | |
|---|---|---|---|---|
| 性 别 | ① 男 | ② 女 | | |
| 年 龄 | ① 21~30 | ② 31~40 | ③ 41~50 | ④ 50 以上 |
| 学 历 | ① 高中及以下 | ② 专科 | ③ 本科 | |
| | ④ 硕士 | ⑤ 博士 | ⑥ 留学经验 | |
| 职 业 | ① 公务员 | ② 专业类 (教授，医生，律师， 研究员，教师等) | | |
| | ③ 个体户 | ④ 管理类 | | |
| | ⑤ 销售/服务业 | ⑥ 技术类/工程师 | | |
| | ⑦ 学生 | ⑧ 其它 | | |
| 年 薪 | ① ¥140,001 以下 | ② ¥140,001~ ¥280,000 | ③ ¥280,001~ ¥420,000 | |
| | ④ ¥420,001~ ¥560,000 | ⑤ ¥560,001~ ¥700,000 | ⑥ ¥700,000 以上 | |

## Part 4

如果您对这个**MICE举办地**有什么想法和建议, 请您写下.

# KOREAN ABSTRACT

## MICE 참가자의 재방문 의도에 대한 행동모델 비교연구: 제주, 서울, 상하이를 대상으로

포 홍 비
제주대학교 대학원 관광경영학과

회의(Meeting), 인센티브(Incentive), 컨퍼런스(Conference), 전시회 및 행사(Exhibitions or events)로 정의되는 MICE는 관광업의 유형 중 하나다. 지난 십여년 간 MICE 산업은 괄목할 만한 성장을 거두었으며 오늘날 사실상 세계적인 수준이 되었다. 특히 아시아 태평양 지역에서 MICE의 빠른 증가는 이미 세계의 주목을 받고 있다.

일부 국가들은 MICE 부문에 크게 의존하고 있다. 싱가폴 관광업 수익의 약 30%는 MICE에서 나오며, 말레이시아는 만나고 경험하세요(Meet and Experience)캠페인과 같은 제도를 운영함으로써 MICE 시장을 구체적으로 겨냥하고 있다. 일본 정부와 여행 당국 또한 국제 항공편 승객 4천만명을 2020년까지 달성하겠다는 종합적인 노력의 일부로서 MICE 부문의 기회를 촉진하고 싶어한다. 관광업의 중요한 한 부분으로서, MICE는 관광업 업계 소득의 거대한 부분을 차지하며 아시아 국가에서 엄청난 중요성을 지닌다. 따라서 MICE 산업을 연구하는 것은 중요한 일이다. 본 연구에서는 제주, 서울, 상하이가 분석되었는데, 이는 이 도시들이 인기 있는 MICE 관광지일 뿐만 아니라 다양한 유형의 MICE 관광지를 가지고 있기 때문이기도 하다.

학계에서 국제 MICE 산업 간의 비교는 여전히 부족하다. 게다가 한국과 중국은 지리적으로 가까우며 비슷한 문화를 가지고 있다. 따라서 두 국가의 MICE 산업에 대한 본 비교 연구는 의미가 있다. 상하이는 국제 도시이며 서울은 한국 문

화와 현대 문화가 공존하는 곳이고, 제주는 풍부한 천연 자원이 있는 인기 있는 관광 도시이다. 이러한 세 종류의 MICE 관광지를 비교함으로써 각각의 장단점을 연구하여 아시아 시장을 세계적으로 공동 개발하는 데 활용할 수 있다.

관광객들은 서로 다른 목적을 가지고 있으나, MICE 참가자들은 여가 관광을 넘어선 목적을 가지고 있으며 사실상 비즈니스로 인해 여행을 하는 이들이다. 이 MICE 참가자들은 그 MICE 활동을 통해 관광업 및 접객업의 다양한 부분과 연결되어 있다. 그들의 활동이 직업을 만들어내고, 가격을 수정하고, 소득을 증대시키는 등이다. 따라서 그 자산이 지역사회에 직접적인 영향을 미칠 수 있는 MICE 참가자에 대한 본 연구는 MICE 활동을 위한 더 나은 전략을 개발하고 참가자의 니즈에 맞추어 그 프로그램을 조정하는 데 기여할 수 있을 것이다.

관광객들의 구매 행동을 완벽하게 이해하고 그들의 미래 구매 의도를 예측하기 위해서는 재방문 의사(revisit intention)를 평가하는 것이 대단히 중요한데, 이것이 본 논문의 연구의 요점이다. 재방문 의사는 경쟁 시장에서의 중요한 연구 주제로서 강조되어 왔다. 이와 유사하게 MICE 산업에서도 재방문 의사에 영향을 미치는 요인들에 관한 비평적 분석 및 심도 있는 연구는 다시 돌아오는 고객들을 위해 MICE 시장을 개선시키는 것에 대한 토대를 제공할 수 있다. 또한 본 논문은 제주, 서울, 상하이를 비교함으로써 MICE 참가자들의 재방문 의사가 서로 다른 MICE 관광지에 따라 차이가 있는지 여부를 파악하려 시도한다.

현재 문헌에서 많은 연구들은 계획된 행동 이론(TPB)이나 목표 지향적 행동(MGB) 이론을 검증하여 관광객의 방문 혹은 재방문 의사를 탐색하는 데 중점을 둔다. 계획된 행동 이론은 어떠한 구체적인 행동을 하는 사람들의 의도를 연구하는 데 있어 가장 영향력 있고 유명한 개념적 틀 중 하나이며, 여러 연구에서 다양한 유형의 관광에 참여하거나 여러 목적지를 방문하는 관광객의 의도를 예측하고 설명하기 위해 계획된 행동 이론을 적용하였다. 이들 중 대부분은 계획된 행동 이론을 지지하는 것으로 나타났으며, 이는 관광객의 의도와 여행 행동에 대한 우리의 이해를 증진시킬 수 있다. MGB 또한 그 우수한 예측력 덕분에 잠재적 관광객의 의사 결정, 느린 관광객들의 의도 등 관광업 연구에 적용되어 왔다.

TPB 체계에는 행동에 대한 태도, 주관적 규범, 지각된 행동 통제감이라는 세 가지 변수가 있다. 이 세 가지 변수는 '행동 의도'의 형성으로 이어진다. 이와는

반대로, MGB는 태도, 주관적 규범, 지각된 행동 통제감을 중재하는 의도의 주요 예측자로서의 열망의 역할에 관한 것이다. 제주, 서울, 상하이가 서로 다른 유형의 MICE 관광지이기 때문에, 이해타산에 의한 MICE 참가자들의 재방문 의도는 명확할 수도 있고, 그렇지 않을 수도 있다. 따라서 본 논문에서는 서로 다른 MICE 관광지에 대한 MICE 참가자의 재방문 의도를 검증하기 위해 이 두 모형의 공통적인 부분을 통합하였다. 1) 재방문 태도, 재방문 주관적 규범, 재방문 지각된 행동 통제감 모두가 직접적으로 재방문 열망이 없는 재방문 의도로 이어지거나, 혹은 2) 재방문 태도, 재방문 주관적 규범, 재방문 지각된 행동 통제감이 재방문 열망을 통하여 재방문 의도를 형성하거나, 3) 재방문 태도, 재방문 주관적 규범, 재방문 지각된 행동 통제감이 직접적으로 재방문 열망 및 재방문 의도로 동시에 이어진다.

본 논문은 또한 재방문 태도, 재방문 주관적 규범, 재방문 지각된 행동 통제감 간의 관계를 규명하려 시도한다. TPB와 MGB에서 이 세 변수는 독립 변수들로서 존재한다. 태도는 어느 정도의 찬성과 불찬성을 가지고 특정한 대상을 평가함으로써 표현되는 심리적 경향성으로 정의된다. 주관적 규범은 개인에게 중요하고 의사 결정에 영향을 미치는 타인의 의견을 말한다. 또한 지각된 행동 통제감은 수행된 행동이 얼마나 쉽거나 어려울지에 대한 개인의 믿음으로 정의된다. 그러나 본 논문에서는 인지 부조화와 자기 설득 이론에 기반하여, MICE 참가자들의 재방문 주관적 규범과 재방문 지각된 행동 통제감 또한 MICE 참가자들의 재방문 태도에 영향을 받는 종속 변수가 될 수 있다고 가정하였다. 이러한 관계에 기반하여, 본 논문은 MICE 참가자들의 서로 다른 목적지에 대한 재방문 태도와 타인의 의견 및 재방문의 어려움에 대한 지각에 영향을 미치는 방식을 규명하는 것을 목표로 한다.

이 세 도시의 MICE 참가자들의 차이를 비교하는 것에 더하여, 태도, 주관적 규범, 지각된 행동 통제감 간의 새로운 관계를 나타내는 통합된 모형을 검증하는 것이 본 논문에 있어 또 하나의 중요한 목적이다.

일반적으로 모형을 결정하기 위해서는 하나의 방식만이 사용된다. 본 논문에서는 적절한 연구 모형을 파악하기 위해 모든 표본에 대해 CB-SEM이 사용되며, 재방문 의도의 차이와 연구 모형에서 이에 영향을 미치는 요인들을 비교하기 위

해 세 지역의 표본에 대하여 PLS-SEM이 사용될 것이다.

본 연구의 목적은 다음과 같다. 첫째, 문헌 고찰에서 MICE의 개념에 대해 설명하고, 본 연구를 위한 기본 모형들인 계획된 행동 이론(TPB)에서부터 목표 지향적 행동 모형(MGB)까지의 행동 모형 발전에 대해 소개한다. 본 연구에서는 계획된 행동 이론 모형(TPB)과 목표 지향적 행동 모형(MGB)을 통합하는 연구 모형을 제시한다. 이는 행동 의도를 다른 시각에서 이해하고 현존하는 이론을 탐색할 것으로 예상된다. 둘째, AMOS 18.0(CB-SEM)을 이용하여 연구 모형을 검증한다. 구체적으로는 MICE 상품에 대한 연구 모형의 적용 가능성을 검토한다. 이와 동시에, 태도, 주관적 규범, 지각된 행동 통제감이 재방문 의도에 미치는 영향을 검증하고, 재방문 의도에 대한 태도, 주관적 규범, 지각된 행동 통제감의 열망에 미치는 미디어 효과를 검증한다. 또한 태도, 주관적 규범, 지각된 행동 통제감 간의 관계를 연구한다. 셋째, SmartPLS 3.0(PLS-SEM)을 사용하여 제주, 서울, 상하이 간을 비교하고, 또한 상하이, 서울, 제주에 대한 재방문 태도, 주관적 규범, 지각된 행동 통제감, 열망 및 행동 의도 간의 서로 다른 관계를 습득하기 위한 분석을 한다. 이는 MICE 관광지에 중점을 둔 새로운 모형 확립 뿐만 아니라, 학문적 영역에서의 MICE 산업에 대한 국제적인 비교를 보완하여 한국과 중국에서 MICE 분야를 더욱 활성화시키기 위한 유용한 함의를 제공하는 것을 목표로 한다.

결과로부터 세 도시 모두로부터 수용된 가설 세 가지는 다음과 같다. 재방문 지각된 행동 통제감은 재방문 열망과 재방문 의도 모두에 직접적인 영향을 미친다. 재방문 태도는 재방문 주관적 규범과 재방문 지각된 행동 통제감에 영향을 미친다. 재방문 열망은 재방문 의도에 영향을 미친다. 또한 세 도시에 대해 두 가지의 다른 채택 가설들이 있는데 다음과 같다. 제주의 경우, 재방문 태도가 재방문 열망 및 재방문 의도 둘 모두에 대해 직접적 영향을 미쳤다; 재방문 주관적 규범은 재방문 의도에 직접적 영향을 미쳤으나 재방문 열망에 대해서는 직접적 영향을 미치지 않았다. 서울의 경우, 재방문 태도는 재방문 의도에 영향을 미쳤으나 재방문 열망에는 영향을 미치지 않았다; 재방문 주관적 규범은 재방문 열망과 재방문 의도 모두에 직접적 영향을 미쳤다. 상하이의 경우, 재방문 태도가 재방문 열망에는 여향을 미쳤으나 재방문 의도에는 영향을 미치지 않았다. 재방문

주관적 규범은 재방문 의도에 직접적 영향을 미쳤으나 재방문 열망에는 직접적인 영향을 미치지 않았다.

---

키워드 : MICE참가자, 행동모델, 재방문의도, 국제비교, CB-SEM&PLS-SEM