Master's Thesis

A Comparative Study of Pre- and Post-visit Destination Image Variations of Jeju among Foreign Residents in South Korea.

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ABSTRACT[1]

Tourism is a spatial phenomenon. The destination is an essential geographical element of tourism where various kinds of tourist activities take place. Destination image meanwhile is an important factor that has a significant impact on potential and actual travelers' decision of choosing a specific place to travel as well as their future intentions regarding it. The formation of the destination image is a constant and continuous process that changes under various factors and circumstances. All travelers before their actual visit have certain expectations from the destination, based on perceived knowledge they obtain from several sources. Satisfaction formation happens after traveling to the destination and having on-site experience. The probability that tourists' return will increase if visitors were satisfied and their expectations have been met. Moreover, the chance that the person will recommend the destination they have visited to others or leave positive feedback on social media platforms increases as well. Foreign residents of any country are important investors to the economic and social life of the countries they reside in. Besides living an ordinary life, they travel within the country for work, leisure, and educational purposes. Jeju Island with its mild climate, beautiful, lush nature, honorable UNESCO Natural heritage site designation, and affordable flights from 12 cities within South Korea attracts both Koreans and foreigners who reside in South Korea. The number of foreign residents in South Korea keeps growing due to the increasing number of international students, professional and non-professional legal employees, and international marriages. For many foreigners who reside in South Korea, Jeju is a must-visit destination. Jeju island is popular to extent that advertisements and photographs of it can be seen in airports, subway stations and many other public places all around South Korea. This creates a specific image in people's minds that makes them want to travel to Jeju. Therefore, during long weekends or regular holidays, many foreign residents from different parts of South Korea travel to Jeju Island. Based on previous studies and literature this research investigates pre- and post-trip destination image variations of Jeju that expat residents who live in different regions in South Korea, except Jeju Island. Data were obtained from social media platform groups for expats in South Korea as well as Instagram by distributing an online questionnaire. Overall, 217 samples were collected. The final results of this study will assist to create proper strategic plans and marketing tactics that will make Jeju Island more attractive to foreign residents in South Korea and also make the trip around the island more comfortable.

Keywords: destination image, pre-visit, post-visit, information sources, Jeju Island

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CHAPTER 1

INTRODUCTION

1.1 Research Background

It is a well-known fact that tourism is a spatial industry and it is a major part of the global economy (Lew, 2011)[2]. The living conditions of people around globe in recent years increased. Moreover, the economic life of people engaged in tourism around the world has also changed over the past few decades. With higher income, longer vacations, and affordable airfare, many choose to travel further from home. However, international tourism is only part of the larger tourism industry. Domestic tourism is growing, as is international tourism, and its remarkable economic value for the local population is undoubtable. In countries such as the United States, China's domestic travel market is larger and is expected to recover much faster and continue to grow following the easing of coronavirus-related restrictions (WTO, 2020)[3]. Domestic tourism activities are increasing in South Korea and regions out of the capital area receiving more domestic visitors, with Jeju as being one of the main hotspots of the country (Kang et al., 2014)[4]. Meanwhile, foreign residents of South Korea are part of Korean society and significantly contribute to the local economy alongside citizens of the country.

2020 started with a rapid spread of a new infectious disease - COVID19. Travel restrictions and a large-scale lockdown of countries around the world forced many people to stay home. Due to the successful policies undertaken by the South Korean government the spread of the virus was swiftly taken under control and the country was never under full lockdown. Moreover, domestic travels were never restricted, and people kept traveling across the country. Jeju Island, already a famous domestic tourism destination, became a resort to those who had time and desire to travel but could not afford it due to the ongoing situation in the world.

As a tourism destination, Jeju has the potential to attract both domestic visitors and international travelers. With frequent and affordable domestic flights, it is possible to easily fly to the island and enjoy its outstanding natural riches. What an island as a destination offers

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[2] Alan Lew (2011). "Tourism's Role in the Global Economy." *Tourism Geographies*, 13(1): pp.148-151
[3] Impact assessment of the COVID-19 outbreak on international tourism, WTO (2020)
https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism
[4] Sangoon Kang, Jinwon Kim, Sarah Nicholls (2014). "National Tourism Policy and Spatial Patterns of Domestic Tourism in South Korea." *Journal of Travel research*, 53(6): pp.791-804

upon arrival to its visitors is an important moment. Through various information sources or stimulus factors, potential tourists accumulate knowledge about the specific place and eventually a basic image of the destinations they are intended to travel to. How those information sources impact destination choice pattern is an important question in tourism marketing. Do different information sources affect people's pre-visit destination image and if yes how differently? Previous studies conducted by Gartner (1993)[5], Baloglu and McCleary (1999)[6], and Hanlan & Kelly (2005)[7] show that various information sources to which people are exposed before actual travel differently contribute to a potential visitor's destination image formation process.

After individuals travel to the destination the pre-visitation image tends to change under different circumstances. No matter how knowledgeable the individual is about the place a direct exposure to the destination strongly affects the initial image. It usually becomes more realistic and more complex because travelers have an opportunity to compare their pre-visit perceived images with what they can directly observe and experience at the destination (Gartner & Hunt 1987)[8]. Furthermore, the word that visitors will be ready to spread about the destination to others and future revisit intentions are often a direct reflection of their experiences there.

Many studies were hold in order to determine and assess destination images of the countries, regions, and cities. Well-presented attributes attract potential visitors, who are looking for particular elements of the destination for their holiday purposes. Likewise, the impact of general image on satisfaction is a common topic for destination marketers, but the variation of destination image attributes which happens prior and after the visit are not sufficiently studied yet. Up to this day, no study has been conducted to compare pre- and post-visit destination image changes, that ascertains strong and weak attributes of Jeju Island.

[5] Gartner W. (1993). "Image Formation Process." *Journal of Travel & Tourism Marketing*, 2(2-3): pp.191-216

[6] Baloglu, S. & McCleary, K.W. (1999). "A Model of Destination Image Formation." *Annals of Tourism Research* 35 (4): pp.11-15

[7] Hanlan, J., & Kelly, S. (2005). "Image formation, information sources and iconic Australian tourist destination. *Journal of Vacation Marketing* 11(2): pp. 163–177

[7] Gartner, W., & Hunt J. 1987 An Analysis of State Image Change over a Twelve-Year Period (1971– 1983). *Journal of Travel Research* 26(2): pp. 15–19.

1.2 Purpose of the research

Foreign residents are people who reside in countries other than their home country for any purpose other than tourism. The role of foreign residents in any country is significant. These people have been living in the country for some time and are familiar with local laws and customs. Moreover, foreign residents add economic value to the local community through consumer activities and paying taxes, and because of having a financial income, these people are also willing to take part in domestic tourism activities.

Ethnic diversity has been increasing in South Korea in recent years with the number of foreign residents constantly growing and Korean society is becoming relatively diverse and multicultural (Kim, 2009)[9]. International migrants choose Korea for various reasons. Being a country with a high-income economy is the main reason why so many international workers chose this country as their potential work destination. South Korea is also being an increasingly attractive destination choice for international students. Moreover, Korea's emerging policies to attract international students, as well as scholars, represent the country's effort to become an educational hub in the region. The number of international students steadily rises year after year. Many of these students enrolled in South Korean Universities through the 'Study Korea Project' and 'Global Korea Scholarship Program' (Jon, Lee & Byun, 2014)[10]. According to the report by the Ministry of Education, there were over 160,000 international students in South Korea in 2019. In February 2020, South Korea had the highest ever observed number of foreigners who were residing in the country that topped 2.5 million (Yonhap, 2020)[11]. Despite the increasing number of foreigners in the country, this fact did not receive proper recognition among scholars (Eom, Yu, & Han 2019)[12].

Jeju, the biggest island on the Korean peninsula is a major tourist attraction destination for both, locals and for international tourists. In 2002, local government adopted Jeju Free International City development strategy that aimed to make international movement of people to the island much easier (Kim, Choi & Lee, 2020)[13]. Well-developed infrastructure on the island made the destination attractive to potential visitors. Among local tourists who travel to

[9] Andrew Eungi Kim (2009). "Global Migration and South Korea: foreign Workers, Foreign Brides, and the Making of a Multicultural society." *Ethnic and Racial Studies*, 32(1): pp.70-92

[10] Lee J., Jae-Eun Jon & Kiyong Byun. (2014). "The Emergence of a Regional hub: Comparing International Student Choices and Experiences in South Korea." *Higher Education*, 67(5): pp. 691-710

[11] Yonhap, 2020, https://en.yna.co.kr/view/AEN20200217003000315

[12] Eom, T., Yu, J., & Han, H. (2019). "Medical tourism in Korea – recent phenomena, emerging markets, potential threats, and challenge factors: a review." *Asia Pacific Journal of Tourism Research,* 24(6): 563–573.

[13] Kim M., Kwang-Woong Choi & Lee Chang-Hun. (2020). "Overtourism in Jeju Island: The Influencing Factors and Mediating Role of Quality of Life." *The Journal of Asian Finance, Economics, and Business,* 7(5): pp.145-154

Jeju Island, there are also foreign residents who live in different cities of South Korea and travel to Jeju for different purposes during the period of their residency. There are also foreign residents who settled in Jeju to study or work. These residents account for 4 percent of Jeju's overall population. Their friends who live in Korea may travel to the island to visit them.

Despite being a valuable tourism destination, up to the day, the primary research on Jeju has been focused on measuring satisfaction and revisit intention of tourists and there are data - driven analyses on the perceptions or images of international tourists travelling to Jeju (Kim, K., et al., 2019)[14]. The behavior of foreign residents in the context of tourism in their resident countries is not a common topic for studies, compared to the social or political context. Foreign residents can motivate their friends and family members to travel to the country in which they currently reside. There is also a chance that after going back to their home these temporary residents may return in the future as tourists to their temporary residence countries (Dermetzopoulos et.al., 2009)[15]. In general, expatriates have a tremendous power to show a destination through their lens and vision that can be well accepted and enjoyed by other foreigners. What is so special about foreign residents is that they can share the attributes and characteristics of locals as well as foreign visitors in a wish to travel and explore place of residence (Bình Nghiêm-Phú; 2015)[16].

The main purpose of this research is to analyze the changes in perception of pre-visit and post-visit destination image attributes of Jeju among foreign residents of South Korea. This study will identify strong and weak attributes of Jeju Island and propose actions that should be taken in order to make Jeju more foreign resident friendly.

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[14] Kim, K., Park, O., Barr, J., & Yun, H. (2019). "Tourists' shifting perceptions of UNESCO heritage sites: lessons from Jeju Island-South Korea." *Tourism Review*. (74)1 pp.20-29

[15] Dermetzopoulos A., Bonarou C & E. Christou (2009). "Military Service, Destination Image and Repeat Visitation on a Greek Border Island." *Tourismos: An International Multidisciplinary Journal of Tourism*, 4(3): pp.127-147.

[16] Bình Nghiêm-Phú (2015). "Country Image, Country Attachment, Country Loyalty, and Life Satisfaction of Foreign Residents in Vietnam." *Tourism and Hospitality Research*, 16(4): pp.1-16

CHAPTER 2

LITERATURE REVIEW

2.1 Destination Image

2.1.1 Definition of Image

Human imagination is at the heart of the tourism industry. Tourists often imagine themselves in an exotic environment and imaginative realms. "Image" is one of the oldest and most frequently used terms in marketing and tourism. Word "Image" originates from the Latin word "imago" which means likeness, statue, and appearance. Over time the meaning of the image got vaster and became more abstract, despite the original meaning being more realistic and object-oriented. Abstract meaning represents something sensuous that we can imagine in our mind, at the same time something that we can neither touch nor see. Another meaning is a real object or person that we can observe, touch, feel such as a photographed photo or human (Baloglu & Brinberg, 1997)[17].

The concept of "image" has received vast attention among destination marketers and scholars starting from the early 1970. The image is a complex set of emotional and communicative perceptions, ideas, thoughts a person has about a product, place or destination (Kotler, Haider & Rein, 1993)[18]. Based on available information which has been collected and individually processed by consumer an image or so-called "mental-prototype" is being created in favor of specific place or a particular product or against it. The image is not always realistic and can be distorted sometimes, depending on type of processeed data. In some cases, however, an image can be even more significant than the reality, especially when speaking about intangible services, such as tourism (Gallarza et al., 2002)[19].

Images are constantly changing and being changed because they are being perceived differently by different groups of people. However, unique, and memorable images are always crucial for marketing success. These images attract and capture people's attention. The way images are delivered can emotionally affect people which in turn arouse a spark of interest in

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[17] Baloglu S. & Brinberg D. (1997). "Affective Images of Tourism Destinations." *Journal of Travel Research*, 35(4): pp. 2–10

[18] Rein, I., P. Kotler & Haider D. (1993). Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States, and Nations. The Free Press

[19] Gallarza, M. G., Saura, I. G., & H. C. Garcia (2002). "Destination image towards a conceptual framework." *Annuals of Tourism Research*, 29(1): pp. 56-78.

the product or destination. Successful images are also realistic images. It is necessary that images match with the reality and customers get what they expect to receive. A situation in which expectations are being met guarantees enhancement of the level of satisfaction, future repurchase or revisit intention, and customer loyalty.

2.1.2 Definition of Tourism Destination

In geography- oriented research destination can be defined simply as a specific geographical area (Grauslund & Justenlund, 2015)[20]. However, in tourism destination is a very important element and widely used term. Various scholars gave different descriptions of what a tourism destination is. It is often described as a place of unique cultural or natural value, where someone travels and makes a decision to stay for some period of time, and during this time experiences certain attractions and activities provided at the place (N, Leiper 1995, p. 87).[21]

Dobrica Z. Jovicic (2017)[22] reviewed numerous valuable approaches in conceptualizations of destinations in the tourism studies starting from early 1970s (**Figure 1**).

Figure 1: The evolution of tourism destination concepts

The traditional concept of tourism destination	The systemic approach to tourism destination	The smart tourism destination
Geographic dimension Agglomerations of attractions and services; the negligence of cooperation within the destination, and the role of tourists as actors in the destination	Geographic dimension Interaction between tourists, companies providing services, and residents of destinations; constant contact with macro environment; non-linear connections between stakeholders	Geographic dimension Interweaving of digital realms; public–private– consumer collaboration. participatory governance. creative and knowledgeable people; value co-creation. personalized services

Source: Dobrica Z. Jovicic (2017), pp. 1-7

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[20] Grauslund D. & A. Justenlund (2015). "Tourism Destinations - From Geographical Areas to Dynamic Movements." Conference: Council for Hospitality Management's Annual Research Conference, Ulster University, UK Volume: 25th, p.6

[21] Neil Leiper. (1995). Tourism Management. RMIT Press. p. 87

[22] Dobrica Z. Jovicic (2017). "From the Traditional Understanding of Tourism Destination to the Smart Tourism Destination." *Tourism Geographies,* 18(4): pp.1-1

The *classical/traditional approach* to tourism destinations focuses primarily on their geographical characteristics. Moreover, the classic tourist destination concept is also distinguished by the certain idea that tourist destinations must meet specific requirements in order to qualify as a tourist destination. These standards contain three attractive factors for potential travelers namely tourist attractions, accommodations for lodging, and lastly accessibility in the form of transport to, from, and within the destination. This approach however could not properly emphasize the role of tourists in given destinations, assessing tourists solely as consumers and significantly ignoring the fact that notable changes in travelers' demands lead to changes in the structure of a destination. During the mid-1990s, tourism scholars including Butler (1999)[23], Howie (2003)[24] started promoting the so-called '*systemic approach*' to tourism. This approach suggests that tourism should be seen as a part of different systems interrelating with it. Leiper (2000)[25] sees destination as an open to changes system, characterized by the synergy between its compound elements, including agencies that provide tourism service, residents at destinations, local authorities, and tourists. Currently emerging concept in tourism literature is *smart tourism destinations* (Del Chiappa & Baggio, 2015)[26]. Evolution of information and communication technologies (ICTs) modified overall perception of tourism development. Smart tourism destinations are knowledge-based places, and in such places knowledge related to tourism is built and exchanged via technological platforms.

Tourism destination, in general, is an extraordinarily complex and dynamic system. It is the local government's responsibility to provide tourism destinations with a suitable strategic plan for social development and economic progress. Displaying destination with unique and attractive attributes is the main priority of tourism organizations and travel organizers. The efficiency of stakeholders, the way they showcase the destination, the means of promotional channels they use, what kind of storytelling they use to deliver it to the public are significantly important determinants for the successful competitiveness of the tourism destination (Ivanov & Ivanova, 2016)[27]. The ultimate goal of every destination is to create a firmly established, appealing individual brand image in the world with a wide choices of places where people can travel to. Implementing this is usually more challenging for a young destination, rather than the

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[23] Butler W. Richard (1999). "Sustainable Tourism: A State-of-the-art Review." *Tourism Geographies*, 1(1): pp. 7-25

[24] Frank Howie. (2003). "Managing the Tourist Destination. Continuum" *Tourism Management*, 26(2): pp.297–299

[25] Neil Leiper. (2000). "Are Destinations 'The Heart of Tourism'? The Advantages of an Alternative Description." *Current Issues in Tourism*, 3(4): pp.364-368

[26] Del Chiappa & R. Baggio (2015). "Knowledge Transfer in Smart Tourism Destinations: Analyzing the Effects of a Network Structure." *Journal of Destination Marketing and Management,* 4(3): pp.145-150

[27] Ivanov S. & M. Ivanova (2016). "Do Hotel Chains Improve Destination's Competitiveness?" *Tourism Management Perspectives* ,19: pp.74-79

old destination with a strong brand image. For example, France as a tourism destination doesn't have to reintroduce itself to the world market, because people, in general, have a common destination image about it. Nevertheless, the purpose of travel destinations is common - to provide experiences to its visitors.

2.1.3 Destination Attributes

Attributes of a destination are various elements that make it stand out from other places. Attributes play a crucial role in the decision-making process when potential travelers choose one tourism destination over the rest because of its attractive attributes. The strongest attributes are also related to visitors' expectations. Moreover, attributes facilitate the image shaping and altering process. Some destinations have high diversity in attributes than others. It is generally agreed that the more attributes that are perceived to be important by potential visitors destinations have the higher the chance that more people will choose it. For tourism researchers and destination marketers, it is important to identify the most memorable and outstanding attributes, or primary attributes that influence tourists' choices (Omerzel, 2006)[28]. The diversity of important and high in demand elements makes the destination effective and competitive in the tourism market. These attributes should be well maintained in order to sustain a positive destination image for past and future visitors. Nevertheless, the importance of attributes can vary from person to person. Due to the differences in individual preferences and needs, one can give higher importance to one attribute over others.

Many different factors can influence the process of destination choice, with one of the most important being *push* and *pull factors*, which are derived from Maslow's hierarchy of needs which is the underpinning motivation for travel (Pikkemaat, 2004)[29].

Pull factors are destination-related attributes and they are often associated with particular features of the destination such as climate, region, distance, facilities, landscape, cleanliness, safety, ambiance, nature, hospitality of both local people and serving employees, local food and food outlets and activities that destination can provide. If a person is interested in a particular architecture style, he/she will consider travelling to a destination where it can be acquired. Pull factors the actual resources from what destination can make a profit. Such resources are often grouped into tangible and intangible attributes (Lam & Hsu, 2006)[30]. *Push factors* are human's inner motivations that force him/her out of the comfort zone, far from the usual environment.

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[28] Omerzel, G. D. (2006). "Competitiveness of Slovenia as a Tourist Destination." *Managing Global Transitions*, 4(2), pp.167-189

[29] Pikkemaat, B. (2004). "The Measurement of Destination Image: The Case of Austria". *The Poznan University of Economics Review*, 4 (1): pp.87-102

[30] Lam, T. & Hsu (2006). "Predicting Behavioral Intention of Choosing a Travel Destination." *Tourism Management*, 27(4): pp.589-599

Push factors derive from a person's intrinsic motivations, such as the search for new experiences, discovery, relaxation, health both mental and physical, novelty-seeking or simply a wish to escape from the routine of daily life. Mostly these two factors come out in synergy (Baloglu & Uysal; 1996)[31]. This means that certain motivations that make a person travel are also related to benefits that are specific to the given destination and can be obtained only there. Hence, marketers and destination promoters need to know exactly those motivation triggers to attract tourists.

In the previous studies, many attempts were taken to analyze and categorize destination attributes that visitors consider to be important. In some studies, attributes and factors overlap, especially those of universal importance and in others, they differ. Gearing et al.(1974)[32] pioneered in grouping the attributes of destination by dividing them into five fundamental categories, namely (1) natural, (2) social, (3) historical factors, (4) recreational and shopping facilities (5) infrastructure, food, and accommodation. Cooper et al., (1993)[33] developed "*four A's*" plan as follows: Attractions, , Amenities , Access and Ancillary Services.

Buhalis (2000)[34] developed 4A's framework and proposed more precise *6A's framework* with 6 components that tourism destination is usually composed of (**Figure 2**). These components are attractions that the destination has, accessibility to the destination, amenities, available packages, activities that visitors can experience, and ancillary services of various types necessary at a tourism destination to run comfortably.

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[31] Baloglu S. & M. Uysal (1996). "Market Segments of Push and Pull Motivations: a Canonical Correlation Approach." *International Journal of Contemporary Hospitality Management*, 8(3): pp.32-38

[32] Gearing, C. E.; Swart, W. W.; Var, T. (1974). "Establishing a Measure of Touristic Attractiveness.*" Journal of Travel Research, 12(4): pp. 1–8.*

[33] Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). "An Introduction to Tourism" in "Tourism Principles and practice." Harlow: Longman Scientific & Technical, pp.1-10

[34] Buhalis. D. (2000). "Marketing the Competitive Destination of the Culture - Growth Strategies for Accommodation Establishments in Alpine Regions." *Tourism Management*, 21(1): pp. 97-16

Figure 2. Buhalis's Six As Framework for the analysis of tourism destinations

Attractions	natural or artificial constructions, hand-made crafts, and special events
Accessibility	the transportation system, distance, ease of reaching, terminals, and vehicles.
Amenities	accommodation and housing, catering, and other tourism services
Available packages	pre-arranged packages by intermediaries and principals
Activities	all activities that could be done by a tourist at the destination
Ancillary services	banking, telecommunications, posts, and hospitals

Source: Buhalis (2000), pp. 97-116

3 major factors with nine destination attributes had been proposed by Eusébio and Vieira (2013)[35]. The factors as follows: basic services (pricing, accommodation quality, food & beverage), accessibility (road infrastructure and ease of access), attractions (destination's environmental, natural, cultural, and historical attributes).

It is worth mentioning that the above-listed attributes do not always appear and don't have to appear in the same level of importance for all the destinations in the world, because not all places share exactly similar attributes, as well as not all tourists, have similar expectations from the destination. Destination's attributes play a significant role when a tourist evaluates image, attractiveness, and satisfaction with a specific destination. Especially taking into account the excessive competitiveness that exists today among numerous destinations it is necessary to know what kind of images are held by actual and potential tourists . By knowing in advance, the image held by tourists it is possible to predict their expectations from the destination and act accordingly upon them.

2.1.4 Destination Image

In tourism studies, researchers and destination managers are constantly putting effort to understand how individuals form their opinion on a destination and how they utilize the knowledge about it. The importance of destination image for the tourism industry makes it a valuable topic for research. Moreover, many studies firmly affirm that destination image affects an individual's travel plan, especially when it comes to destination choice or future travel

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[35] Eusébio, C., & Vieira, A. L. (2011). "Destination Attributes' Evaluation, Satisfaction and Behavioural Intentions: a Structural Modelling Approach.*" International Journal of Tourism Research, 15(1): pp.66–80.*

intentions (Ekinci, 2003)[36]. This explains the attempts to define and measure the destination image. The intuitive yet intangible character of the destination is both a blessing and a curse: its intuitive character is very appealing to tourism scholars and marketers, applying in empirical studies as well as practice; however, these applications are based not on realistic image, but prototypical understanding of it. (Kock et al., 2016)[37]. Even with a significant number of studies on the image, it is still challenging for scholars to identify destination images unanimously. There are many different concepts of what destination image is in various disciplines, including tourism and marketing, but the general idea of image being a combination of beliefs, ideas and feelings that a person has towards a specific destination remains the same.

A pioneer in defining destination image Hunt (1975) [38] described it as "the overall perceptions held by potential visitors of a place". Since then different definitions have been proposed by different researchers. Without the consensus on how to define destination image in the last four decades, various scholars attempted to give the exact definition of the destination image and measure it. Many definitions based on prototypical understanding and can be generalized. While some studies apply a single-dimensional approach in analyzing and defining destination image, others see destination image as a comprehensive and multidimensional construct, where the mental representations consist of different and potentially unrelated beliefs (Um & Crompton, 1990)[39]. And because of the latter, it is hard to define exactly the concept of the destination image. Chon (1990)[40] researched 23 of the most popular studies on destination image based on their reference frequency, Echtner and Ritchie (1991)[41] summarized and assessed the conceptualization of 15 various image studies. Due to its inconsistent and always changing nature it has been specified by several tourism authors that a more recent conceptual structure in terms of the destination image is required.

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[36] Ekinci, Y. (2003). "From Destination Image to Destination Branding: An Emerging Area of Research." *E-review of Tourism Research*, 1(2): pp.1-4.

[37] Kock, Florian; Josiassen, Alexander; Assaf, A. George (2016). *Advancing destination image: The destination content model. Annals of Tourism Research, 61, pp.28–44.*

[38] Hunt J. D. (1975). "Image as a Factor in Tourism Development." *Journal of Travel research*, 13(3): pp.1-7

[39] Um, S., & Crompton J. (1990). "Attitude Determinants in Tourism Destination Choice." *Annals of Tourism Research*, 17(3): pp. 432-448.

[40] Chon Kye-Sung. (1990). "The role of destination image in tourism: A review and discussion." *The Tourist Review*. February, pp. 2-9

[41] Echtner, C. & B. Ritchie (1991). "The Meaning and Measurement of Destination Image." *The Journal of Tourism Studies*, 2: pp. 2-12.

Table 1. Definitions of Destination Image in Tourism Literature

Author(s)	Definition
Crompton (1979)	"The sum of beliefs, ideas, and impressions that a person has of a destination."
Assael (1984)	A full perception of a given place that has been formed through comprehending data from numerous sources overtimes.
Lawson & Baud-Bovy (1987)	Knowledge, emotional connections and thoughts, preconceptions and ideas, memories that are expressed by a person about a specific place.
Echtner & Ritchie (1991)	Knowledge, emotional connections and thoughts, preconceptions and ideas, memories that are expressed by a person about a specific place.
Gartner (1993)	Pull factors that are formed through the image formation process and which are unique to every individual.
Santos Arrebola (1994)	The mental representation of elements and desirable advantage expected of a product
Milman & Pizam, (1995)	General set of visual impressions and special features about the tourism product or place that are combined into an individual's unique tourism experience.
Baloglu & McCleary (1999)	Overall knowledge, perception, and feelings that an individual has towards the destination.
Tapachai & Waryszak (2000)	Images that individuals are having regarding a specific destination with expected benefits from it.
Leisen (2001)	A final mental impression built by individuals after receiving many various impressions about the specific destination and processing some of them.
Murphy (2002)	Psychological representation, perceptions of an individual a destination
Kim &Richardson (2003)	Overall impressions, thoughts, beliefs, expectations, and emotions that an individual has towards the destination.
Day et al., (2012).	Set of associations that people have of the destination
Lai & Li (2016)	Voluntary, multisensory, primarily picture-like, qualia-arousing, conscious and quasi-perceptual mental experience held by tourists about the destination

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Even though many conceptualizations have been proposed by various scholar there is a general agreement that the destination image is a mental perception or mental representation of a specific place formed through the combination of information received from different people and online sources, obtained from books and destination-related papers, and seen in the movies and documentaries. Information received from people we know personally are often considered more reliable than feedback received from strangers. All these information sources create organic mental images in people's minds. Big events, political stability, or disasters affect destination image formation. Destination images tend to change dynamically under different factors, especially in times when everyone is exposed to the internet and can receive information about the destination from web portals and see on tv news. People tend to share their experience at the destination and satisfaction or dissatisfaction with specific attributes and these feedbacks are highly assessed by potential visitors and they create personalized opinions about the destination based on the totality of information received. Generally, destination is quite fluid concept and after some period of time should be modified, changed, and managed accordingly by tourism marketers. It is necessary to be updated on positive destination image attributes in order to keep a positive destination image of a specific place.

2.1.5 Components of Destination Image

Generally, scholars agree that destination image due to its complexity should be studied as an overall impression. However, when it comes to the components of destination image opinions of researchers differ. While some claim that an image has only cognitive components, others see the image as a complex system consisting with cognitive and affective components (Baloglu et al., 2014)[42].

Components are dimensions of destination image formed in people's minds through knowledge-obtaining and emotional processes. Components influence the overall image that potential tourists and past tourists may have about the destination. It is important to note the difference between components of destination image and destination image attributes. Destination image attributes are specific characteristics and qualities that make destination stand out from others or make them like other destinations and attract potential tourists, while destination components are understandings and feelings or a combination of both. Destination components help to determine the overall destination image both before and while/after visiting

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[42] Baloglu, T., Henthorne & S. Sahin (2014). "Destination Image and Brand Personality of Jamaica: A Model of Tourist Behavior" *Journal of Travel & Tourism Marketing,* 31(8): pp.1057-1070

a destination. According to Gartner (1993)[43], there are three distinct destination image components that are at some point interrelated with each other namely: *cognitive*, *affective,* and *conative*.

The *Cognitive component* is a mental response, interpretation, assessment, and differentiation of the stimuli related to the destination (Tasci et al., 2007)[44]. Cognitive evaluation of image is based on actual perceived knowledge that one has about the destination, memories as well as personal beliefs. It consists of the perception of individual attributes. Among all the components of the destination image cognitive component is the most complex one and the most studied one. Based on the literature review of previous studies and content analysis Turkey, Greece, Italy and Egypt, Baloglu and Mangaloglu (2001)[45] measured cognitive components of destination image within 14 comprehensive items, which includes (1) value for money, (2) appealing scenery/natural attractions, (3) good climate, (4) interesting cultural attractions, (5) suitable accommodations, (6) local food, (7) great beaches/water sports activities, (8) quality of infrastructure, (9) safety, (10) interesting historical attractions, (11) unpolluted/unspoiled environment, (12) good nightlife and entertainment, (13) standard hygiene and cleanliness, (14) interesting and friendly local people. Some scholars have been criticizing the lack of consistency in the attributes used in the studies of the cognitive image of the destination and requesting more detailed research that will differentiate one destination from another (Lee et al., 2005).

Affective component is related to the emotions and feelings, that individual has towards a place, and it can be either positive, negative, or neutral. Some authors include a third component – a *Conative* (behavioral) one (Tasci et al., 2007)[46]. While the cognitive evaluations are expressed by consumer's knowledge about a destination, the affective by one's feelings towards the place, the conative component is explained by a person's behavior once information is received. It is important to notice that cognitive image has power to impact the affective and conative images (Beerli and Martìn, 2004)[47].

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[43] Gartner W. (1993). "Image Formation Process." *Journal of Travel & Tourism Marketing*, 2(2-3): pp.191-216

[44] Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). "Conceptualization and Operationalization of Destination Image." *Journal of Hospitality & Tourism Research*, 31: pp.194–223.

[45] Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management,* 22(1): 1-9.

[46] See footnote 55

[47] Beerli A. & J.D. Martin (2004). "Factors Influencing Destination Image." *Annals of Tourism Research*, 31(3): pp. 657–681

Echtner and Ritchie (1991)[48] (**Figure 3**) propose different from other scholar's framework based on three axes or three continua which destination image should be measured by: attributive/holistic; functional/psychological, and common/unique components of an image. *Attribute/holistic* suggests that image consists of the tourists' overall cognitive and affective impressions about individual features(weather, room, etc.), as well as their holistic or overall impressions of the place. *Functional and psychological* characteristics from the second axis of the framework. Functional attributes are tangible and observable traits of the destination (e.g. sceneries, landscapes, natural attractions, activities etc.). Psychological attributes are abstract and intangible ones (e.g. service, safety, and overall atmosphere). *Common/unique* is the final axis. It suggests that images can have common as well as different from others and unique characteristics.

Figure 3. The Components of Destination Image
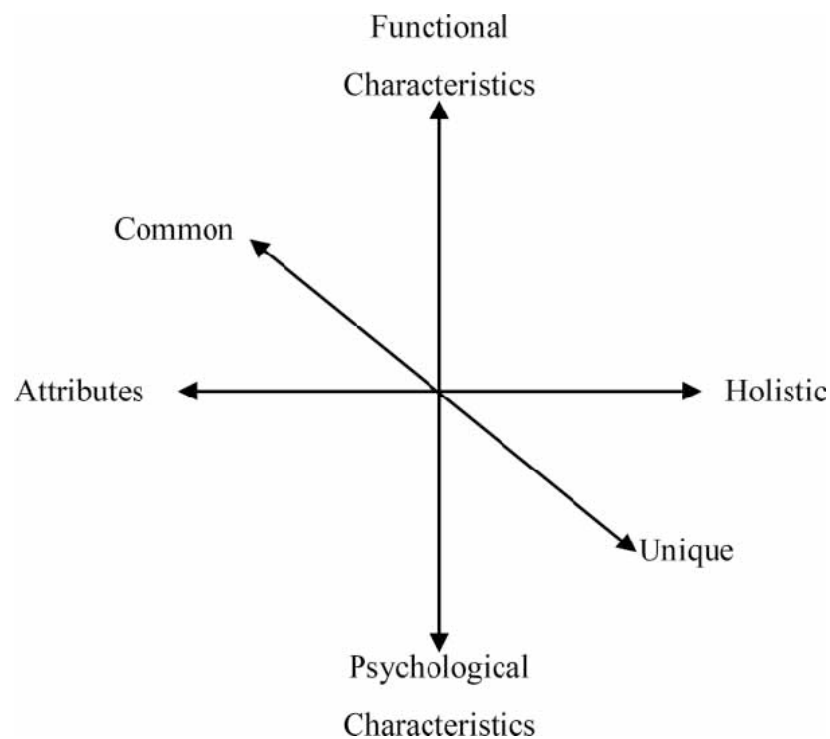
Source: Echtner and Ritchie (1993), pp.3-13

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[48] Echtner, C. & B. Ritchie (1991). "The Meaning and Measurement of Destination Image." *The Journal of Tourism Studies*, 2: pp. 2-12.

The above-mentioned conceptualizations of components and various frameworks of destination image components showcase that destination image is overly complex and in the proper evaluation should be approached according to the specifics of the given place.

2.2. Variations in Destination Image Perception

2.2.1. Destination Image Formation

A tourist's perception of a destination takes place by comprehending and evaluating various data throughout the time. Previous studies conclude that destination image influences an individual's travel behavior and hence, it plays a significant role in particular destinations choice because tourists tend to select places, they have favorable images of. Therefore, understanding the destination formation process and how and why people choose their travel destinations, especially in the absence of prior visit experience is essential.

Alhemoud and Armstrong (1996)[49], Bai and Lee (2016)[50] described the destination image formation process as a construct of a mental representation of a destination derived from diverse informational resources and delivered by the image formation agents. The image of the destination is formed through a cognitive process, when a person receives various information from numerable sources, either from a TV show, an advertisement, or the story of a friend who traveled somewhere and upon returned decided to share information. Many researchers created various frameworks for the destination image formation process. According to Phelps (1986)[51], destination images can be classified into *Primary Images* and *Secondary Images.* Primary Images are built after visiting the destination and having direct experience with it. Secondary Images are formed before the visit to the place through various sources of information.

One of the most recent models of structuring destination image was formulated by Lai and Li (2012).[52] Referring to the original idea of Deutsch and Merritt (1965)[53] they proposed a *Core-Periphery structure* (**C/PS**) of destination image where tourism destination consists of different image elements, and some of them are very well-known and widely recognized and

[49] Alhemoud, A. & E. Armstrong (1996). "Image of Tourism Attractions in Kuwait." *Journal of Travel Research*, 34: pp.76–80.

[50] Bai B. & S. Lee (2016). "Influence of Popular Culture on Special Interest Tourists' Destination Image" *Tourism Management*, 52: pp 161-169

[51] Phelps, A. (1986) "Holiday Destination Image: The Problem of Assessment." *Tourism Management*, 7 (3): pp.168-180

[52] Lai and Li (2012). "Core-periphery Structure of Destination Image: Concept, Evidence and Implication." *Annals of Tourism Research*, 39(3), pp. 1359-1379

[53] Deutsch, K. W., & R. L. Merritt, (1965). "Effects of Events on National and International Images." *International behavior: A sociopsychological analysis* pp. 132–187

these images that consist of strong memorable attributes become the **core** of the destination's image. Meanwhile, less-known images turn into **peripheral** elements. Destination images mostly consist of several **sub-cores**.

H. Kim and J. S. Chen (2015)[54] proposed the concept of *'Schema'*, which is "a set of accumulated knowledge that forms tourism destination images". The scholars conceptualized two schema-related models, where the image formation process before, during, and after the actual visit to the destination. In *before-the-trip* destination image process, *five Prime Tourist Destination Schemas* (**PTDS**) which helps to form the destination image have been distinguished: *place, mega-event, crisis, self, and emotional*. Place schemas are general impressions of a destination, such as physical and human characteristics like the natural environment, climate, social environment, architecture, history, etc. Mega-events are major and short-term events, such as the Olympic Games, International Festivals, and Song Contents such as Eurovision, etc. Crisis schemas are unfortunate events that happened at the destination (e.g. terrorist attacks, natural cataclysms, political uncertainty, etc.), and which might negatively affect its destination image. For example, the 2019 Sri Lanka Easter bombings or Sousse attacks in Tunisia in 2015 had a negative impact on the country's image. Terrorism creates a decline in the tourism sector, impacts the behavior of a tourist, creates an image of a destination as unsafe, and stops people from traveling there (D.Mc.A Baker, 2014)[55]. Self-schemas are self-perception of individuals that help them to create their own views on objects or people. These schemas can be collective (based on one's belonging to a social group) or individual (based on the characteristics which differentiate the individual from the others). The emotional schemas are linked with the above-mentioned ones and evoke emotional experiences. Altogether these schemas contribute to the creation of associations and stereotypes in consumers' minds.

Currently, the role of the Internet as an agent in the image formation process cannot be neither diminished nor denied. People have a chance to communicate online by sharing and generation information about the destination. The web sites can provide more precise information about the destination which enables tourists to vividly visualize the given destination and have a more precise idea about the place even before the actual visit.

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[54] Kim, H., & J. S. Chen (2015). "Destination image formation process." *Journal of Vacation Marketing*, 22(2): pp.154–166

[55] David Mc. A Baker (2014). "The Effects of Terrorism on the Travel and Tourism Industry." *International Journal of Religious Tourism and Pilgrimage*, 2(9): pp. 58-67

2.2.2. Pre-visit and Post-visit Destination Image Differences

The primary importance of the images of the destination is that they help to experience the initial sensations, the so-called pre-visit taste of the destination long before the actual visit. However, the destination image is not a stable element. Change happens, even though it is not an immediate process. Over time and under certain circumstances, with more experience and knowledge obtained about the destination the chances, that the image that an individual holds about the place will be transformed, are high. Moreover, in order to change established destination image marketers have to put a lot of efforts to impact induced images through promotion and advertisement. Reynolds (1965)[56] described image development as building of a mental picture by several memorable elements selected out of large amount of information an individual receives.

Gunn (1972)[57] identified seven stages that include before-, during-, and after-trip stages, through which destination image formation and modification processes take place (**Figure 4**). Out of all the seven stages, the destination image is formed at the first, second, and seventh stages. At stage 1, before the actual trip to the destination through accumulation of mental representation image is first invoked in individual's consciousness. At stage 2, a modified image appears through further consumption of information. In the final stage 7, the overall image is modified after an actual visit to the destination (Kim, H., & Chen, J. S. 2015)[58].

Figure 4: Gunn's model of the seven phases of the travel experience

1. Accumulation of mental images about vacation experiences.
2. Modification of those images by further information.
3. The decision to take a vacation trip.
4. Travel to the Destination.
5. Participation at the destination.
6. Return Home.
7. Modification of Images Based on the vacation experience.

Source: Gunn (1988) p. 120

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[56] Reynolds, W. H. (1965) "The Role of the Consumer in Image Building." *California Management Review*, 7: pp.69-76.

[57] Gunn C (1988) Vacationscapes: Designing Tourist Regions. New York: Van Nostrand Reinhold, p.120

[58] Kim, H., & J. S . Chen (2015). "Destination image formation process." *Journal of Vacation Marketing*, 22(2): pp.154–166

Gunn (1988)[59] suggests that *Pre-visit images* are formed at two levels: O*rganic* and I*nduced.* Organic images are formed without the influence of various tourism-related commercial materials, but rather from geography, books, documentaries. This results in the creation of organic images. In the second stage of the destination image formation process, the image is being changed due to the knowledge received from destination marketing means such as guidebooks, advertising, etc. After accessing and consuming these materials organic images become induced images. Induced images are limited images that a person has about the destination without visiting the area.

Baloglu and McClearly (1999)[60] proposed a destination image formation and evolution framework that differentiates between *Stimulus factors* and *Personal factors* (**Figure 5**). Both factors have a high ability to influence one's image formation and change. Stimulus factors are information sources also known as *image forming agents* (Gartner 1993)[61] are forces that impact perceptions and assessments. These factors refer to the number and different variety of information sources that a person is exposed to, including the knowledge acquired after the actual visitation of the place.

Figure 5: General Framework of Destination Image Formation
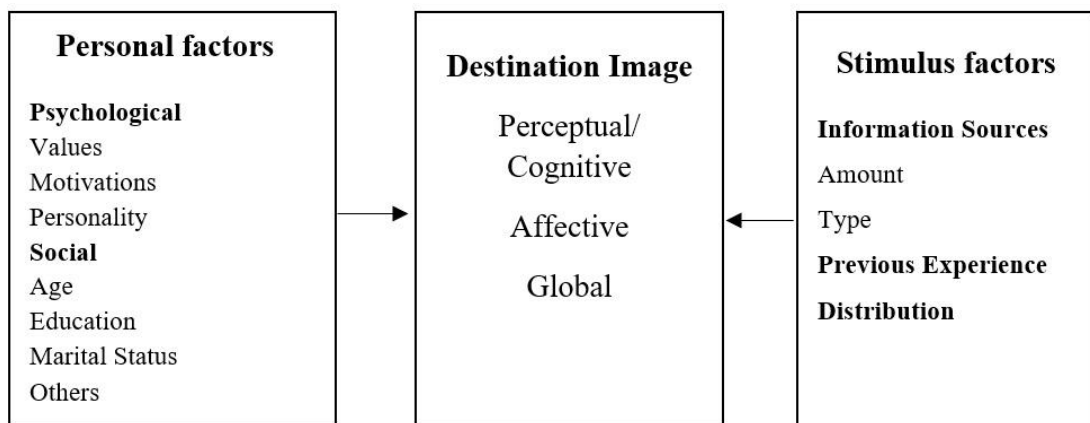
Source: Baloglu & McCleary (1999), p.870

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[59] See footnote 70

[60] Baloglu, S. & McCleary, K.W. (1999). "A Model of Destination Image Formation." *Annals of Tourism Research* 35 (4): pp.11-15

[61] Gartner W. (1993). "Image Formation Process." *Journal of Travel & Tourism Marketing*, 2(2-3): pp.191-216

Gartner (1993) developed Gunn's (1988) idea and suggested that different information sources create different images: *overt-induced image* when received from mass media, and advertising, internet, *covert-induced* when received from destination reports and articles, *autonomous* when perceived through educational materials, films, documentaries, and tv broadcasting and provide overview and information about a place, and *organic* refers to the image formed from information received from actual visits or friends and relatives in a form of Word-of-Mouth.

Previous experience shapes visitors' destination image and affects their behavioral pattern at the destination, which is expressed in the choices they make while interacting with the destination (Beerli & Martin, 2004)[62]. In tourism experience, previous experience is more important than recommendations or online sources. People place more weight on direct experiences and on personal feelings and emotions associated with the place they once visited, and those images are hard to change (Mazursky 1989)[63]. Those who had previous experience with the destination tend to have more positive images about it. Previous experience influences tourists' intentions to revisit and they know exactly what to expect from the destination and what kind of experience they wish to have for the next time, whether it is a leisure or active holiday (Kozak, 2001)[64]. Besides, the *Distribution* of tangible and intangible attributes such as food, accommodation, sports facilities, experiences, adventures, culture, and traditions under which destination image is being formed, also influences the pre-visit and post-visit images that tourists hold about the destination.

Personal factors refer to individuals' and sociodemographic characteristics (such as gender, age, level of education, family status, social class, residency) and psychological nature (motivations, values, personality, lifestyle, etc.) (Baloglu & McCleary, 1999)[65]. These factors significantly impact the way one perceives information which makes individuals build their mental picture regarding a specific place, and as a result, produce their own, personal perceived images. Several authors propose that *motivations* can influence the process of image formation and the actual destination selection (Stabler 1995) [66]. Motivations affect the affective components of the image since the affective components relate to feelings evoked by the place

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[62] Beerli A. & J.D. Martin (2004). "Factors Influencing Destination Image." *Annals of Tourism Research*, 31(3): pp. 657–681

[63] David Mazursky (1989). "Past Experience and Future Tourism Decisions." *Annals of Tourism Research*, 16(3): pp.333-344

[64] Kozak, M. (2001). "Comparative assessment of tourist satisfaction with destinations across two nationalities." *Tourism Management,* 22(4): pp.391–401.

[65] Baloglu, S. & McCleary, K.W. (1999). "A Model of Destination Image Formation." *Annals of Tourism Research* 35 (4): pp.11-15

[66] Stabler, W.J. (1995). The image of Destination Regions: Theoretical and Empirical Aspects Marketing in the Tourism Industry: Promotion of Destination Regions, Goodall, B. & Ashworth, G., pp.133-161, Croom Helm, London.

(Baloglu & Brinberg, 1997)[67]. And since affective components can influence overall image motivations as well directly or indirectly may influence the overall image of a destination (Hao, Xu & Zhang, 2019)[68]. Several studies show that personal attributes, namely, *gender*, *age*, *occupation*, *education,* and, *social class*, are individual inner qualities that have an impact on the perception of places.

Some destination images are profound and complex. It is formed over the years and has established an image. Gartner and Hunt did a study on positive destination image change. After assessing the destination image of Utah over 12 years starting from 1971, they came to the conclusion that positive changes in destination image take place, but it usually requires a long time (Gartner & Hunt, 1987)[69]. However, destination images due to their nature are not consistent. A*ctual visitation* is a major factor that can change the perceived destination image and pre-visit expectations of tourists. Several authors also suggest that the image formed after visitation tends to be overly complex because it brings a much more realistic understanding of the destination (De Nisco et al., 2015)[70].

Pearce (1982)[71] in his study discovered that tourists' post-travel perception of Greece and Morocco were significantly different from images they had prior to the visit. For example, tourists in Greece revealed that the holiday environment of the country is more adventurous, good for cheap and affordable shopping, and much freer compared to the image they had before their travel. K. S. Chon (2015)[72] noted a significantly high difference in perception of South Korea among American tourists after the actual visitation of the country. His study shows that the pre-visit destination image held by Americans is less favorable compared to those formed after the visitation and having direct exposure to the destination and its attributes. These studies show that change takes place over time, but what makes for such modification to happen in the first place.

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[67] Baloglu S. and D. Brinberg (1997). "Affective Images of Tourism Destinations." *Journal of Travel Research*, 35(4): pp. 2–10

[68] Hao, X., Xu, S., & X. Zhang (2019), "Barrage participation and feedback in travel reality shows: The effects of media on destination image among Generation Y." *Journal of Destination Marketing & Management*, (12): pp. 27-36

[69] Gartnerand, W. C.; Hunt, J. D. (1987). *An Analysis of State Image Change Over a Twelve-Year Period (1971-1983. Journal of Travel Research, 26(2), 15–19.*

[70] De Nisco, A., Mainolfi, G., Marino, V. & Napolitano, M. R. (2015). "Tourism Satisfaction Effect on General Country Image, Destination Image, and Post-visit Intentions." *Journal of Vacation Marketing*, 21(4): pp.305-317

[71] Pearce, P.L. (1982) "Perceived Changes in Holiday Destinations." *Annals of Tourism Research*, 9(2): pp.145-164

[72] Chon KS. (2015), "Traveler Destination Image Modification Process and Its Marketing Implications." *Developments in Marketing Science* pp 480-482

According to tourism scholars tourists' perception of a place is built on information received from different sources which have been embellished for traveler's understanding of the place (Pearce, 1982).[73] After engaging in servicing, hospitality, trying the attractions exploring destination's atmosphere image gradually changes, because through experiences at site tourists get more information that affects the pre-visit image. Many travelers before the trip may have a stereotypical image of a destination because DMOs tend to simplify general destination images to highlight specific aspects of the place. During a one-site experience, existing information most likely to be modified and correct information strengthens in travelers' minds because the information received during such experience will help to differentiate images existing prior to visit from the current one (Tocquer & Zins, 2004)[74]. After the experience at the site, the person will be either satisfied if the expectation is met or dissatisfied if expectations failed to meet at a given destination which will further lead to destination image modification. Thus, experience and satisfaction greatly contribute to image modification.

Several scholars conducted pre-visit and post-visit destination image variation analyses (**Table 2**) in order to analyze the shift in changes of perceived images, identify the destination's weak and strong attributes, and observe how destination image affects satisfaction and future behavioral intentions of visitors. The results show that after visiting a place, people have a more realistic and more positive image of a place. Moreover, some suggest that information sources have significant role in pre-visit image generation and formtion, especially recommendations from people with previous experiences.

In this study, we will attempt to analyze pre- and post-visit destination image changes of Jeju Island among foreign residents of South Korea. Foreign residents are usually a popular topic in sociology, but not a common topic for research in the tourism industry. However, international residents represent both locals and foreigners at the same time and they have the potential to spread the word about the country they live in. No comparative study has yet been conducted to analyze pre- and post-trip changes in the destination image of Jeju among foreign residents. Moreover, this study will try to explore the most popular information sources used by international residents and whether different information sources impact pre-visit destination image they have about Jeju or not.

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[73] See footnote 86

[74] Tocquer, G., and M. Zins (2004). Marketing do Turismo. Instituto Piaget, Portugal: UNWTO.

Table 2. Previous studies on the pre-visit and post-visit destination image variations

Topics	Location	Authors
Perceived destination image change after the actual visitation.	American visitors in Seoul, South Korea.	*Kye-Sung Chon, (1985)*
Pre- and post- trip destination image variations. Post-visit image alteration after actual visitation.	German and Russian tourists in Antalya, Turkey.	*Yilmaz et al.* *(2009)*
Pre- and post-visit destination image perception, strong and weak destination attributes.	Chinese tourists in Brisbane, Australia.	*Y. Wang & M. Davidson, 2010*
Perception of Jordan. Pre-visit and post-visit destination image change. Role of information sources in pre-visit destination image formation.	(non-Arab) tourists, Amman & Petra, Jordan.	*A. Aloudat & A. Rawashdeh* *(2012)*
Pre-tour and post-tour cognitive & affective destination image. Evolving destination image throughout the trip with smartphone technology and photo elicitation.	Canadian students in Peru.	*W.W. Smith et al. (2014)*
Post-visit and pre-visit tourist destination image through Electronic Word of Mouth. Influence of online reviews/sentiments on destination image formation.	Ciao (website), image of Barcelona, Spain.	*M. R. Gonzalez-Rodriguez et al. (2016)*

2.2.3. The role of information sources on pre-visit destination image formation

Information sources play one of the primary roles in image formation process, thanks to their availability and widespread use by people all around the world. People strongly rely on traditional and non-traditional information sources for their information needs. Marketers also ubiquitously use various information sources to communicate with their customers. Often, to deliver information to the target market the most popular means of information and communication sources are being utilized.

Information sources can be categorized into two groups, namely *Traditional Information Sources* and *Online Information Sources* (Llodra-Riera et al., 2015)[75]. Traditional sources are referred to books, documentaries, travel guides and brochures, advertising, tv films, travel agencies, media specializing in tourism, fairs, WOM (through friends and acquaintances), the static Internet 1.0.

WOM recommendations from friends and relatives is the source that ranks as extremely important because people tend to trust other people they personally know and who have personal experience with the product or service (Jalilvand & Heidari, 2017)[76]. For the same reason, WOM has traditionally aligned towards success be it a product, service, or destination, because at some point prospective buyers and potential tourists will "ask around" to receive detailed and veracious feedback. WOM is seen as a result of the experience and outcome of behavioral intention. People who are ready to engage in WOM and spread the positive word are considered a big success for the destination or product. It affirms satisfaction and reflects a high possibility of an individual's loyalty (Konecnik & Gartner, 2007)[77]. Another form of WOM that has gained popularity among people with access to the Internet is E*lectronic word-of-mouth* (**eWOM**). eWOM has also a powerful impact on an individual's pre-visit destination image formation and decision-making process. Potential travelers make up their minds after evaluation of feedback and reviews left at online platforms (Goldsmith et al., 2008)[78]. Tourists share media and knowledge about the destinations by personal choice because they are looking for recognition for their contributions within their circle and this makes their content especially

[75] Llodrà-Riera, I; Martínez-Ruiz, M.P.; Jiménez-Z., A.I.; Izquierdo-Y., A. (2015). "A multidimensional analysis of the information sources constructs and its relevance for destination image formation." *Tourism Management* 48: pp. 319-328.
[76] Jalilvand M. & A. Heidari, (2017). "Comparing face-to-face and electronic word-of-mouth in destination image formation: The case of Iran." *Information Technology & People,*30(4): pp.710-735
[77] Konecnik, M., & Gartner, W. C. (2007). "Customer-based brand equity for a destination." *Annals of Tourism Research*, 34: pp. 400-421.
[78] Goldsmith R. I. W. Litvin & Bing Pan, (2008). "Electronic word-of-mouth in hospitality and tourism management." *Tourism Management*, 29(3): pp. 458-468

valuable and useful to others, as they have a chance to access an unbiased and reliable to a specific extent information source, which is considered as more reliable and relevant than any other source. TripAdvisor is an example of such an online platform where potential travelers check for the information sources from actual visitors to the destination of their interest. *Brochures/Travel guides* are traditional sources of information provided by different institutions to promote the destination. Generally, there are two types of brochures: commercial brochures provided by private tourism service enterprises such as private tour operators, hotels, and restaurants, and institutional brochures provided by the public, government, or local tourist organizations.

Online Information Sources refer to search engines, official/unofficial tourist webpages, photo, and video sharing applications, travel blogs, portals for renting accommodations and cars, general social network. Internet accessibility changed the way people access information and arrange their travel plans (Hays et al., 2013)[79]. Online information sources are important channels for information distribution. They are easily accessible by consumers and affordable by destination marketers. People tend to trust online resources more than since there are more opportunities to compare different sources of information and confirm their reliability. Therefore, for traditional sources, such as advertisement and brochures, is important to provide a realistic depiction of the destination.

2.3. Jeju Island

2.3.1. Jeju as a destination

Jeju is the largest and southernmost island of South Korea with a population in 2019 of 700,000 people (Kim et al., 2019)[80]. On July 1st, 2006, Jeju Island was made into the first special autonomous province of South Korea and so far, it is the only self-governing province in the entire country. It is a major tourist destination both among domestic as well as increasing, thanks to the visa-free policy and international airport, foreigners. Tourism is significantly valuable to the economic growth of the island. Therefore, local government together with the central government constantly empowers Jeju island's tourism development through investments (Hunter, 2010)[81].

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[79] Hays, S., Page S.J., Buhalis, D. (2013). "Social media as a destination marketing tool: Its use by national tourism organizations." *Current Issues in Tourism*, 16 (3): pp. 211–239

[80] Kim, K., Park, O., Barr, J., & Yun, H. (2019). "Tourists' shifting perceptions of UNESCO heritage sites: lessons from Jeju Island-South Korea." *Tourism Review*. (74)1 pp.20-29

[81] Hunter W. C. (2010). "Groomed Spaces on Jeju Island: A Typology of Photographic Representations for Tourism." International Journal of Tourism Research, 12(6): pp.680 – 695

Even though the importance of international tourism development is being constantly highlighted and there is an increasing number of visitors from countries such as China and Malaysia, the domestic Korean market remains the priority focus for Jeju Provincial Government authorities (Suh and Hunter, 2006)[82]. Jeju is becoming one of the main MICE cities of the country with the government's investment in international conference projects. Also, an "English village" is built for educational purposes. Domestic flights are so frequent that the Gimpo-Jeju route was named the busiest domestic route in the world (Business Insider, 2018)[83].

Jeju is well-known for its seasides, resorts and recreational areas, caves, olle trails, canola and camelia flowers, cherry blossoms, tangerines, and Halla Mountain, where according to the legends Gods live, which with 1950 m. is the highest point in the country (Barclay, 2017)[84]. Jeju Island gained UNESCO's "Triple Crown" and in 2007 was designated a World Natural Heritage Site, a Global Geopark in 2010, and a Biosphere Reserve in 2002 (Park, 2017)[85]. In 2011 Jeju was declared one of the New Seven Wonders of Nature. With such fame, Jeju is a primary holiday destination for foreigners who reside in South Korea as well. In this study, we will try to identify the image that foreign residents who traveled to Jeju as tourists while living in South Korea hold about the island.

2.3.2 Destination Image of Jeju

Jeju Island has similar to the other holiday destinations attributes. White sand beaches like the ones in the Maldives with mesmerizing sunsets, waterfalls amid the island's lush vegetation, horse riding and golf activities, water sports such as surfing, snorkeling, and diving, cruising, hiking are all available for tourists in Jeju. Depending on the season tourists can enjoy different activities and the surrounding landscape. The availability of 4 distinct seasons attracts here many tourists from South East Asian countries where autumn foliage and winter snow is mostly unknown.

Besides Jeju has some unique and distinctive attributes that make the island stand out among other destination in the region. Jeju is a famous volcanic island and one of the most unique and well-known features of it are winding underground caves. Majestic stone statues of Jeju island often called among locals Dolhareubang which literally means "Stone Grandpa" are

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[82] Suh YK, W. Hunter (2006). "Tourism. In Jeju Island: History and Lives, Tourism and Citrus, Plants and Animals." Seongsoo A (ed.). *Educational Science Research Institute*, Cheju National University: Jeju; pp.99–128

[83] https://www.businessinsider.com/the-worlds-busiest-air-route-is-between-seoul-and-jeju-2016-12

[84] Barclay, J. (2017), *https://edition.cnn.com/travel/article/things-do-jeju-island/index.html*

[85] Park, M.Y. (2017), *Jeju Island, a UNESCO triple crown for foreign media*, Jejuilbo, April 19

recognized specific to the destination by visitors to the island (W. Hunter & Suh Y. K, 2005)[86]. Moreover, there are various festivals that can be experienced only in Jeju such as yearly Stepping Stones music festival in Hamdeok beach, Jeju Fire Festival or New Year Eve at Seongsan Ilchulbong, that make many people want to travel to Jeju from all part of the country (JTO, 2020) [87]. The outstanding unique heritage of Jeju Haenyo is inscribed on the Representative List of UNESCO in 2016. Their eco-friendly harvesting methods, community lifestyle, and cultural practices are a good example of sustainable and slow living (UNESCO, Intangible Cultural Heritage, 2017)[88]. Unfortunately, many people are unaware of these unique features of Jeju before visiting the island and some of these unique features may remain unknown if not exposed properly to potential and actual visitors.

Research conducted by H.-K.Yeo and Kim D.-H., (2018)[89] on sensibility assessment of South Korea's various destination image's defined that Jeju's image is often associated with cleanliness, such as clean air and clean environment, harmonized with nature. Jeju is also seen as the furthest destination, more Eastern, more exotic, cozy, traditional, plain, simple yet classic, and generally in harmony with everything. This can conclude that potential tourists have different perceived images of Jeju. People who come to Jeju are seeking different experiences compared to those who travel to Seoul or Busan. Jeju's famous natural features make it appealing to holiday seekers and nature explorers where one can have a restful holiday as well as adventures. Close proximity to Seoul, constant airplane availability from different airports of the country, and affordable airline tickets make it possible for anyone who has time and wish to travel to Jeju.

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[86] Hunter W. C. & Yong Kun Suh, (2007). "Multimethod research on destination image perception: Jeju standing stones.", 28(1): pp. 130–139.

[87] JTO, Festival information https://www.ijto.or.kr/english/Bd/list.php?btable=festivities

[88] The haenyeo: living legends of Jeju Island https://en.unesco.org/courier/april-june-2017/haenyeo-living-legends-jeju-island

[89] Yeo, Ho-Keun and Kim, Do-Hoon, (2018). "Sensibility Assessment Regarding Images of Tourist Destinations: Analysis of the Image Scales of Seoul, Busan, Daegu, and Jeju" *MICE 관광연구(구 컨벤션연구*, 51: pp.123- 142

CHAPTER 3

METHODOLOGY

3.1. Research method

This research attempts to explore the variation between pre-visit and post-visit destination images of Jeju Island among foreign residents in South Korea who live in different provinces, excluding Jeju, and who have visited Jeju at least once since 2019. A self-administered questionnaire was designed in order to study the objectives of the research. Before the initial online survey, a pilot study was carried out to find out whether there are uncertainties regarding the questions. Since the questionary was submitted online it was necessary to have clear and simple questions, because in case of ambiguity respondents have no one to ask for clarification. The questionnaire was distributed to 50 English speaking international students who reside in South Korea. The pilot test helped to add some corrections to the vocabulary and expressions. For instance, the pilot test showed the diversification of residence cities, thus cities were replaced with provinces, with the addition of some major cities being allocated to some provinces. Pilot-test also helped to predict the possible diversity of demographic profiles. Overall, the questionnaire was clear and simple, however, some of the respondents noticed that it is impossible to accurately determine the quality of certain attributes depending on the purpose of the visit. A pilot survey was helpful in the development of the final draft of the questionnaire.

Destination image was determined on a 31-attribute scale designed based on Echtner and Richtie (1991)[90], Beerli and Martin (2004)[91], Wang and Davidson (2010)[92], Yilmaz et al., (2009)[93]. This study used some attributes that are inherent to Jeju and make it stand out from other places in South Korea. An online questionnaire consisting of 2 parts was conducted in the English language since the population for this study was expected to be foreigners who reside in the country for study and employment purposes. The first part of the questionnaire consists

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[90] Echtner, C. & B. Ritchie (1991). "The Meaning and Measurement of Destination Image." *The Journal of Tourism Studies*, 2: pp. 2-12.

[91] Beerli A. & J.D. Martin (2004). "Factors Influencing Destination Image." *Annals of Tourism Research*, 31(3): pp. 657–681

[92] Wang, Y. & Davidson, M. C. (2010). "Pre- and post-trip perceptions: an insight into Chinese package holiday market to Australia". *Journal of Vacation Marketing,* 16(2): pp. 111–123.

[93] Yilmaz, Yusuf; Yilmaz, Yildirim; İçigen, Ebru Tarcan; Ekin, Yakin; Utku, Burcu Demirel (2009). "Destination Image: A Comparative Study on Pre and Post Trip Image Variations." *Journal of Hospitality Marketing & Management,* 18(5): pp.461–479.

of socio-demographic information about the tourists, including gender, age, nationality, place of residence, marital status, educational background, and period of residence in South Korea. Respondents were also asked about the familiarity with Jeju, with whom they traveled, and what was the length of the last visit. The second part consists of 31 paired destination image attributes questions related to nature, culture, infrastructure, and activities.

3.2. Research Hypothesis

Many potential tourists have already built a perceived image of a destination through various sources prior to the initial visit. Moreover, destination image tends to change after visiting due to impressions and experiences, and it can change over time due to personal preferences, experiences, or age factors. To measure the variation between pre-visit and post-visit destination image of Jeju we propose the following hypothesis:

H1: **There is a difference between the pre-visit and post-visit destination image of Jeju among foreign residents in South Korea.**

Different information sources have the power to affect the destination image. Prior to visit potential tourists consult multiple information sources to make their final decision. They acquire destination image through advertisement, magazines, and brochures or through individual recommendations. Therefore, we propose:

H2: Users of different travel information sources have different pre-visit destination image perception.

3.3. Data Collection

This study utilizes a positivistic paradigm through the use of the survey and quantitative approach. Many previous studies done on pre-post visit destination image variation have highlighted methodological difficulties. There are different methods of conducting the survey as well. While the majority prefer to collect data from departing tourists (Wang & Davidson, 2010)[94], there are also studies conducted on two groups of respondents separately: arriving and departing (Yilmaz et al.,2009)[95].

This research can be described as a comparative study. Primary data was collected by submitting an online questionary to international students and international employees through social media platforms including Instagram and Facebook. One of the main reasons why the

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[94] See footnote 109
[95] See footnote 110

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online questionnaire was given preference over other methods was the convenience of collecting samples. Secondly, due to COVID19, this method provides a good opportunity to avoid public places with large gatherings of people. When surveying airports, it is most likely that some of the respondents will have poor concentration due to fatigue, drowsiness, and various other reasons. While at home, respondents can sit quietly and think carefully about their answers. Especially when it comes to the pre-visit destination image because after visiting the place the initial image may be greatly distorted and, in a hurry, we may not give an entirely accurate answer. Thus, an online questionnaire was believed to be suitable for this research.

The majority of valid samples were collected through Facebook group for expatriates who reside in South Korea. While some groups rejected the proposal to post questionnaires, other groups such as Expat Women in Korea, Gwangju, and Jeju Island Social were willing to not only fill up the survey but also distribute it to their friends and acquaintances who have previously visited Jeju island. The rest of the questionnaires were distributed via Instagram and personal contacts in KakaTalk. A total of 217 valid samples were collected from October 16th to October 19th, 2020.

There are also secondary data that was collected from various sources and contain documentary data, which was used in this research.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1. Respondents' demographic profile

Table 3 demonstrates the demographic features of the respondents and their familiarity with Jeju Island. In general, there were more females (60.37) among the respondents than males (39.63%). The majority of the respondents are single adults at the age of 20 and 29 (62.67%) following by 30-39 (29.49%) years old who came to South Korea for mainly education and professional and nonprofessional employment purposes. Since there were many different single nationalities among the respondents it was decided to distribute the national belonging of the respondents by continents instead of naming all countries of origins where respondents came from. The main reason for such a colorful national diversity among those who filled the surveys is the fact that many of the participants were students who came to South Korea under the Korean Government Scholarship program, the biggest scholarship which is granted to citizens of more than 158 countries around the world (NIIED, 2020). Respondents are primarily graduate and undergraduate students (42.4%) and teachers (24.88%), who live in South Korea for over 2 years.

For most of the respondents, the main source of information was Word of Mouth (52.07%), followed by those who received information through the Internet or Social Media platforms (36.87%). Very few learned about Jeju through Brochures and Travel Guides (4.61%), indicating that brochures are not a popular source of information with foreign residents of South Korea. Some part of the population learned about Jeju Island through various sources that were not indicated in the questionnaire (6.45%).

The majority of foreign residents' travel to Jeju for holiday purposes (76.5%). Those who come for a conference (5.07) or work (5.53%) most of the time combine holidays with their primary purpose of the visit. Since the majority of travelers arrive for holiday purposes, they also chose to stay longer for 3 (45.16%) nights and 4 or more days (38.71%). There is also a tendency to travel to Jeju with friends (49.77%), alone (21.66%), or life partner (17.97%).

Table 3. Demographic profile of the respondents (N = 217)

Variables	Frequency	Percentage (%)
Gender		
Female	132	60.37
Male	85	39.63
Age		
20-29	136	62.67
30-39	64	29.49
40-49	13	5.99
50 and above	4	1.84
Marital Status		
Single	169	77.88
Married	48	22.12
Education		
High School	9	4.15
Undergraduate	90	41.47
Graduate	118	54.38
Nationality		
Europe	61	28.11
Asia	55	25.35
Africa	23	10.6
North America and Oceania	75	34.56
South America	6	2.76
Occupation		
Student	92	42.4
Manager	8	3.69
Sales	10	4.61
Teacher	54	24.88
Other	53	24.42
Residency in South Korea		
Chungcheongbuk-do	11	5.07
Chungcheongnam-do	22	10.14
Gangwon-do	17	7.83
Gyeonggi-do	79	36.41
Gyeongsangbuk-do	20	9.22
Gyeongsangnam-do	13	5.99
Jeollabuk-do	8	3.69
Jeollanam-do	11	5.07
Duration of residency in Korea		
1 year	44	20.28
2 years	68	31.34
3 years	59	27.19
4 years and more	46	21.2
Source of information		
WOM	113	52.07
Internet	80	36.87
Travel guide/ Brochure	10	4.61
Other	14	6.45

Purpose of the last visit		
Holiday	166	76.5
Work	12	5.53
Conference	11	5.07
Visiting friends and relatives	21	9.68
Other	7	3.23
Length of the last stay		
1 night	4	1.84
2 nights	31	14.29
3 nights	98	45.16
4 and more nights	84	38.71
Accompanied by		
Nobody	47	21.66
Friend	108	49.77
Colleague/Group	16	7.37
Relatives	7	3.23
Life Partner	39	17.97

4.2 Hypothesis Testing

4.2.1. Paired sample test statistics

Overall, 31 independent attributes have been measured to indicate the variation in destination image before and after the visit to Jeju Island.

It is expected that the post-trip image is more favorable than the pre-visit. However, this study tries to explore attributes that after the visit has improved, did not change, or deteriorated. **Table 4** represents the results of the paired sample t-test.

Table 4. Paired sample test statistics

N0	Attribute of Jeju	pre	post	gap	p-value	change
Pair 1	Good climate	4.18	4.52	-.341	.000*	positive
Pair 2	Beautiful forests	4.15	4.67	-.525	.000*	positive
Pair 3	Outstanding sea	4.44	4.77	-.336	.000*	positive
Pair 4	Nice and sandy beaches	4.41	4.74	-.323	.000*	positive
Pair 5	Scenic Landscape	4.24	4.74	-.502	.000*	positive
Pair 6	Stunning Hallasan Mountain	3.86	4.57	-.710	.000*	positive
Pair 7	Interesting museums	3.41	3.25	.166	.013*	negative
Pair 8	Unique local culture	3.55	3.84	-.286	.000*	positive
Pair 9	Different souvenirs	3.47	3.42	.055	.475	negative
Pair 10	Local food culture	3.51	3.55	-.037	.617	negative
Pair11	Attractive Haenyo culture	3.58	4.17	-.585	.000*	positive
Pair 12	Interesting historical places	3.54	3.51	.032	.639	negative
Pair 13	Many shopping facilities	3.35	3.06	.290	.000*	negative
Pair 14	Plenty of restaurants	3.77	4.09	-.323	.000*	positive
Pair 15	Variety of accommodations	4.07	4.43	-.359	.000*	positive
Pair 16	No language barrier	3.55	3.19	.359	.000*	negative
Pair 17	Informative information centers	3.61	3.47	.143	.080	negative
Pair 18	Information boards in English	3.50	3.16	.336	.000*	negative
Pair 19	Colorful nightlife	3.49	2.96	.525	.000*	negative
Pair 20	Good water sports activities	4.09	4.53	-.433	.000*	positive
Pair 21	Wonderful place for horse riding	3.88	4.33	-.447	.000*	positive
Pair 22	A good destination for golf	3.88	4.29	-.415	.000*	positive
Pair 23	Great for diving/snorkeling	4.37	4.56	-.184	.000*	positive
Pair 24	Good for adventurous activities	4.24	4.62	-.378	.000*	positive
Pair 25	Many good places for hiking	4.28	4.67	-.392	.000*	positive
Pair 26	Safe travel environment	4.39	4.71	-.323	.000*	positive
Pair 27	Clean/unpolluted environment	4.29	4.40	-.115	.100	positive
Pair 28	Friendly/welcoming local people	4.14	4.36	-.226	.004*	positive
Pair 29	Peaceful/restful atmosphere	4.29	4.59	-.309	.000*	positive
Pair 30	Comfortable roads for travel	4.37	4.61	-.235	.000*	positive
Pair 31	Easy to travel to and out of Jeju	4.53	4.68	-.147	.002*	positive

*p<0.05

The results of the paired t-test show that out of 31 attributes 22 showed positive improvement after visitation, while 9 did not perform well and were not perceived highly by the tourists.

Among attributes that improved the most are "Beautiful forests", "Scenic Landscape", "Attractive Haenyo culture" and the biggest improvement is seen in the attribute "Stunning Hallasan Mountain". Mostly Jeju Island is well-known for its natural attributes. However, in this study one cultural attribute "Attractive Haenyo Culture" improved significantly after actual visitation of Jeju Island.

What is so special about 9 attributes that performed negatively "Interesting Museums", "Different Souvenirs", "Different Local Food Culture", "Interesting Historical Places", "Many Shopping Facilities", "No Language Barrier", "Informative Information centers", "Information Boards in English", "Colorful nightlife" they are related to Culture, Communication and Entertainment factors. This outcome indicates a communication barrier and a lack of proper information for foreigners about the cultural aspects of the island. It also shows that Jeju is not the kind of destination where foreigners come to seek for nightlife activities.

Therefore *Hypothesis 1* was generally confirmed. There is a significant difference between pre-visit destination image and post-visit destination image.

4.2.2 Reliability and validity test

Reliability is the sequence of measurement, or the stability and predictability of the measurement under different conditions, in which substantially the same results should be obtained (Chisnall, 1997, Kinnear and Taylor, 1996). Since this research consists of multi-scale items it was necessary to measure the reliability of measures as a whole. A commonly performed test of internal consistency reliability is Cronbach's alpha which shows the correlation among all the items in the scale. The least acceptable Cronbach's alpha is above 0.70, while 0.80 and above are preferred (Cortina J.M, 1993).

For this study, exploratory factor analysis using principal components extraction was implemented to separately investigate the structure of Foreign resident travelers' pre-and post-visit destination image perceptions about Jeju Island. Results in **Table 5** show that pre-visit attributes are loaded into 6 factors: Culture and Authenticity, Environmental and Natural Attractions, Travel Environment, Activities, Information and Communication, Island Advantages.

Table 5. Factor Analysis for Pre-visit destination image

Factor	Attribute	Factor Loading	% Variance	Chronbach's alpha
Culture and Authenticity	Different souvenirs	.726	14.650	0.853
	Attractive Haenyo culture	.718		
	Local food culture	.707		
	Interesting historical places	.706		
	Unique local culture	.688		
	Many shopping facilities	.655		
	Interesting museums	.617		
	Stunning Hallasan Mountain	.525		
Environment and Natural Attraction	Outstanding sea	.831	12.428	0.845
	Good climate	.745		
	Nice and sandy beaches	.727		
	Beautiful forests	.659		
	Scenic Landscape	.629		
Travel Environment	Peaceful/restful atmosphere	.810	11.107	0.818
	Comfortable roads for travel	.672		
	Clean/unpolluted environment	.667		
	Easy to travel to and out of Jeju	.598		
	Safe travel environment	.572		
	Many good places for hiking	.558		
Activities	Great for scuba diving/snorkeling	.667	8.493	0.780
	Many good places for hiking	.660		
	Good for water sports activities	.573		
	Good for adventurous activities	.553		
Information and Communication	Informative information centers	.832	8.055	0.810
	Information boards in English	.801		
	No language barrier	.702		
Island advantages	Wonderful place for horse riding	.748	7.967	0.763
	A good destination for golf	.735		

*$\textbf{Cronbach's alpha}$ – 0.906 **$\textbf{KMO}$ - 0.855 ***Approx. $\textbf{Chi-Square}$ – 2865.004

However, 3 attributes were removed, namely "Peaceful and restful atmosphere" because it fell under the Culture group, "A wide choice of accommodations in Jeju" because it fell under "Island advantages" and "A sufficient number of restaurants" which also fell under "Island advantages", however, rotation gave no loading result. Island advantages factor remained with two items with high correlation. It may indicate that potential tourists see golf and horse-riding activities as something specific to Jeju Island. Cronbach's alpha test of reliability produced an alpha of 0.906, which suggests that the measurement is reliable.

For post-trip destination image, the final solution also has 6 factors (**Table 6**), namely Travel Environment, Environment, and Natural Attraction, Culture and Entertainment, Activities, Information and Communication, and Island Advantages and Tourist Infrastructure.

Table 6. Factor Analysis for Post-visit destination image

Factor	Attribute	Factor Loading	% Variance	Cronbach's Alpha
Travel Environment	Peaceful/restful atmosphere	740	13.709	.870
	Comfortable roads for travel	.697		
	Clean/unpolluted environment	.683		
	Easy to travel to and out of Jeju	.622		
	Safe travel environment	.608		
	Friendly/welcoming local people	.607		
	Many good places for hiking	.604		
Environment and Natural Attraction	Stunning Hallasan Mountain	.724	11.809	.831
	Nice and sandy beaches	.690		
	Outstanding sea	.689		
	Beautiful forests	.686		
	Scenic landscape	.656		
	Good climate	.552		
Culture and Entertainment	Interesting historical places	.796	11.738	.833
	Unique local culture	.755		
	Different souvenirs	.717		
	Local food culture	.688		
	Interesting museums	.643		
	Many shopping facilities	.628		
	Colorful nightlife	.530		
Activities	Wonderful place for horse-riding	.685	9.545	.802
	Great for diving/snorkeling	.675		
	Good for adventurous activities	.626		
	Good destination for water sports	.586		
Information and Communication	Information boards in English	.839	8.586	.836
	Informative information centers	.826		
	No language barrier	.756		
Tourist Infrastructure	A wide choice of accommodation	.700	7.454	.699
	Plenty of restaurants	.658		
	A good destination for golf	.575		

*__Cronbach's alpha__ – 0.891 **__KMO__ - 0.870 ***Approx. __Chi-Square__ – 3240.785

Note: according to the item-total statistics of Cronbach's Alpha of SPSS, if we cancel the item "a good destination for golf" we will get a higher Cronbach's Alpha of 0.702

Cronbach's alpha test of reliability produced an alpha of 0.891. There was also a shift of attributes between the factors. "Attractive Haenyo culture" fell under Travel Environment and it did not match the expected logical consistency thus, it was excluded, and factor analysis was performed again. Our results conclude that only one factor has the same set of attributes in both Pre- and Post-visit variations, namely Information and Communication.

4.2.3. Information Sources and Destination Image

One-way ANOVA was performed in testing Hypothesis 2 relating the pre-visit destination image and the sources of travel information used with the results shown in **Table 7**. It was necessary to find out whether information sources about Jeju Island received by foreigners who live in Korea significantly affect their pre-visit destination image creation process.

Nearly all Jeju's image attributes have means that do not statistically vary among those who use different travel information sources. Only two attributes "Many shopping facilities" and "Good destination for golf" had significant differences. Finally, since the majority of the destination attributes did not differ between the various information sources, *Hypothesis 2 has been rejected*.

Table 9. One-way ANOVA test on sources of travel information and pre-visit destination image

Attribute		Mean			F	Sig
		WOM (N113)	Internet (N80)	Other (N24)		
Culture and Authenticity	Different souvenirs	3.44	3.60	3.79	2.273	0.106
	Attractive Haenyo culture	3.38	3.51	3.76	2.363	0.095
	Local food culture	3.49	3.60	3.90	2.453	0.088
	Interesting historical places	3.46	3.61	3.76	1.546	0.216
	Unique local culture	3.49	3.57	3.72	1.046	0.353
	Many shopping facilities	3.26^a	3.35^b	3.72	3.960	0.020^*
	Interesting museums	3.37	3.35	3.76	2.655	0.730
	Stunning Hallasan Mountain	3.78	3.91	4.03	1.323	0.268
Environment and Natural Attraction	Outstanding sea	4.45	4.48	4.28	0.870	0.420
	Good climate	4.15	4.17	4.38	0.500	0.608
	Nice and sandy beaches	4.42	4.44	4.31	0.364	0.695
	Beautiful forests	4.17	4.08	4.24	0.498	0.608
	Scenic landscape	4.27	4.20	4.21	0.167	0.864
Travel Environment	Peaceful/restful atmosphere	4.31	4.25	4.28	0.124	0.883
	Comfortable roads for travel	4.24	4.39	4.21	0.917	0.401
	Clean/unpolluted environment	4.42	4.37	4.17	1.216	0.298
	Easy to travel to and out of Jeju	4.19	4.08	4.10	0.431	0.650
	Safe travel environment	4.43	4.44	4.10	2.310	0.102
	Many good places for hiking	4.6	4.55	4.22	2.805	0.063
Activities	Good for diving/snorkeling	4.39	4.41	4.21	0.823	0.44
	Many good places for hiking	4.35	4.24	4.14	0.941	0.392
	Good for water sports activities	4.28	4.27	4.03	1.115	0.330
	Good for adventurous activities	4.04	4.17	4.10	0.618	0.540
Information	Informative information centers	3.58	3.65	3.65	0.220	0.803
	Information boards in English	3.44	3.57	3.52	0.514	0.599
	No language barrier	3.64	3.45	3.45	1.118	0.329
Island Advantages	Wonderful place for horse ride	3.90	4.00	3.52	2.989	0.052
	A good destination for golf	3.95^a	3.93^b	3.45	3.250	0.041^*

$^*p< 0.05$ Post-hoc analyses were performed using the Scheffe test. **a** and **b** indicate the source of significant difference **(a>b)**

CHAPTER 5

CONCLUSION

5.1 Summary of Hypothesis Tests

Image plays a very important role for destination marketers because it allows to distinguish a given destination from others in a rather highly competitive market. The results of this study lead to conclusions about marketing challenges and destination management of Jeju Island. Foremost, it should be noted the important role played by foreign residents in their country of residence. Not only foreign resident is a representative of his/her homeland, but also an ambassador of residence country to his/her fellow citizens. To pass a nice word to others one must feel comfortable and welcomed where they live. This study tried to find out the perceived image and expectations that foreign residents who live in South Korea have about Jeju, how the image is impacted by information sources before traveling to the island, how image changes after the actual visitation of Jeju island.

The majority of travelers to Jeju among foreign residents are young students or employees, predominantly teachers, aged between 20-40, who obtain the information through people they know or via the internet. It is crucial to meet the expectations of foreign residents who travel to Jeju because in the future these people will also pass a word about the island to their friends or share information through online social platforms. Tourism-related advertising and promotion through the internet are very important in order to assist potential travelers to create a more realistic destination image of Jeju. As this study showed Travel brochures weren't very popular among foreign residents as a source for information gain. It can be assumed that either the brochures are not as widely available and easily accessible, not appealing enough, or language-wise are not easily comprehendible for foreigners.

The basic image that a tourist holds about a destination before the actual visitation can help to distinguish the strengths and weaknesses of a given destination and, besides, develop an effective marketing strategy for potential visitors (Echtner and Ritchie, 1991)[96]. Final results of the examination of perceptions before the actual visitation helped to ascertain Jeju's attributes such as nature and scenery, water sports, golf, and horse-riding activities are perceived highly among foreign residents of South Korea who plan to visit the island, and thus, they can be

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[96] Echtner, C. & B. Ritchie (1991). "The Meaning and Measurement of Destination Image." *The Journal of Tourism Studies*, 2: pp. 2-12.

considered as advantages of Jeju Island. Culture related attributes such as museums, local culture, historical places, souvenirs have been regarded as weak attributes. Also, shopping facilities and nightlife in Jeju were considered quite low, which shows that potential travelers don't see the island as a destination for shopping or nightlife entertainment.

Post-visit data showed that Jeju still underperformed in the areas rated low in pre-visit. Most importantly, Communication and Interaction factors were assessed quite low. This is a very important factor, given that many foreigners need proper informants in English, they need visible and available information boards across the island and good quality information from the island's information centers. Post-visit results showed that Jeju does not provide Cultural and Historical attractions, Nightlife, and Shopping opportunities. Even though all these attributes are available in Jeju, they are not properly presented to the foreign audience. The results of the post-visit evaluation show that unique Haenyo culture attributes improved significantly after visitation to the island. It can be assumed that people gained more information about this attribute upon arrival to Jeju and having island experience and getting familiar with the local culture.

 There is principal importance in recognizing which segments of tourism in Jeju are performing poorly and then to take effective and major measures to develop and improve business operations in these areas. Considering that the number of foreign residents in South Korea continues to grow, this will be an important and beneficial step. In general, Jeju has been considered more of a destination with sightseeing, where one can enjoy natural attractions and experience nature-related activities such as water sports, hiking, horse-riding, or golf playing.

Factorial structures for pre- and post-visit destination image perception proceeded differently. It implies a difference of foreign visitors' perception of Jeju as a final outcome of the trip. Both pre- and Post-visit destination attributes are grouped into 6 factors. These factors represent the main constituents that foreign residents who travel to Jeju as tourists expect.

However, there was a slight factor and attribute shift. In pre-visit destination image "Horse riding" and "Good destination for golf" grouped into one factor, namely Activities, with strong correlation. While in Post-visit destination image variation "Horse riding" did group into Activities, "Horse riding" grouped into Tourist Infrastructure with acceptable correlation. Hallasan was perceived as a Cultural attribute in Pre-visit destination mage, and in post-visit loading, it was perceived as a Natural element. This is an interesting finding since it shows that foreign individuals living in Korea perceive Hallasan as a cultural symbol, due to its unique value attached to it, which can be in a way compared to the Mount Fuji in Japan (Chakrabotry

& E. Jones, 2018)[97]. The intangible nature of the tourism industry and its numerous products showcases the fact that destination selection process is most probably based on how potential travelers see the destination prior to travel and what they expect to experience upon arrival there. (Um & Crompton, 1990)[98] Jeju's tourism promotion has been mainly focusing on its natural advantages, which proved to be successful in this research. To successfully create and maintain a favorable image, destination marketing organizations require the collective support of all travel service providers to make sure that the image presented to visitors is accurate. Moreover, it is necessary to ensure that underestimated attributes are properly promoted by providing correct information.

The results for Hypothesis 2 show that the pre-visit destination image does not vary between users of different information sources. Some studies show that pre-visit destination image is strongly affected by information sources (Hanlan & Kelly, 2005)[99], however, our research didn't confirm it. It can be assumed that the lack of diversified promotion of Jeju's destination image leads to certain expectations by potential visitors. Since the main accentuation in Jeju's marketing is made on environmental attributes that's what foreign residents expect to experience on the site and that's what sometimes they limit themselves to, avoiding for more local and emote explorations of hidden cultural and natural gems of the island.

5.2 Theoretical and Practical Contribution

It is assumed that actual visitation assists in forming truthful images than the one existing prior to the trip (Gartner, 1993)[100]. Recognizing weak and strong features of images of a particular destination is valuable in creating proper marketing strategies that assure the destination's success (Chen & Uysal, 2002)[101]. This research attempted to find out by analyzing the surveys of respondents whether any positive or negative alterations in image of Jeju Island took place after the visitation of it by travelers. The hypothesis test result proposed that destination image attributes tend to change after actual visitation.

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[97] Chakraborty A. & Jones T.E. (2018). "Mount Fuji: The Volcano, the Heritage, and the Mountain.Natural Heritage of Japan." *Geoheritage, Geoparks and Geotourism* (Conservation and Management Series), pp 167-175

[98] Um, S., & Crompton J. (1990). "Attitude Determinants in Tourism Destination Choice." *Annals of Tourism Research*, 17(3): pp. 432-448.

[99] Hanlan, J., & Kelly, S. (2005). "Image formation, information sources and iconic Australian tourist destination. *Journal of Vacation Marketing* 11(2): pp. 163–177

[100] Gartner W. (1993). "Image Formation Process." *Journal of Travel & Tourism Marketing*, 2(2-3): pp.191-216

[101] Chen, J. & Uysal, M. (2002). "Market positioning analysis: A hybrid approach." *Annals of Tourism Research,* 29 (4), 987-1003.

Tourism plays a significant role in Jeju Island's economy. While the industry has been focused on the domestic market and the Chinese market, it is time to shift towards the more international market. The number of foreigners, both residents, and tourists in South Korea is constantly growing, so it is necessary to create suitable marketing strategies to help perceive destination image more realistically.

Also, it is necessary to lift the language barrier for foreigners who visit Jeju but don't speak Korean. Our study suggests that communication is one of the main challenges that foreign residents who travel to Jeju face. It is necessary to have more English information boards around the Island. Information centers are also recommended to consider make information to be available for everyone.

The demographic analysis shows us that the pre-visit image of travelers to Jeju Island is largely organic. Visitors strongly rely on WOM as an information source before traveling to the island. Thus, it is necessary to improve attributes that are performed weekly in this research so the tourists will be willing to return and spread a word of recommendation about Jeju.

5.3 Limitations of the Study and Future Research

Our research is not excluded from limitations. The demography of the participants and their cultural background is very diverse. The majority of respondents are either students or educators. There is an assumption that most of the students may have some level of Korean language skills and won't have communication problems while traveling around, especially Korean Government Scholarship Program students who are assigned for mandatory intensive Korean language courses. However, educators who come to South Korea just for working purposes often do not possess sufficient language skills to communicate freely. In future comparative studies, it is better to separate the respondents according to their language and professional skills because in foreign country comfort in many cases depends on whether one speaks the local language or not (Duff , Wong , & Early, 2000)[102]. In future studies, destination images can be compared in different demographical context.

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[102] Duff, P., Wong, P., & Early, M. (2000). "Learning Language for Work and Life: The Linguistic Socialization of Immigrant Canadians Seeking Careers in Healthcare*". Canadian Modern Language Review,* 57(1): pp.9–57

Destination image can change under various agents and time, season, or year when studies have been done should be always taken into account (H. Xu & Ye T., 2016)[103]. The outcomes of this study are performed again after some time may be completely different.

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[103] Xu, H., & Ye, T. (2018). "Dynamic Destination Image Formation and Change under the Effect of Various Agents: The Case of Lijiang, "The Capital of Yanyu." *Journal of Destination Marketing & Management*, 7: pp. 131–139

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APPENDIX

QUESTIONNAIRE (ENGLISH)

Part 1 - Demographic Profile and Familiarity with Jeju

1	Gender	□ Female □ Male
2	Age	□ 20-29 □ 30-39 □ 40-49 □ Over 50
3	Marital Status	□ Single □ Married
4	Education	□ High School □ Undergraduate Degree □ Graduate Degree
5	Nationality	□ Europe □ Asia □ Africa □ North America and Oceania □ South America
6	Occupation	□ Student □ Manager □ Sales □ Translator □ Teacher □ Other
7	Residence in South Korea	□ Chungcheongbuk-do 충청북도 □ Chungcheongnam-do (Daejon) 충청남도 □ Gangwon-do 강원도 □ Gyeonggi-do (Seoul, Incheon) 경기도 □ Gyeongsangbuk-do (Daegu) 경상북도 □ Gyeongsangnam-do (Busan) 경상남도 □ Jeollabuk-do (Jeonju) 전라북도 □ Jeollanam-do (Gwangju) 전라남도
8	Duration of residency in South Korea	□ 1 year □ 2 years □ 3 years □ over 4 years
9	How did you learn about Jeju?	□ Word of Mouth (friends/acquaintances) □ Internet (Instagram/ Facebook) □ Travel Guide/ Brochure □ Other (Combined sources)

11	Purpose of the last trip	□ Holiday □ Work □ Conference □ VFR □ Other
12	Length of the last stay	□ One night □ Two nights □ Three nights □ Four nights and more
13	Accompanied by	□ Nobody □ Friend □ Colleague/ Group □ Relatives □ Life Partner

Part 2 - Paired Questions

	Pre-visit (Post-visit) destination image perception about Jeju	Disagree →Agree
1	Jeju has a good climate	①②③④⑤
2	Jeju has beautiful forests	①②③④⑤
3	Jeju has outstanding sea	①②③④⑤
4	Jeju has nice and sandy beaches	①②③④⑤
5	Jeju's landscape is very scenic	①②③④⑤
6	Jeju's Hallasan mountain is stunning	①②③④⑤
7	Jeju has many interesting museums	①②③④⑤
8	Jeju has different from other parts of Korea local culture	①②③④⑤
9	Jeju has different and unique souvenirs	①②③④⑤
10	Jeju's has special to the island unique food culture	①②③④⑤
11	Jeju's Haenyo(women divers) culture is unique and attractive	①②③④⑤
12	Jeju has interesting and unique historical places	①②③④⑤
13	There are a wide variety of shopping facilities in Jeju	①②③④⑤
14	There are enough various restaurants in Jeju	①②③④⑤
15	There is a wide choice of accommodations in Jeju	①②③④⑤
16	There is no language barrier for a non-Korean speaker in Jeju	①②③④⑤
17	Information centers give sufficient information for foreigners	①②③④⑤
18	There are enough information boards in English in Jeju	①②③④⑤
19	Jeju has a colorful nightlife	①②③④⑤
20	Jeju is a good destination for water sports activities	①②③④⑤
21	Jeju is a wonderful place for horse riding	①②③④⑤
22	Jeju is a good destination for golf activities	①②③④⑤
23	Jeju is a great destination for scuba diving and snorkeling	①②③④⑤
24	Jeju is a good destination for adventurous activities	①②③④⑤
25	There are many good places for hiking	①②③④⑤
26	Jeju has a safe and secure travel environment	①②③④⑤
27	Jeju has a clean and unpolluted environment	①②③④⑤
28	Jeju has friendly and welcoming people	①②③④⑤
29	Jeju has a peaceful and restful atmosphere	①②③④⑤
30	Jeju has nice comfortable roads for travel	①②③④⑤
31	It is easy and comfortable to travel to and out of Jeju	①②③④⑤